

Aug. 21, 1978

**Upstream performance of broadcast stocks
Griffiths backs Silverman commitment to quality**

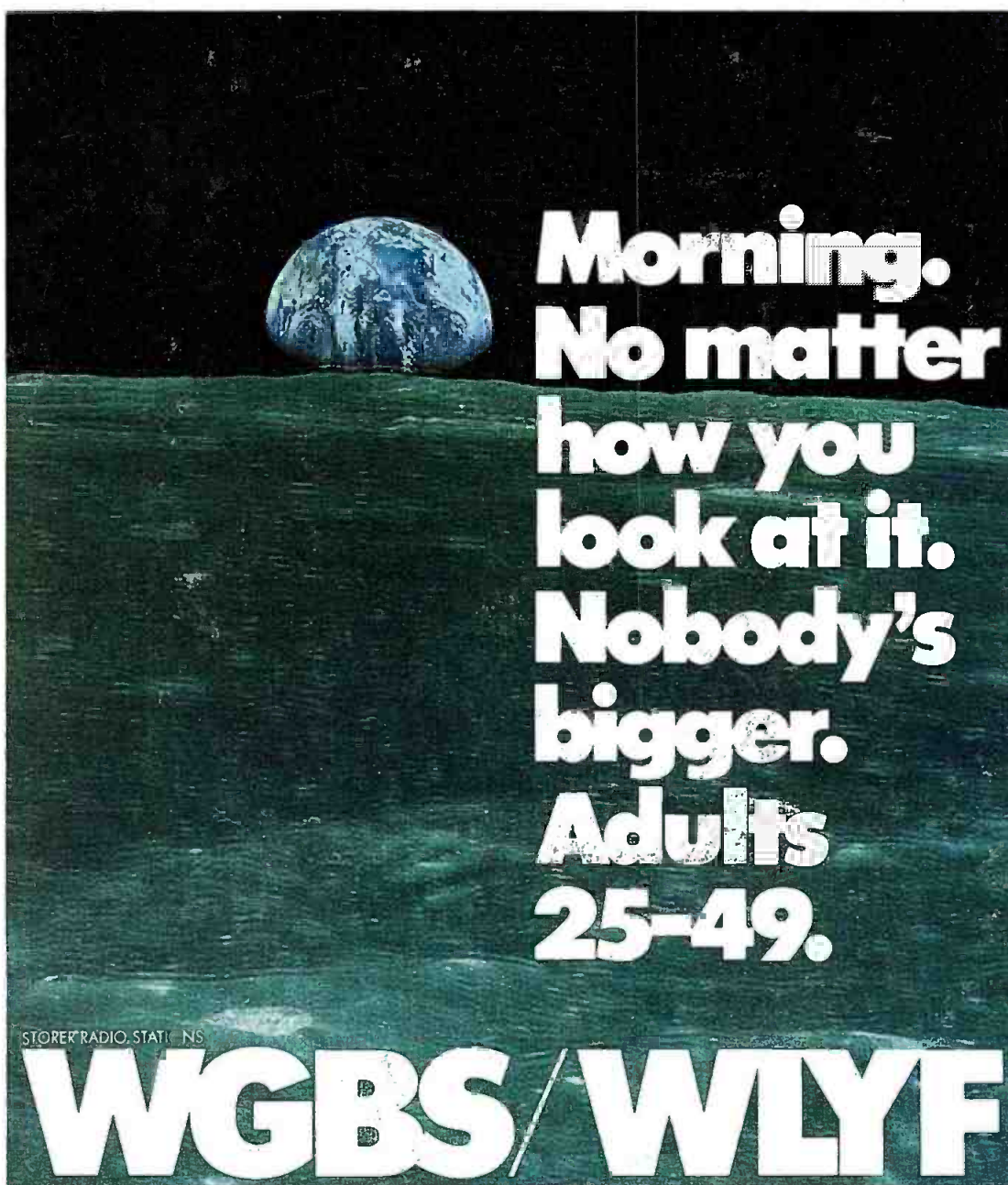
Broadcasting Aug 21

The newswEEKly of broadcasting and allied arts

Our 47th Year 1978

MORNINGSIDE COLLEGE
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SIOUX CITY, IOWA 51106

NEWSPAPER



**Morning.
No matter
how you
look at it.
Nobody's
bigger.
Adults
25-49.**

STORE RADIO STATIONS

WGBS / WLYF

Arbitron, Miami-Fort Lauderdale Metro, April/May '78, AQH, Adults 25-49, Mon.-Fri., 6:00 AM-10:00 AM. All data are estimates and subject to survey limitations.

B9253 EOK FEB/81
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People turn us on!

All the people of Gaylord radio and television stations share one common philosophy:
To be uncommonly responsive to the people of the individual markets we serve.
We stay tuned in to their information and entertainment preferences.
That's why Gaylord Broadcasting continues to grow
in the ability to offer you a receptive audience.
And that's why advertisers, too, turn us on!



GAYLORD
Broadcasting Company

One of America's largest privately owned groups of radio and television stations.

KTVT
Dallas/Fort Worth
WVUE-TV
New Orleans

WTVT
Tampa/St. Petersburg
WVTV
Milwaukee

KHTV
Houston
WKY
Oklahoma City

KSTW-TV
Seattle/Tacoma
KYTE-AM/FM
Portland

WUAB-TV
Cleveland/Lorain
KRKE-AM/FM
Albuquerque

Be sure you're turned on in Seattle/Tacoma,
be on the Gaylord station

KSTW-TV

Channel 11

MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY, IOWA 51106

It takes an unusual station to help capture an unusual market. UNUSUALLY so! KSTW-TV was the first commercial station to open a satellite receiving station. (J)

Broadcast Management Magazine voted KSTW-TV the "Nation's Best" for 1976 for its excellence.

This innovative leadership has paid off in audience. In four short years, AD sign-on to sign-off increase weekly circulation increase leads the Seattle/Tacoma 7:30 p.m. weekdays in women demographics.²

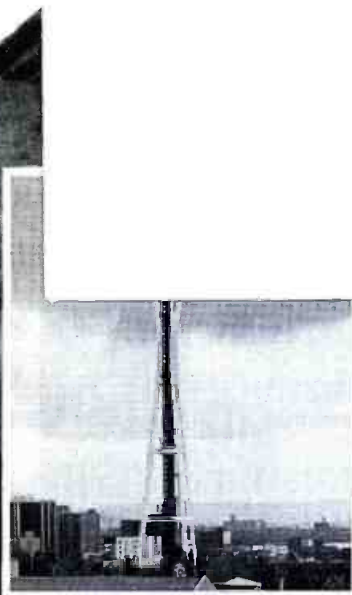
BROADCASTING
August 21, 1978

You get penetration of 443,500 CATV homes over 150,000 homes in three

be seen by nearly 2.5 USUAL MARKET? Production is the 18th market.⁵ The KSTW-TV signal source is an area reaching from the western Washington... from Metropolitan Vancouver

Gateway to the Orient and super reach of the new and programming of KSTW-TV.

Majestic Mt. Rainier



600 foot Seattle Space Needle



Famous Tacoma Narrows Bridge

¹ Arbitron TV, Feb., 1974 and Arbitron TV, Feb., 1978.

² Arbitron TV, Feb., 1978.

³ 1974 and 1977 Television Cable Factbook.

⁴ United States Census Bureau.

⁵ Arbitron Television Markets and Rankings Guide 1977-78.

⁶ Arbitron TV, Feb., 1978 and 1977 Television Cable Factbook.

Quoted data are estimates only and are subject to limitations available on request.

HATS



OFF!

to:

Eric Sevareid

Alan Landsburg

Tony Potter

Thank you for making *Between the Wars* such a success.

Our thanks, also, to the National Academy of Television Arts
and Sciences for the Emmy nomination
of *Between the Wars* as "Outstanding Informational Series."

This 16-week Mobil Showcase presentation,
hosted by Eric Sevareid, presented a fresh perspective on
American diplomatic history from Versailles to Pearl Harbor.

We believe that *Between the Wars* was important television.
So did the critics, the public and the Academy.

Mobil Showcase

The Week in Brief

BULLS ARE RUNNING □ The broadcast market is performing "brilliantly," as one Wall Streeter described it. Stock prices are up generally, way up in some instances, and some companies, notably ABC last week, are increasing their shares outstanding to take advantage. **PAGE 25.**

SOLID ON SILVERMAN □ RCA President Edgar Griffiths, in an interview with BROADCASTING editors, emphasizes his commitment to the new NBC president and the latter's commitment to quality in programming as the means for lifting the TV network out of third place in prime time. **PAGE 26.**

THE REWRITE ROAD SHOW □ The House Communications Subcommittee takes H.R. 13105 to Boston for the first in a series of public hearings on the Communications Act overhaul. **PAGE 28.**

EX PARTE FEELINGS □ Commenting on the FCC's proposed rules, NAB says they go too far; Media Access Project says they don't go far enough. **PAGE 30.**

SHADES OF MAYOR LA GUARDIA □ As New York's newspaper strike stretches on, TV and radio step in to fill the gap in news, advertising and, of course, the funnies. **PAGE 30.**

FINALLY OVER □ After eight years of hearings, the FCC decides to renew the license of KUPY(AM) Puyallup, Wash., but says that the licensee must sell it in six months. **PAGE 34.**

STILL TOO MUCH □ SRA claims the networks carried 638 more minutes of commercial than their standards allow in the second quarter. CBS's Rosenfield calls the report "malicious misinterpretation." **PAGE 41.**

LEAD TIME LAMENT □ The Caucus for Producers, Writers and Directors takes out a full page ad in Hollywood trades protesting the TV networks' (especially NBC) move toward earlier fall season. **PAGE 43.**

OPT'S LATEST □ Coming off its latest success with *Evening in Byzantium*, Operation Prime Time has set a more ambitious goal for itself—a campaign for station commitment so it can develop five miniseries over the next two years. **PAGE 44.**



Listening up. The Radio Advertising Bureau was busy at the drums last week, announcing that its analysis shows that medium reaches more adults daily and weekly than any another advertising vehicle (see box, page 41). Meanwhile, RAB President Miles David (l in photo) and Vice President Richard Montesano were trying out the bureau's new reception area-recording studio, putting on tape a message to stations urging them to use RAB spots, sent out earlier, that are designed to help radio sell itself.

CABLE QUANDARY □ Speculation has surfaced that the FCC's Cable Bureau may be merged into Common Carrier. NCTA is not pleased with the idea. **PAGE 48.**

STILL SILENT □ *New York Times* reporter Myron Farber remains in jail, refusing to compromise the source of news story and to give up the notes for a book he is writing. **PAGE 49.**

IN IT TOGETHER □ Broadcasters go to the side of newspapers in Gannett case at Supreme Court involving a judicial gag order. NAB joins Reporters Committee in amicus filing contending the order is a dangerous precedent. **PAGE 50.**

CONTINUED FAITH □ RCA puts more money where its mouth is on home video cassette recorders, adding more software and hardware to its lines. **PAGE 50.**

ROOTS □ He's not the stereotypical network program executive: ABC's Brandon Stoddard watches—and enjoys—the programs he puts on the air. For this TV chieftain, staying in touch and in tune with his audience is all-important. **PAGE 73.**

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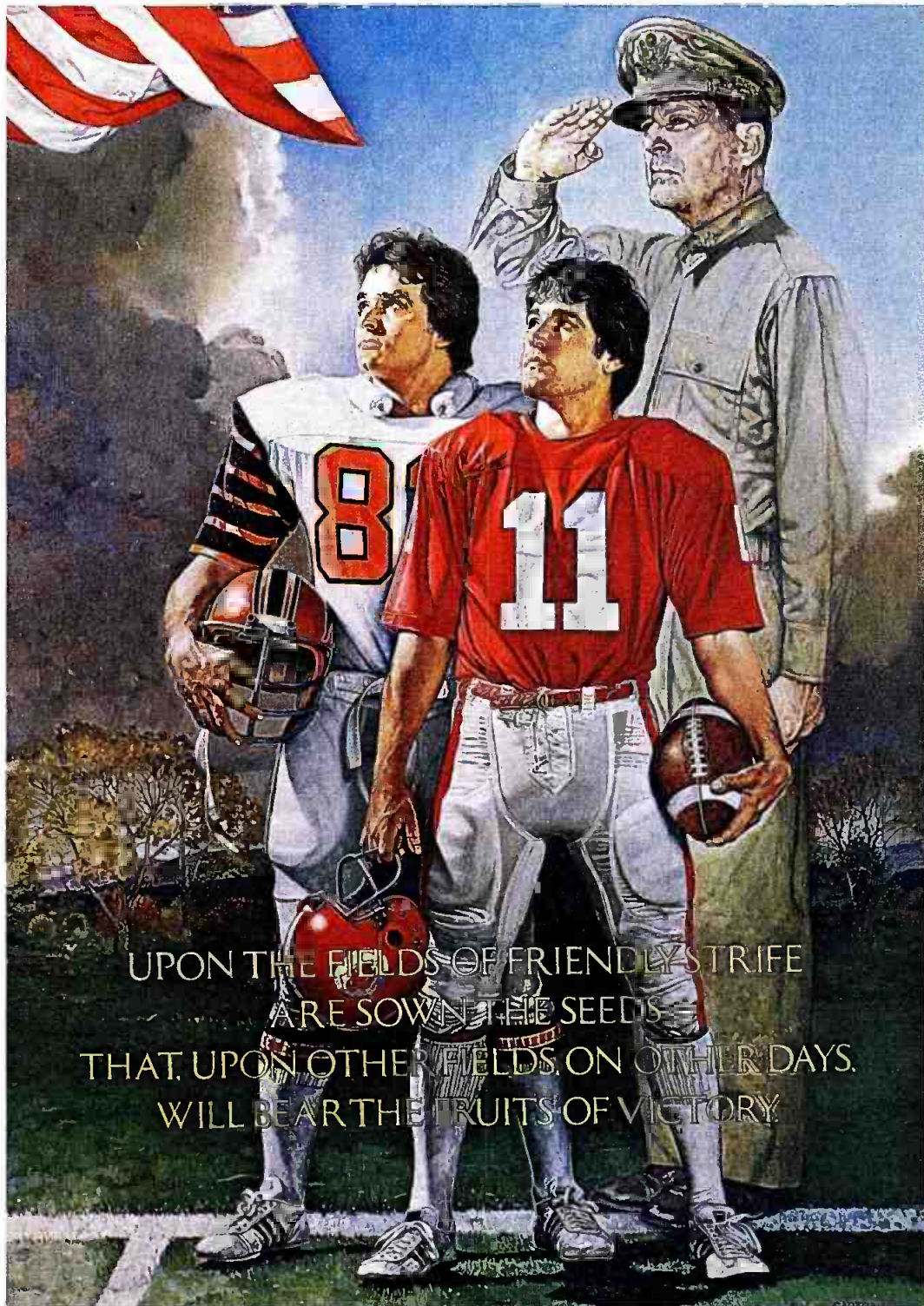
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Spirit of Competition



UPON THE FIELDS OF FRIENDLY STRIFE
ARE SOWN THE SEEDS
THAT, UPON OTHER FIELDS, ON OTHER DAYS,
WILL BEAR THE FRUITS OF VICTORY.

This painting by Joseph Csatsari will hang in the College Football Hall of Fame.

Gridiron heroes of all generations will live forever in the unique new College Football Hall of Fame built by Taft Broadcasting Company for the National Football Foundation adjacent to our Kings Island Family Entertainment Center, Cincinnati, Ohio. It will commemorate the Spirit of Competition

that typifies America. That same spirit prevails in our business philosophy.

Our success and profits grow by competing in the expanding areas of family entertainment. Taft Broadcasting is more than radio and TV stations. We're also Hanna-Barbera Productions and themed amusement parks.

For complete information on our steady growth, write to Mr. John T. Lawrence, Jr., Taft Broadcasting Company, 1906 Highland Avenue, Cincinnati, Ohio 45219.

TAFT
Broadcasting Company

Informing and entertaining the American family.

Closed Circuit®

Insider report: behind the scene, before the fact

Agency, rep cut

Best fix that can currently be made on total TV commissions earned by agencies and station reps suggests that they run more than 7 to 1 in favor of agencies. FCC's 1977 TV financial report (BROADCASTING, Aug. 14) showed commissions paid "to agencies, representatives, etc." totaled \$1,109,600,000 on total TV sales of \$6,998,700,000. Disregarding "etc.," knowledgeable sources estimate close to \$976 million went to agencies, about \$133 million to reps.

On that formula, agencies gained about 13% from \$861 million in 1976 while reps gained about 1.5% from \$131 million.

Cutting clutter

CBS-TV is targeting in on program promos as its solution to "clutter" problem. Officials feel that what one called "sloppy" practices in classifying promos are real culprit. Accordingly they plan to propose following be classified as nonprogram material in National Association of Broadcasters TV code: generic movie promos, announcements in one special promoting another special and promos for program that will pre-empt regularly scheduled show. In addition, when series is being dropped, promos for replacement would be treated as program material only when scheduled in final episode (rather than last two episodes) of departing series. Among other things, these would eliminate use of string of promos as fill when movies run short.

Paving way

Negotiations for sale of Gannett Co.'s WHEC-TV Rochester, N.Y., are reportedly in final stages, with several buyers in contention. Leading bidder is said to be Broadcast Enterprises Network, Philadelphia, headed by Ragan A. Henry, prominent black broadcaster. BEN owns four AM's and one FM. WHEC-TV, ch. 10 CBS affiliate, is being spun out of proposed \$370-million merger of Combined Communications Corp. into Gannett (BROADCASTING, May 15) to comply with FCC multiple ownership limits. Price is reportedly in upper 20 millions.

Nothing sacred?

Broadcasters are beginning to express grave concern about possibility that FCC will be persuaded by Chairman Charles D. Ferris and his chief aide, Frank Lloyd, to make public heretofore confidential financial reports filed annually by all licensees. Financial revelations are long cherished dream of citizen activists, of

whom Mr. Lloyd was chief when he headed Citizens Communications Center.

Issue first surfaced before FCC early last month when Mr. Lloyd prepared paper in one renewal case that would have opened all station reports to public ("Closed Circuit," July 10). He was rebuffed then, but matter is expected to come up again. As FCC is now composed, there is said to be majority against disclosures.

On and on

Merger agreement, whereby seven remaining applicants for KRLA(AM) Pasadena, Calif., would have joined forces to settle 14-year-old contest, collapsed last week. One contender—Voice in Pasadena, headed by Robert E. Lovett, Los Angeles advertising executive; Carl Haverlin, former Broadcast Music Inc. president, and Cal T. Smith, retired broadcaster—rejected proposal that would have made it 25% participant after others reportedly had agreed. Under proposition, Western Broadcasting Co., headed by Bob Hope and Art Linkletter, would have become 40% stockholder with potential of acquiring full ownership in three years for total outlay of some \$15 million.

Merger plan contemplated interests of 15% each for Goodson-Todman, program producers, and Pasadena Broadcasting Co. of Tacoma, Wash., and 5% for Charles W. Jobbins. Provision was made to pay for "allowable expenses" of other applicants who would drop out. Over-all, 19 applications had been filed for 1110 khz facility covering Los Angeles area since station lost its license in 1962 on grounds of fraudulent contests and altering of program logs. KRLA has been operated by Oak Knoll, nonprofit interim licensee. Former management personnel have been charged with mishandling funds. There's hope merger will be revived.

Higher sights

Special House committee overseeing development of television system in chamber is upgrading plans, with aim of achieving network-quality sound and pictures. Original plan called for three color cameras remotely controlled by one technician. Committee, under Chairman Charles Rose (D-N.C.), has opted for six cameras, control room, director and, perhaps, chance for reaction shots.

Changes will increase costs of installation from \$500,000 originally appropriated to about \$2 million. Committee will seek use of contingency funds rather than new appropriation, which would have to go to House vote, with chance for revival of opposition to whole plan. Contingency fund release needs approval of Speaker Thomas P.

O'Neill Jr. Representative Rose has asked commercial and public networks to provide advisers, but so far isn't getting much help. Broadcasters are still feeling rejection of their offer to create and operate House system (BROADCASTING, June 19).

New times always

Frank Stanton, five years into retirement (he left CBS vice chairmanship in March 1973), continues making mark on communications. Name surfaced most recently in connection with sale of monthly *Book Digest* to Dow Jones & Co. for slightly more than \$10 million cash. Dr. Stanton was original investor, held some 10% when it was sold two weeks ago. (Warner Communications was majority stockholder in selling group.) Dr. Stanton will remain on *Book Digest* board.

In addition to being chairman of American National Red Cross, he is now chairman of advisory board of American edition of *Geo*, new prestige monthly backed by German publishing group (Gruner + Jahr, which also publishes weekly *Stern*). He's also member of board of *The Observer* (London). And on June 8 he was elected to board of overseers of Harvard.

Champion

Filing of friend-of-court brief supporting Gannett in case to open pretrial proceedings to news media (page 50) betokens new aggressiveness of National Association of Broadcasters in defense of First Amendment rights. Campaign, which began with filing in dirty words case before Supreme Court this year, will continue. Future prospects for NAB involvement currently being scouted by association's legal staff include jailing of *New York Times* reporter Myron A. Farber for refusal to turn over notes and files to court (page 49). When case gets to New Jersey court of appeals, association will join in.

Calling uncle?

Representatives of All-Industry Television Stations Music License Committee were in Washington last week, conferring with attorneys for Justice Department. Participants wouldn't divulge details. However, American Society of Composers, Authors and Publishers, with which committee has been negotiating for new TV-station music license, has long operated under consent decree to which Justice is party, and committee chairman Leslie G. Arries Jr. of WTVB(TV) Buffalo, N.Y., is on record that committee will go to court if necessary to get music costs reduced (BROADCASTING, April 17).



CRIME



TEENAGE ALCOHOLISM



HIGHWAY SAFETY



TRAFFIC JAMS



THE HANDICAPPED



JUVENILE CRIME



RAPE



THE AGED



GUN CONTROL



SUBSTANDARD HOUSING



RIPOFFS



PRISONER REHABILITATION

COMMUNITY PROBLEMS HAVE BEEN OUR PROBLEMS FOR 51 YEARS.

It didn't take Storer long after entering the broadcasting field in 1927 to discover that the most important ingredient in a station's success was building a responsive audience.

And instilling in that audience faith in the integrity of the broadcaster.

Storer learned something else, too. That the best way to achieve these goals was through a deep involvement with the problems, hopes and undertakings of the communities we serve.

Since those early days we've been doing just that. Responding to community needs. Bringing to light problems that impair the quality of life for their citizens.

Sure Prohibition is gone, but today teenage alcoholism is rampant. Sure the mob killings are now fewer, but organized crime is more virulent. Sure breadlines have disappeared, but the poverty of many of our senior citizens is equally horrifying.

The most satisfying part is that when you're a good neighbor, everybody benefits. Experience has shown that the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE

STORER STATIONS

STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WSBK-TV Boston/WJKW-TV Cleveland
WJBK-TV Detroit/WITI-TV Milwaukee/KCST-TV San Diego/WSPD-TV Toledo
WLAK Chicago/KTNQ and KGBS Los Angeles
WGBS and WLYF Miami/WHN New York/WSPD Toledo

Business Briefly

TV only

IGA □ Independent Grocer's Alliance—supermarkets-wholesalers—prepares four-month TV drive beginning in early September. Mars Advertising, Southfield, Mich., will schedule spots in 13 markets during daytime. Target: women, 18-49.

Valvoline □ Division of Ashland Oil launches four-month TV campaign beginning late this month. Fahlgren & Ferriss, Cincinnati, will buy spots in 53 markets during news, prime and sports time. Target: men, 18 and over.

Neil's Famous Footwear □ Chain of retail shoe outlets arranges three-month TV push beginning in early September. Stephan & Brady, Madison, Wis., will seek spots in 13 markets during day, fringe and prime time. Target: women, 25-49.

Soda Stream □ Manufacturer of home

soft-drink systems slates fourth-quarter TV buy beginning in October. Scott Lancaster Mills Atha, Los Angeles, will arrange spots in Los Angeles and San Diego during all day parts. Target: adults, 25-49.

Stokely-Van Camp □ Frozen foods division plans 12-week TV promotion starting in late September. Montgomery & Associates, Bala Cynwyd, Pa., will seek spots in 15 markets during day and fringe time. Target: total women.

Lloyd's □ Banking firm begins 11-week TV drive in early September. Della Femina, Travisano & Partners, Los Angeles, will seek spots in six markets during fringe, prime and news time. Target: adults, 25-49.

Dow Chemical □ Chemical group plans 10-week TV promotion beginning in early September. Keenan & McLaughlin, New York, will arrange spots in 18 markets

Rep appointments

- WLTX(TV) Columbia, S.C.: Katz Television Continental, New York.
- WCCB(TV) Charlotte, N.C.: Bolton Broadcasting Ltd., New York.
- WJOL(AM)-WLLI-FM Joliet, Ill.: The Robert's Associates, Chicago.
- WTFM(FM) Lake Success, N.Y.: Buckley Radio Sales, New York.

during news and sports time. Target: total men.

San Giorgio □ Company features its macaroni in nine-week TV flight beginning in early September. Creamer, New York, will select spots in 12 markets during fringe and daytime. Target: women, 25-54.

Murphy Oil Soap □ Soap manufacturer begins eight-week TV drive in early September. John Goulet Advertising, Cleveland, will buy spots in 11 markets during daytime. Target: total women.

Comet Rice Mills □ Company feature its Comet Rice Mixers in two-month TV buy starting in late September. SFM Media, New York, will handle spots in three markets during fringe time. Target: women, 25-49.

Foxcross □ Cindy manufacturer highlights its Charleston Chew candy bar with two-month TV push starting in early September. Arnold & Co., Boston, will schedule spots in 10 markets during fringe and children's time. Target: total children and women, 25-49.

Maaco □ Auto painting group launches two-month TV campaign beginning in September. Printz Advertising, Philadelphia, will select spots in about 75 markets during fringe and news time. Target: total men.

Bonanza □ Restaurant chain begins six-week TV drive beginning late this month. Saunders, Lubinski & Powell, Dallas, will place spots in three markets during fringe and prime time. Target: adults, 18-34.

Cudahy □ Food products group schedules six-week TV flight starting late this month. Fairman Advertising, Milwaukee, will seek spots in about 10 markets during early fringe and day time. Target: women, 18-49.

Jacquin's □ Manufacturer and importer of liquor and wines places four-to-eight-

SUCCESS FOR SALE

Whether you measure radio success by ratings, sales or profits, THE Z FORMAT is a winner!

WNOK-FM in Columbia, South Carolina proves that Century 21 automation programming can beat live stations year after year. Arbitron listener ratings say THE Z FORMAT contemporary sound is tops. Sales are tops. But the biggest benefit is in our stations' bottom lines.

Get in on the Century 21 secret. Whether you choose rock, M-O-R, or country music, Century 21 success systems produce superb profits for you. Details are as close as your phone. Call (800) 527-3262 toll-free.

century21
PRODUCTIONS & PROGRAMMING, INC.

2825 Valley View Lane, Dallas, Texas 75234
(800) 527-3262 Toll-free or (214) 243-6721

6AM-Midnight Mon-Sun Avg Qtr Hour Audience Estimates subject to April-May 1978 Columbia MSA report qualifications and may not be used without permission of The Arbitron Co.

TOTAL PERSONS 12+

MON-SUN 6:00 AM-MID

A/PN 77	A/PN 76	STATION CALL LETTERS	
5	4	WBLR	Country
	1.1	WBLR FR	Country
6.1	3.2	WYAY	Country
4.9	5.9	WCOS	Top 40
9.8	9.4	WCOS FR	Country
11.9	10.4	WES	M-O-R
2.4	2.3	WNOK	Top 40
12.1	14.5	WNOK FR	Z FORMAT
5.8	13.6	WQIC	Black
4.1	2.6	WREL	Religion
6.5	5.5	WSCO	Great Ones
11.4	4.1	WERY	Bonneville
8.9	4.2	WELD	Contempo
5	6	WBBB FR	Top 40
1.2	2.3	WPJS	Religion
4.7	8.1	WYNN	Black

**Introducing
the easiest
programming
decision
you'll ever
have to
make.**



LAVERNE & SHIRLEY

**THERE IS
NO OTHER SERIES YOU CAN BUY
THAT EVEN COMES CLOSE.**

PROGRAM	RATING	HOUSE- HOLDS (000)	ADULTS 18-49 (000)	ADULTS 18-34 (000)	TEENS/ CHILDREN (000)
LAVERNE & SHIRLEY	28.5	20,380	19,730	13,240	18,390
ALL IN THE FAMILY	26.6	17,780	15,120	8,351	8,400
SANFORD & SON	23.9	16,090	12,300	6,940	6,980
M*A*S*H	22.6	15,610	14,130	8,890	8,260
WELCOME BACK KOTTER	20.2	14,390	13,260	8,630	12,270
GOOD TIMES	20.1	13,990	11,470	6,880	8,210
CHICO & THE MAN	20.0	14,010	9,700	5,590	5,920
BARNEY MILLER	19.0	13,480	12,460	7,760	7,800

SOURCE: NTL NAD NOV., FEB., MAY AVERAGE TOTAL NETWORK DURATION THROUGH MAY 1978 SUBJECT TO SURVEY QUALIFICATIONS

NOW AVAILABLE FOR AIRING FALL 1981



PARAMOUNT TELEVISION DOMESTIC SYNDICATION

week TV flight beginning in October. Spiro & Associates, Philadelphia, will buy spots in about 10 markets, including Los Angeles and Milwaukee, during news time. Target: adults, 18 and over.

MFA □ Insurance group schedules four-week TV flight beginning in mid-September. D'Arcy-MacManus & Masius, St. Louis, will arrange spots in 49 markets during day, fringe and prime time. Target: total men.

Pennsylvania Lottery □ State lottery prepares four-week TV push for its daily number tickets starting in mid-September. Lewis & Gilman, Philadelphia, will seek spots in six markets during all day parts. Target: adults, 18 and over.

Great Western Savings & Loan Association □ Savings and loan group prepares one-month TV flight beginning in late September. Dailey & Associates, Los Angeles, will place spots in four markets during fringe, prime and news time. Target: adults, 35 and over.

Taco Bell □ Restaurant chain arranges one-month TV push beginning in early September. Grey, Los Angeles, will schedule spots in 25 markets during prime and fringe time. Target: adults, 18-34.

Pillsbury □ Food service division kicks off four-week TV campaign for its Totino's pizza in early October. Paragon

LIBERAL KANSAS CCA REVENUES TOP \$2.75 PER-PERSON ON KSCB

"To be honest with you, Ted, I had reservations as to whether or not we could generate sufficient new or extra revenues to justify CCA's cost," said Stu Melchert, general manager, KSCB, Liberal, Kansas, in a letter to CCA's Ted Mason. "You were right, Ted, we locked in 33 advertisers for a gross of \$37,357.50. Pretty good for a town of under 15,000 population!"



STU
MELCHERT

"Our initial campaign is concluded and our 'pay-off' is scheduled. I'm happy to advise you that clubs and advertisers are extremely pleased. Many advertisers have already indicated that they'll be participating again next year," said Mr. Melchert.

"I was pleased to hear that you have signed another Alf Landon Station, KEDD in Dodge City. Signing for CCA after the first of the year, we were under the gun for sales-time. I anticipate we'll do \$50,000 next year, Ted," Mr. Melchert predicted.

COMMUNITY CLUB AWARDS

CALL COLLECT:
(203) 226-3377
P.O. BOX 151
WESTPORT, CT 06880

BAR reports television-network sales as of Aug. 6

ABC \$819,238,900 (36.3%) □ CBS \$745,421,200 (33.1%) □ NBC \$689,480,500 (30.6%)

Day parts	Total minutes week ended Aug. 6	Total dollars week ended Aug. 6	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.	131	\$ 852,900	4,500	\$ 32,290,600	\$ 28,183,300	+14.6
Monday-Friday 10 a.m.-6 p.m.	1,022	14,961,900	31,604	502,027,400	452,033,800	+11.1
Saturday-Sunday Sign-on-6 p.m.	275	4,909,200	9,679	238,425,700	215,954,900	+10.4
Monday-Saturday 6 p.m.-7:30 p.m.	107	3,590,500	3,172	128,076,500	113,071,000	+13.3
Sunday 6 p.m.-7:30 p.m.	26	1,150,700	654	36,690,300	32,049,900	+14.5
Monday-Sunday 7:30 p.m.-11 p.m.	409	30,320,300	12,904	1,168,621,600	1,035,348,700	+12.9
Monday-Sunday 11 p.m.-Sign-off	227	4,429,800	6,846	148,008,500	137,415,500	+7.7
Total	2,197	\$60,215,300	69,359	\$2,254,140,600	\$2,014,057,100	+11.9

Source: Broadcast Advertisers Reports

Companies, Minneapolis, will select spots in 19 markets during fringe and prime time. Target: women, 25-49.

Andrew Jergens □ Division of American Brands focuses on its Gentle Touch soap in four-week TV campaign beginning late this month. Cunningham & Walsh, New York, will buy spots in 22-25 markets during day, fringe and prime time. Target: total women.

Gillette □ Myponex plant care product gets four-week TV promotion beginning in mid-September. Hill, Holliday, Connors, Cosmopolos, Boston, will place spots in 16 markets during day, prime and late fringe time. Target: women, 25-49.

Armour □ Food products group starts one-month TV drive for its smoked sausage late this month. Foote, Cone & Belding, Chicago, will select spots in seven markets during day, fringe and prime time. Target: women, 25-54.

Saxon's □ Paint company launches four-week TV push in late September. Bernstein/Rein & Boasberg, Kansas City, Mo., will arrange spots during day, fringe and prime time. Target: men and women, 25-54.

IHOP □ International House of Pancakes restaurant chain slates three-to-four-week TV push starting in mid-September. Cecil West & Associates, Atlanta, will place spots in six markets during day and late fringe time. Target: adults, 18-49.

Bryan Foods □ Canned meats group gets highlighted in three-week TV promotion beginning in early September. Cargill, Wilson & Acree, Atlanta, will place spots in about 15 markets during day and early fringe time. Target: women, 25-49.

Cadillac □ General Motors division schedules three-week TV buy starting in late September. D'Arcy-MacManus &

Masius, Troy, Mich., will place spots in 31 markets during news time. Target: total men.

Rustler Steak House □ Division of Gino's schedules one-week TV drive this week. Lewis & Gilman, Philadelphia, will seek spots in five markets—Boston, Detroit, Minneapolis, Providence, R.I., and Richmond, Va.—during fringe and prime time. Target: adults, 18-49.

Radio only

Delta Airlines □ Airline schedules 20-week radio campaign beginning in October. Burke Dowling Adams, Atlanta, will place spots in about 12 markets. Target: adults, 35 and over.

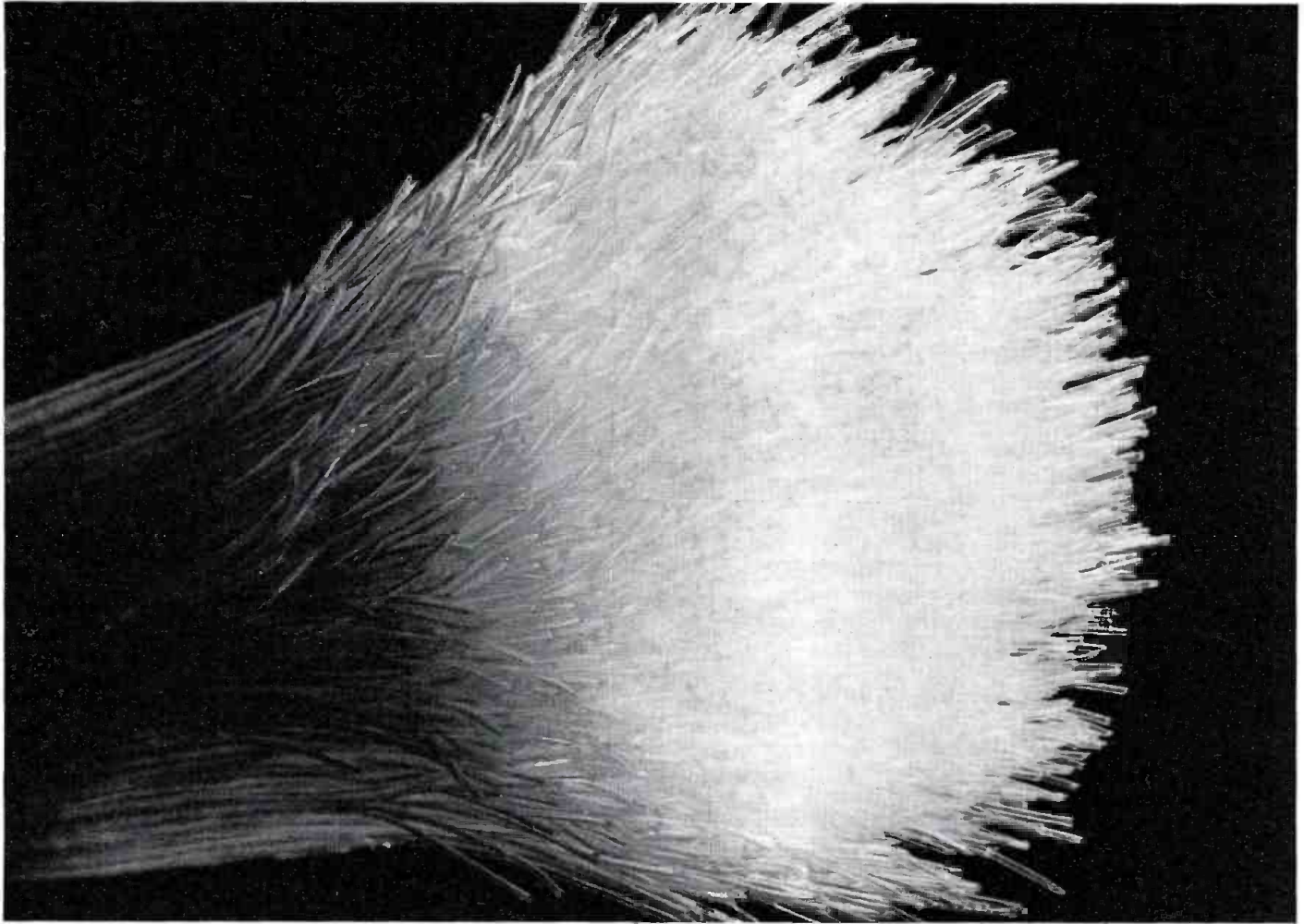
Monticello Drug Co. □ Drug company launches 13-week radio flight beginning in early October. Robert A. Becker, New York, will schedule spots in 19 states. Target: women, 35 and over.

Chiquita □ Division of United Brands launches seven-week radio promotion for its fruit in early September. W. B. Doner, Southfield, Mich., will buy spots in 76 markets including Cleveland, Las Vegas and St. Louis. Target: women, 25-49.

Pro Hardware □ Hardware distributor starts four-week radio push in early September. Ross Roy/Compton, New York, will pick spots in 18 markets including Syracuse, N.Y. Target: men, 25-54.

Ground Round □ Restaurant chain slates three-week radio buy starting in September. Cabot Advertising, Boston, will schedule spots in 20 markets including Minneapolis and Cleveland. Target: adults, 18-49.

For thousands of Americans with kidney disease, these are the threads of life.



Hollow fibers that are part of an artificial kidney made with a chemical developed by Phillips Petroleum.

Most doctors agree, the best treatment for a patient with severe and permanent kidney failure is the surgical transplant of a healthy kidney from a donor.

But some patients are just not suited for a transplant. Others may need time to recover from the trauma of their kidney failure before they are ready for surgery. Or they must be maintained until a suitable donor is found.



Disposable, artificial kidneys can take over when human kidneys fail.

So for thousands of people whose kidneys have failed, an artificial kidney machine is the only hope for survival.

At the heart of these remarkable

machines is a unique, disposable "kidney", that's made with a chemical developed by Phillips Petroleum. It consists of thousands of fine, hollow fibers, specially designed to remove excess fluid and impurities from the blood stream.

These fibers are so effective, a patient's entire blood supply can be purified by spending just a few hours on an artificial kidney machine, two or three times a week.

So thousands of hospital-based outpatients who are waiting for a healthy kidney from a donor can now lead full and productive lives.

Developing lifesaving chemicals while we make fine products for your car. That's performance. From Phillips Petroleum.

The Performance Company



Monday Memo[®]

A broadcast advertising commentary from John Muhlfield, brand manager, Norcliff-Thayer Inc., Revlon Health Care Group, Tuckahoe, N.Y.

TV does an update: not just another Pretty Feet

Repositioning existing products and revamping and revitalizing the marketing effort for them are often more productive than introducing a new product.

To put it another way, marketable new products are scarcer than turkey's teeth. The trade receives all sorts of ideas for new products, but again, like turkeys, most of them just don't fly. Besides, it's generally much easier to revitalize an old product than to launch a new one—even one that has lots of possibilities—because the existing product already has distribution and some degree of consumer support.

That's why our marketing division, on a continuing basis, reviews a number of products that have been underpromoted in past years to see if they can be made more viable in today's market. One of the discoveries we made was that some products introduced in the past were positioned on too narrow a base—their range of application was not broad enough to create volume sales over a long period. In other cases, we identified new factors operating in the consumer market that tended to make the product more useful now than at the time of its debut.

One such product is Pretty Feet & Hands. Introduced about 20 years ago as Pretty Feet, it took off to a promising start. As a preparation for rubbing away rough skin and callouses on the feet, it was unexcelled. But one trouble with Pretty Feet was that many women bought it once and used it with good results—but never bought another bottle. They were able to keep their feet in great shape for years with one bottle of Pretty Feet.

But women's vocations and hobbies tend to be more physical today than they were two decades ago when Pretty Feet was introduced. With tennis, volleyball, home repairs and other strenuous activities, Pretty Feet has broader applications nowadays and can be used to remove rough skin, callouses and stains from the hands, elbows and other exposed parts of the body, as well as the feet.

Furthermore, feet are now being featured by the style-setters. The fashion world has decreed that this is "the year of the feet," with the introduction of open-toed shoes, see-through footgear and new cosmetics for the feet, designed to make them as attractive as possible. We're pleased and encouraged at these developments. Fashion no longer looks on feet as "the ugliest part of the body."

Pretty Feet's potential was neglected during all the years that changes were taking place in life styles because it changed hands several times. Originally owned by



John Muhlfield, brand manager for Norcliff-Thayer's Revlon Health Care Group, based in Tuckahoe, N.Y., works closely with Cadwell Davis Savage, the company's ad agency, in mapping advertising and marketing plans. Mr. Muhlfield previously had been a product manager at Union Carbide, Block Drug Co. and Norcliff Laboratories, as well as an account executive at William Douglas McAdams, a New York agency specializing in pharmaceutical products.

Chemway, it then went to Cooper Laboratories and then to Norcliff Laboratories, when Norcliff was part of another company. The Revlon Health Care Group did not acquire it until mid-1975. We researched its past performance and its sales possibilities for the future, surveyed distributors and retailers and developed a budget—all of which took us into 1977.

When we took the problem of repositioning Pretty Feet to our advertising agency, Cadwell Davis Savage, among the first recommendations made was that we change the name to Pretty Feet & Hands. Furthermore, the agency made the name change an integral part of the TV commercials.

Cadwell Davis Savage created a two-stage television campaign in which the renaming of the product was done "out front," right on the TV screen. The first commercial, aired last winter, opens with a dancer on stage. Later, in her dressing room, she says, "I dance through a pair of shoes a week. If it weren't for Pretty Feet, I'd have ugly feet. Pretty Feet rolls away the rough, dry skin I don't want... leaves the skin I do want."

"Then I discovered it does the same for my hands... rolls away chapped, dry skin.

Maybe they should call it Pretty Feet & Hands."

"Maybe," observes the announcer, voice over, "We should call it Pretty Feet & Hands."

This spot, the first new commercial in the 20 years since the product was introduced, boosted sales of Pretty Feet by a substantial percentage. Naturally, from then on we called it Pretty Feet & Hands.

Cadwell Davis Savage followed through by creating a second commercial that began running in June of this year. The new commercial opens with a couple dancing. "I dance through a pair of shoes a week—think of my feet," says the young woman. "Thank goodness for Pretty Feet & Hands... It rolls the rough stuff off my feet and peels the dry skin off my hands."

Besides widening the product's application, the new campaign has had another important benefit. The dual positioning makes Pretty Feet & Hands a year-round item, taking it out of the foot-care section, which is largely seasonal and which peaks in the summer months. Now placed in the hand cream and moisturizer sections of retail outlets, its movement off the shelves has been accelerated, and it no longer is out of stock a large part of the year.

To support the TV advertising, we designed and distributed an attractive floor stand featuring the product. In addition, a demonstration tester will be displayed by retailers. We find that once women try the product, they buy it.

We decided against print advertising because we needed high impact in the shortest possible time. Although print can be effective for a product like Pretty Feet & Hands, the recognition factor that we were trying to develop is gained more immediately on TV. The best evidence of that is that the renamed brand has been restored to a secure place on retailers' shelves in a matter of months after the first TV commercial with the solo dancer was shown. The new floor display ties in nicely with the TV commercial and helps escalate and fortify brand recognition. Naturally, we have implemented the television campaign with visits by sales reps to retailers and we have "followed the consumer" as much as possible, devoting time and effort to various categories of retail establishments in proportion to the share of each in total retail sales of products like Pretty Feet & Hands.

The advertising strategy devised by Cadwell Davis Savage has proved so successful that we decided to run the Pretty Feet & Hands commercials right through to the end of 1978. Our current intention is to increase promotional and advertising budgets next year.

The product is off and running, with the help of TV, on a handsome pair of feet.

Alex Haley's

ROOTS: THE NEXT GENERATIONS

A David L. Wolper Production

**THE 14-HOUR CONTINUATION OF THE BIGGEST
EVENT IN TELEVISION HISTORY — NOW IN
PRODUCTION — HAS BEEN PRE-SOLD TO...**

WABC-TV	New York	WPLG	Miami
KABC-TV	Los Angeles	WXIA-TV	Atlanta
WLS-TV	Chicago	WBAL-TV	Baltimore
WPHL-TV	Philadelphia	KBTU	Denver
KGO-TV	San Francisco	WFSB-TV	Hartford
WXYZ-TV	Detroit	WJXT	Jacksonville
WDVM-TV	Washington	WPTA	Fort Wayne
WJKW-TV	Cleveland		

Plus the one-hour special THE PHENOMENON OF ROOTS

Warner Bros. Television Distribution



A Warner Communications Company

How to build an upscale radio audience—and boost your sales.

Join the more than 100 radio stations who are already broadcasting The Wall Street Journal Business Report on an exclusive basis. For a free information kit, write Donald Sutphen. Or call him collect at (609) 452-2000.

Imagine getting eight timely and authoritative newscasts every business day prepared by the editors of The Wall Street Journal. They would be wired directly to your station—without cost—via The Journal's own communications circuits. *And you'd be the only station in your market to broadcast them!*

Exclusive business news coverage that builds your audience.

The Business Report ranges over a broad spectrum of business and business-related topics, and includes stock market highlights. It gives listeners a real incentive to tune in to *your* station—and to *stay* tuned.

Eight opportunities a day to boost your business.

Advertisers are eager to reach the upscale audience attracted to the Business Report. And you'll be able to sell those prospective clients with morning and afternoon drive-

time newscasts, and with six newscasts (on an hourly basis) in between.

It won't cost you a cent in cash.

In exchange for exclusive rights to the Business Report, we're looking for a credit line with each newscast, and air time (to be negotiated) for commercials promoting The Wall Street Journal.

Don't miss out on this reliable, time-tested business booster.

We've been transmitting the Business Report on a regular basis for over two years. More than 100 stations—including the most prestigious in the country—are already benefiting from these unique broadcasts. And we're rapidly expanding our base to include virtually all major markets in the country.

Now is the time to explore the possibility of sponsoring this valuable program. Write or call Donald Sutphen today.

**The
Wall Street
Journal
Business
Report**



P.O. Box 300, Princeton, N.J. 08540

■ indicates new or revised listing

This week

Aug. 20-23—*National Association of Broadcasters* radio programing conference. Hyatt Regency hotel, Chicago.

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

■ **Aug. 24**—*National Association of Television Arts and Sciences* "Drop-In Luncheon." Don King, sports promoter, will speak on "The Art of Global Sports Promotion." Third floor, 3 West 51st Street, New York.

Aug. 24-25—Third annual Chicano Film Festival, project of *Centre Video of Oblate College of the Southwest*. 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 Greenbriar, 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.

Also in August

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

Aug. 27-30—Third annual seminar of the *Cable Television Administration and Marketing Society*. Atlanta. Information: Ernie Olsen, (404) 393-0480, or Andrew Goldman (212) 247-8700.

Aug. 29—Deadline for comments on FCC proposed change of radio/TV station annual report and EEO rules to include the handicapped (Docket 21474). Replies are due Sept. 13.

September

Sept. 1—Deadline for entries for Abe Lincoln Awards. Information: James Holcomb, *Southern Baptist Radio and Television Commission*, 6350 West Freeway, Fort Worth 76150.

Sept. 5—New deadline for comments in FCC inquiry into fairness doctrine and public interest standards (BC Docket 78-60). Replies are due Oct. 6.

Sept. 6-8—*National Association of Broadcasters* seminar on labor relations. Wisconsin Center, University of Wisconsin, Madison.

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

Sept. 7—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Benson hotel, Portland, Ore.

Sept. 8-9—*South Dakota Broadcasters Association* 12th annual Broadcasters Day. South Dakota State University campus and Staurolite Inn, Brookings, S.D.

Sept. 9—Meeting of region 11 of *Radio Television News Director Association*. Marriott, Springfield, Mass.

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

Sept. 10-12—Western chapter convention of *National Religious Broadcasters*. Los Angeles Marriott hotel, Los Angeles. Information: Dr. Elliott Cole, Box 100, Arroyo Annex, Pasadena, Calif. 91109.

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. 13-15—*National Association of Broadcasters* executive forum. Sheraton Convention Center, Reston, Va.

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.

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—Deadline for comments on question of whether FCC should reimburse expenses of outside participants to enable a broader range of views to be presented at FCC rulemaking proceedings (Docket 78-205). Replies are due Oct. 15.

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. 18-19—*National Association of Broadcasters* seminar on directional antennas. Airport Holiday Inn, Cleveland.

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

Sept. 20—Season's first newsmaker luncheon of *International Radio and Television Society*, with address by FCC Chairman Charles Ferris. Waldorf Astoria hotel, New York.

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

Sept. 20-22—Fall meeting of *Minnesota Broadcasters Association*. John Summers, National Association of Broadcasters executive vice president, and Earl Stanley of Dow, Lohnes & Albertson will speak. Holiday Inn, Bemidji, Minn.

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. 21-22—Twenty-eighth annual broadcast symposium of *IEEE Broadcast, Cable and Consumer Electronics Society*. Washington hotel, Washington: Information: Ogden Prestholdt, (202) 296-2315.

Sept. 22-23—*Common Carrier Association for Telecommunications* second annual multipoint distribution service seminar. Marriott Twin Bridges hotel, Washington. Information: Richard L. Vega, (301) 728-6697.

■ **Sept. 22-24**—Southwest area regional meeting, *American Women in Radio and Television*. Fairmont hotel, New Orleans.

Sept. 22-24—*American Radio Relay League's* 24th

Stations carrying The Wall Street Journal Business Report.

WOR	New York	KCEY	Modesto/Turlock
KNX	Los Angeles	WSUL	Monticello, NY
WBBM	Chicago	WNOG	Naples/
WHLO	Akron		Marco Island
KOB	Albuquerque	WAMB	Nashville
WRNG	Atlanta	WELI	New Haven
WAPI	Birmingham	WWL	New Orleans
KYME	Boise	WOKT	Norfolk
WEEL	Boston	WKIS	Orlando
WJOY	Burlington	WPBR	Palm Beach
WCIB	Cape Cod	WCAU	Philadelphia
WTIP	Charleston, WV	KTAR	Phoenix
WSOC	Charlotte	WWSW	Pittsburgh
WDEF	Chattanooga	WADB	Point Pleasant
WLQA	Cincinnati	KPAC	Port Arthur
WJW	Cleveland	WDCS	Portland, ME
WVCG	Coral Gables	KYXI	Portland, OR
KRLD	Dallas	WHPN	Poughkeepsie/
KDEN	Denver		Hyde Park
WHO	Des Moines	WHWH	Princeton
WWJ	Detroit	WEAN	Providence
KXGO	Eureka/Arcata	WKIX	Raleigh
WFNC	Fayetteville	WRVA	Richmond
KMJ	Fresno	WROC	Rochester, NY
WMAX	Grand Rapids	KFBK	Sacramento
WBIG	Greensboro	WSGW	Saginaw
WFBC	Greenville/	KMOX	St. Louis
	Spartanburg	WOAI	San Antonio
KHVV	Honolulu	KXRX	San Jose
KEYH	Houston	KZST	Santa Rosa
WHEZ	Huntington, WV	WQSA	Sarasota
WXLW	Indianapolis	KIRO	Seattle
KCMS	Indio/	KBCM	Sioux City
	Palm Springs	KSPO	Spokane
WRBC	Jackson, MS	WNUS	Springfield, MA
WEXI	Jacksonville, FL	KWG	Stockton
WQLR	Kalamazoo	WONO	Syracuse
KMBR	Kansas City	WWBA	Tampa/
WKPT	Kingsport		St. Petersburg
WEZK	Knoxville	KAIR	Tucson
WIOU	Kokomo	KRMG	Tulsa
KNUU	Las Vegas	WIBQ	Utica/Rome
KOMS	Lebanon, OR	WTOP	Washington, DC
WLSR	Lima	KFH	Wichita
KEDO	Longview	WARM	Wilkes-Barre/
WMOA	Marietta/		Scranton
	Parkersburg	WILM	Wilmington, DE
WWEE	Memphis	WSBA	York
KMND	Midland	WBBW	Youngstown/
WWTC	Minneapolis		Warren
WKRG	Mobile		

WHEN "SPIDER" COUNTS DOWN, YOUR RATINGS GO UP.

The host of a three hour nightly show on WLAC, Nashville, "Spider" Harrison has established himself as a dynamic, distinctive radio personality with a very special flair for capturing the tempo and style of today's Soul sound. Now, "Spider" can be part of your station line-up: as host of **BILLBOARD SOUL COUNTDOWN, U.S.A.**, a three hour weekly program from Music in the Air's Syndicated Programming division.

Each week, your listeners will follow "Spider" Harrison as he counts down the 40 top hits from Billboard Magazine's Hot Soul Singles chart. Interleaved between disks there's commentary and lively, revealing interviews with major Soul artists. Also, special reports from a pair of top journalists on the Soul scene: Billboard's "Soul Sauce" editor Jean Williams from Los Angeles and Radcliffe Joe from New York.

BILLBOARD SOUL COUNTDOWN, U.S.A., is a "natural" for any Soul station's schedule, or in fact for any station seeking a sure-fire stimulus for late night or weekend listening. With an already proven record of audience response it provides attractive opportunities for local sales, by associating advertisers with a recognizable personality and with the week's most popular Soul sounds. As "Spider" counts down from #40 to #1, you—and participating sponsors—can count on a rise in ratings and audience share.



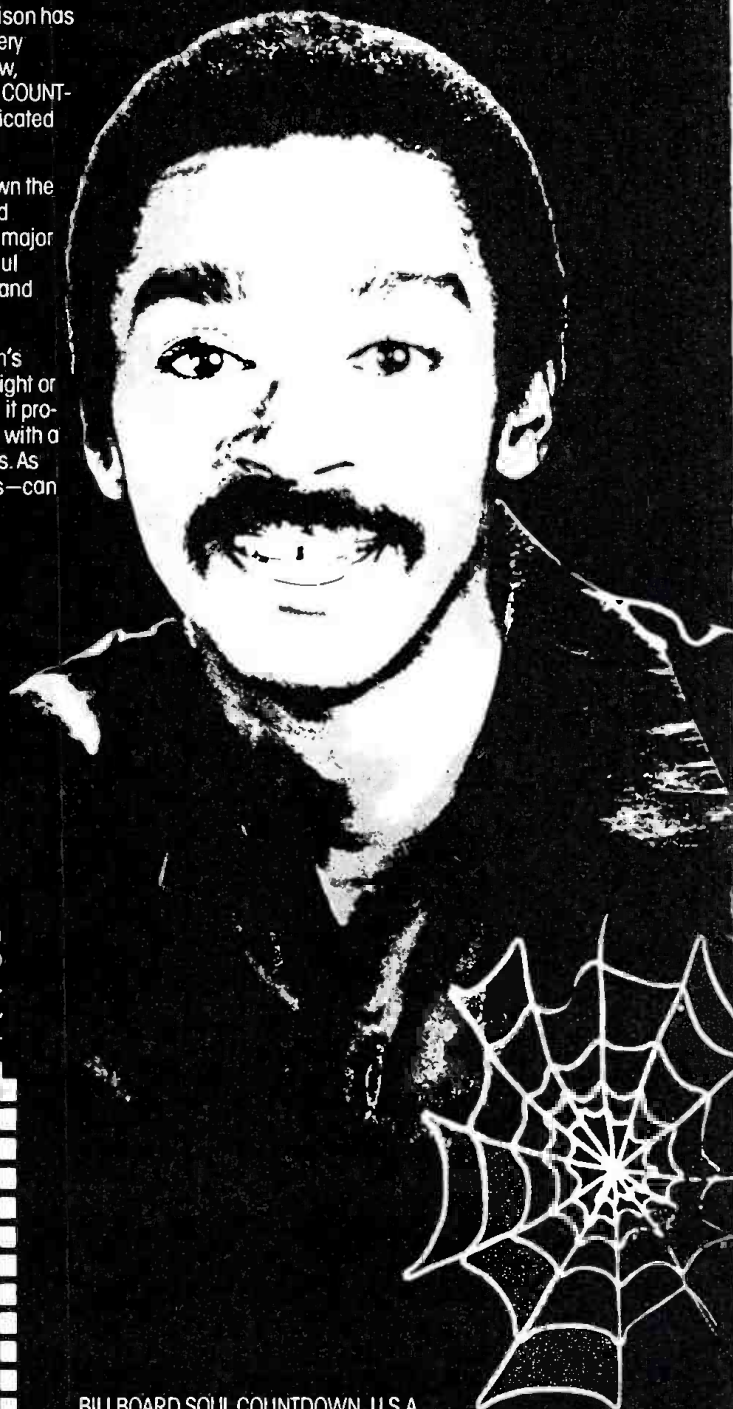
Find out today how this exciting new program might fit into your own scheduling plans. For demo and rates, contact Barbara Stones at Music in the Air, Billboard Publications, Inc., 1515 Broadway, New York, N.Y. 10036. Or phone (212/764-7310) or telex (620523).



Ms. Barbara Stones
MUSIC IN THE AIR
Billboard Publications, Inc.
1515 Broadway New York, N.Y. 10036

Please send me a demo and complete rate information on "Spider" Harrison's **BILLBOARD SOUL COUNTDOWN, U.S.A.** show.

Name _____
Title _____
Station/Company _____
Address _____
City _____ State _____ Zip _____



BILLBOARD SOUL COUNTDOWN, U.S.A.
with "Spider" Harrison

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—*American Council for Better Broadcasts* public conference. "TV Is a Member of Your Family" United Seminary, Dayton, Ohio. Information: ACBB, 120 East Wilson Street, Madison, Wis. 53703.

Sept. 26-28—*CBS Radio Network Affiliates* convention. Arizona Biltmore hotel, Phoenix.

■ **Sept. 27-30**—Fall meeting, *Pennsylvania Cable Television Association*. Host Inn, Harrisburg.

Sept. 28-29—Midwestern chapter convention of *National Religious Broadcasters*. Hyatt Regency, Indianapolis. Information: Ken Hettinga, Box 212, Surging, Wis. 54174.

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

Sept. 29—*Radio Television News Directors Association* region 10 meeting. Western Kentucky State University, Bowling Green, Ky.

■ **Sept. 29-Oct. 1**—West Central area regional meeting, *American Women in Radio and Television*. Hilton Plaza Inn, Kansas City, Mo.

■ **Sept. 29-Oct. 1**—*Massachusetts Broadcasters Association* convention. Speaker: Representative Edward J. Markey (D-Mass.), member of Communications Subcommittee; Marion Stephenson, vice president, NBC Radio; James Gabbert, president, National Radio Broadcasters Association.

■ **Sept. 29-Oct. 1**—Western area regional meeting, *American Women in Radio and Television*. Huntley Lodge, Big Sky, Mont.

■ **Sept. 30**—Deadline for entries in *Atomic Industrial Forums* Forum Awards for significant contributions by news media to public understanding of atomic energy. Information, entry forms: Mary Ellen Warren, AIF, 710, Wisconsin Avenue, Washington 20014, or Myra Shaughnessy, AIF, 103 Park Avenue South, New York 10017.

October

■ **Oct. 1**—Deadline for entries, *U.S. Television Commercials Festival*. Information, entry forms: L008 Bellwood Avenue, Bellwood, Ill. 60104; (312) 544-3361.

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. 2—Deadline for comments on FCC inquiry into fundraising for educational broadcasting stations (Docket 21136). Replies are due Nov. 1.

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

Oct. 4-5—*Ohio Association of Broadcasters* license-renewal workshop and fall convention. Marriott East, Columbus.

Oct. 4-6—*National Association of Broadcasters* television code board meeting. Harbor Town, Sea Pines Plantation, Hilton Head Island, S.C.

Oct. 4-6—*Nevada Broadcasters Association* annual convention. Hyatt-Tahoe, Lake Tahoe.

Oct. 5—Forum on the development and application of a marketing information system, sponsored by *Advertising Research Foundation, Business Advertising Research Council*. Headquarters of Cincinnati Inc.

Oct. 5-6—Eastern chapter convention of *National Religious Broadcasters*. Speakers will include former FCC Chairman Richard Wiley and George Gallup. Pinebrook Bible Conference Center, East Stroudsburg, Pa. Information: NRB, Box 2254R, Morristown, N.J. 07960.

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

■ **Oct. 6-8**—Southern area regional meeting, *American Women in Radio and Television*. Royal Plaza, Lake Buena Vista, Fla.

Oct. 8-9—*Kentucky CATV Association* fall convention. Hyatt Regency hotel, Lexington.

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

Oct. 12—Network president's luncheon, sponsored by Boston/New England chapter of *National Academy of Television Arts and Sciences*. Forum participants will include James E. Duffy, ABC Television Network, Lawrence Grossman, Public Broadcasting Service; Robert Muholland, NBC Television Network, and James H. Rosenfield, CBS Television Network. Anthony's Pier 4 Restaurant, Boston.

Oct. 12-13—*National Association of Broadcasters* fall conference, Boston Marriott.

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.* Among speakers: Jack Landau of Reporters Committee for Freedom of the Press; Jane Trahey, author of "Jane Trahey on Women and

Power," and Nina Totenberg, legal affairs correspondent, National Public Radio.

■ **Oct. 13-15**—Northeast area regional meeting, *American Women in Radio and Television*. Marriott/ Eastman Conference Center, Rochester, N.Y.

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

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

Oct. 16-17—*National Association of Broadcasters* fall conference. Atlanta Omni hotel

Oct. 16-17—Southwest chapter convention of *National Religious Broadcasters*. Sheraton-Century hotel, Oklahoma City. Information: David Webber, P.O. Box 1144, Oklahoma City 73101.

Oct. 16-19—*Texas Association of Broadcasters* Engineering (16-17) and management (18-19) conference. Galleria Plaza, Houston.

Oct. 17—Broadcast Town Meeting for public, sponsored by *National Association of Broadcasters*. Charlotte, N.C.

Oct. 19-20—*National Association of Broadcasters* fall conference. Hyatt Regency hotel (downtown), Chicago.

■ **Oct. 20-22**—East Central area regional meeting, *American Women in Radio and Television*. Water Town Hyatt House, Chicago.

Oct. 23-24—South Central regional technical conference of the *Society of Cable Television Engineers*. Six other conferences will be held at other locations around the country throughout 1978 and 1979. This first meeting will concentrate on CATV construction. Hilton Airport, Nashville.

Oct. 24—Second annual "State of the Art" convention of the Kentucky chapter of the *Society of Broadcast Canada, Canadian Society for Electrical Engineering and Canadian Region of the Institute of Electrical & Electronics Engineers*. Montreal.

Oct. 23-25—Fourth International Conference on

Major Meetings

Aug. 20-23—*National Association of Broadcasters* radio programming conference. Hyatt Regency hotel, Chicago.

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 Caesar's Palace, Las Vegas; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

■ **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.

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 Professional Journalists, Sigma Delta Chi*. Hyatt

House, Birmingham, Ala.

Nov. 26-29—*Association of National Advertisers* annual convention. Camelback Inn, Scottsdale, Ariz.

March 9-14, 1979—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas. Future conferences: Feb. 15-20, 1980, 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).

May 27-June 1, 1979—*Montreux International Television Symposium and Technical Exhibit*. Montreux, Switzerland.

June 5-9, 1979—*American Women in Radio and Television* 28th annual convention. Atlanta Hilton.

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

June 8-13, 1979—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

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

Digital Satellite Communications, sponsored by *Intelsat*, *Teleglobe Canada*, *Canadian Society for Electrical Engineering* and *Canadian Region of the Institute of Electrical & Electronic Engineers*, Montreal.

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

Oct. 25-27—Fall convention, *Kentucky Broadcasters Association*. Principal speaker: Senator Wendell Ford (D-Ky.), member of Communications Subcommittee. Hyatt Regency, Lexington.

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

Oct. 26-27—*National Association of Broadcasters* fall conference. St. Francis hotel, San Francisco.

■ **Oct. 27-29**—Midwest area regional meeting, *American Women in Radio and Television*. Sheraton-Park, Washington.

Oct. 27-29—Second annual National Student Broadcasters Convention, sponsored by *WUMB* and *University of Massachusetts*. Sheraton-Boston hotel. Information: Nancy Aquino, (617) 282-2074.

Oct. 27-29—Convention of *San Francisco chapter of Society of Broadcast Engineers*. LeBaron hotel, San Jose, Calif.

Oct. 29-Nov. 3—*Society of Motion Picture & Televi-*

sion Engineers convention. Americana hotel, New York.

Oct. 30-31—*National Association of Broadcasters* fall conference. Brown Palace hotel, Denver.

November

Nov. 1—Broadcast Town Meeting for public, sponsored by *National Association of Broadcasters* radio and TV boards. Duluth, Minn.

Nov. 2-3—*Oregon Association of Broadcasters* fall conference. Jantzen Beach Red Lion, Portland, Ore.

Nov. 2-5—*American Advertising Federation* Western region conference. Waikiki-Sheraton hotel, Honolulu.

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. 3-5—Ninth annual Loyola National Radio Conference, primarily for college and high school station personnel, sponsored by *Loyola's radio stations and communications art department*. New Marriott hotel and Loyola University of Chicago's Marquette Center, Chicago. Information: (312) 670-3129.

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

Nov. 8—*National Association of Broadcasters* radio code board meeting. New Orleans.

Nov. 8-10—Satellite Communications Symposium sponsored by *Scientific-Atlanta*. Emphasis will be given to earth stations and video programming. Atlanta.

Nov. 9-10—*National Association of Broadcasters* fall conference. Fairmont hotel, New Orleans.

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.

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

■ **Nov. 16**—Presentation of awards, *U.S. Television Commercials Festival*. Deadline for entries was Oct. 1. Chicago.

Nov. 16-18—*Arizona Broadcasters Association* fall convention and annual meeting. Radisson Resort, Scottsbluff, Ariz.

■ **Nov. 17-18**—Board of directors meeting, *American Women in Radio and Television*. Atlanta Hilton.

■ **Nov. 19-20**—Meeting, board of trustees, *Educational Foundation of American Women in Radio and Television*. Atlanta Hilton.

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

Nov. 26-29—*Association of National Advertisers* annual convention. Camelback Inn, Scottsdale, Ariz.

Nov. 26-30—Annual conference of *North American Broadcast Section-World Association for Christian Communication*. Bahia Mar Resort, South Padre Island, Tex. Information: Rev. Ed Willingham, 600 Palms building, Detroit 48201.

Nov. 29-30—Western conference of *Advertising Research Foundation*, Hyatt Regency, Los Angeles.

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

December

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

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

■ **Dec. 8**—Deadline for entries, *Hollywood Radio and Television Society's* International Broadcasting Awards for radio and TV commercials. Information, entry forms: 1717 North Highland Avenue, Hollywood 90028; (213) 465-1183.

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Errata

Listing of Insilco Broadcast Group ownership in 'Aug. 7 "Changing Hands" item (page 50) regarding that company's proposed purchase of *WVCG(AM)*, *WYOR(FM)* Coral Gables, Fla., incorrectly identified *WGSO(AM)* New Orleans as *WGxo* and *KZUE(FM)* Oklahoma City as *KXUE*. *WVCG* was listed as 10 kw day and 500 w night; it is 10 kw day and night.

□

"Technical Brief" (BROADCASTING, Aug. 7, page 59) concerning consolidation of *Cetec Broadcast Group* in Carpinteria, Calif., mistakenly reported that *Cetec Audio*, *Jampro Antenna* and *Vega Electronics* were part of group. *Cetec Audio* and *Vega* are separate divisions of parent *Cetec Corp.* *Cetec Broadcast* divisions that are moving to Carpinteria: *Schafer*, *Sparta* and *Jampro* (last named retains manufacturing and test facilities in Sacramento, Calif.).

□

BROADCASTING's Aug. 14 "Closed Circuit" (page 9) on radio ratings seminar scheduled Sept. 13 by Southern California Broadcasters Association omitted *Arbitron* from list of research firm participants. Item cited "dissatisfaction with *Arbitron*" as principal reason given by seminar organizers; *Arbitron* President Ted Shaker says general subject of ratings is issue, not his service alone, and that all participants will be answering same set of questions supplied in advance.

□

Springfield, Mo., not Springfield, Mass., is 99th ranked market in terms of 1977 television revenues (BROADCASTING, Aug. 14, pages 48 and 49). Springfield, Mass., revenues are not reported because it has fewer than three commercial stations.

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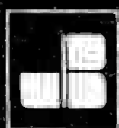
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Top of the Week

ABC stock split latest signal of bull market in broadcasting

It goes three for two Sept. 19; Capcities, Multimedia and Taft have already split, Metromedia and CBS could be next; prices across the board have advanced markedly

The ABC Inc. board of directors last week declared a three-for-two stock split, focusing new attention on the generally bullish market in broadcast stocks since the first of the year.

Looking at the business in Wall Street terms for the past 12 months, there have been such dramatic price advances as Metromedia's 145.5% (from 25 1/4 to 62), LIN's 127.6% (from 18 1/8 to 41 1/4) and Multimedia's 125.4% (from 12 [adjusted for a stock split] to 28 1/4). (See chart this page.)

The ABC split will become effective on Sept. 19 to holders of record on that date. ABC now has about 18.2 million shares outstanding, held by about 16,000 shareholders. Since the company has authorization for 50 million shares, it has more than enough to effect the stock distribution.

Directors also declared a 35 cents per share quarterly dividend payable Sept. 15 to holders of record on Aug. 25. Beginning with the fourth quarter, the company intends to declare quarterly dividends at the rate of 30 cents per share on the post-split shares. ABC said this is equivalent to an annual rate of \$1.80 per share on shares now outstanding, compared to the present annual rate of \$1.40.

The September split will be ABC's third. It split three for two in November 1969 and two for one in February 1973.

RCA Corp. has had only one stock split in its history, in 1963—a three-for-one division. CBS has had two splits, one in 1955 (three for one) and again in 1963 (two for one).

Since the first of the year, ABC common shares have risen from \$40 to the \$60 range and broadcast stock analysts view the split as a move that made business sense. They noted that ABC's upsurge

parallels that of a number of other broadcast companies whose stocks have risen since January and particularly since last April.

They cited such companies as Capital Cities, which went from 60 in January to 75 before splitting two for one in July (it's now around 45, or equivalent to 90 in January); CBS, up to 62 5/8 from 50; Metromedia, up to 62 from 34; Storer, up to 34 from 20 and Taft, which split two for one last Wednesday, trading at 24 from 29 in January.

Tony Hoffman of Bache Halsey Stuart Shields Inc., New York, felt the ABC split was a sound move, making the stock more easily available to individual traders because of the pricing. In fact, Mr. Hoffman indicated that the split would have been even more popular if it had been on a two-for-one basis.

"With the types of earnings ABC is expected to report this year," he continued, "I'm sure there's going to be a lot of movement in the stock."

David Londoner of Wertheimer & Co., New York, said "the split is a reasonable move at this time," and it "made sense for ABC to announce the split and the increase in dividends at the same time." He noted that broadcast stocks, including ABC's, have been performing "brilliantly" this year and have outper-

formed the market generally.

The ABC stock split and the cresting broadcast market were viewed by Mark Hassenberg of Oppenheimer & Co. as signposts of the increasing confidence that the investment community has in the television and radio fields.

"Even six months ago broadcast stock prices were undervalued, in my opinion," he observed. "Late last year there were concerns that television networks were spending too much money; television prices had become excessive and [it looked like] government regulatory agencies would be moving against the TV industry. There were reports that advertisers would shift into other media."

These apprehensions dissipated, Mr. Hassenberg continued, as prices rose more moderately and television demonstrated to advertisers that "it was the best medium" for generating sales.

"The investing public reacted positively to advertisers' continued support of TV," Mr. Hassenberg said. "Advertising really isn't a matter of how much prices are going up; it's a question of how effective is the advertising in helping to produce sales."

Dennis Leibowitz of Donaldson, Lufkin, Jenrette Inc., New York, said the atmosphere seems appropriate for stock splits this year. He characterized 1978 as

Follow the leaders

The table below tracks stock market performance of 15 leading broadcast issues during the past 12 months. The stocks are all major group owners, and market capitalization for each is in excess of \$100 million. Basic data is drawn from BROADCASTING's weekly "Stock Index," pages 71 and 72.

Company	Closing Aug. 17, 1977	Closing Feb. 15, 1978	Closing Aug. 16, 1978	% Change Aug. to Aug.
ABC	41 1/4	36	61 5/8	+ 49.3
CBS	55 7/8	44 1/2	62 5/8	+ 12.1
Capcities ¹	23 3/4*	27 7/8*	44 5/8	+ 87.9
Combined Communications	20 7/8	30 3/4	33 7/8	+ 62.3
Cox	26 1/2	32 1/2	47	+ 77.4
LIN	18 1/8	25 7/8	41 1/4	+127.6
Metromedia	25 1/4	41 1/4	62	+145.5
Multimedia ²	12*	16 3/4	28 1/4	+125.4
RCA	28 1/2	24 3/8	32 5/8	+ 14.5
Scripps-Howard	35 1/2	30 1/2	52	+ 46.5
Storer	20 1/4	23 3/4	34	+ 67.9
Taft ³	13 3/4*	16*	24	+ 74.5
Washington Post	30	32 1/4	47 5/8	+ 58.8
Westinghouse	20 1/8	17 7/8	24 1/4	+ 20.5
Wometco	10 7/8	13	18	+ 65.5

¹Split two for one in July

²Split two for one in February

³Split two for one in August

*Prices adjusted to reflect stock split

"the top year in a long time for broadcast company splits."

He cited the Capital Cities, Multimedia and Taft splits and said that, in his opinion, both CBS and Metromedia are likely to go this route sometime in the future. He noted that splits result in lower prices and this often has a positive effect on trading.

Mr. Leibowitz believes the continuing strength of the television network economy is one factor in the healthy investor market. He pointed out there were some reports that television networks, after last year's dramatic rises in prices, might meet resistance from advertisers for this new fall schedule. But it didn't exactly turn out this way, according to Mr. Leibowitz.

"Some investors felt that prices would go up only about 7%, but as it is, they've been averaging 10% to 12%, still moderate in comparison with 1977," Mr. Leibowitz said. The investment community is reacting to the healthy up-front and "scatter" sales, he added.

Griffiths backs Silverman's bet on 'quality' as NBC's way back

There are profits to be made on the high side of TV programing, RCA chief says; he gives 'very high marks' to new network president; company is open to prospects, opportunity of new media

RCA President Edgar H. Griffiths, who hired Fred Silverman to lead NBC out of third place in the network television ratings race, said last week he gives Mr. Silverman "very high marks" on his first two months in the NBC presidency.

"All expectations we have held have been fulfilled," Mr. Griffiths said in a wide-ranging interview with BROADCASTING editors last week, a month before his second anniversary (Sept. 16) at the RCA helm.

He spoke of NBC progress not in terms of ratings, because NBC is still running third, but in terms of improved morale at NBC, the "enthusiasm" of NBC people, "the pace at which they work," a sense of renewed determination to get the job done and the effects of Mr. Silverman's repeated insistence on quality programing and on greater exposure for NBC News output on the network.

Can a network provide the sort of quality programing and news coverage that Mr. Silverman has promised and still be profitable? "The answer," Mr. Griffiths said, "is unquestionably yes."

Many observers have expressed surprise at Mr. Silverman's emphasis on "quality" for NBC-TV after his emphasis on mass-audience appeal at ABC-TV. Mr. Griffiths

feels that they have misjudged Mr. Silverman or that Mr. Silverman has been misrepresented.

"He is much different from what we had anticipated, based on what we had read about him," he declared. "He is sincere about wanting quality programing. The better type programing represents his true personality."

Mr. Griffiths said—as he has steadfastly since before Mr. Silverman took office on June 9—that he has set no time table or target for an NBC-TV turnaround in the ratings. Mr. Silverman, he said again, will have all the time—and all the RCA resources—he needs to make the turn-around. Mr. Griffiths said he was going out of his way "to take the pressures off him."

This was not to say that Mr. Griffiths had modified his own repeated insistence that a turn-around is necessary and that, sooner or later, NBC must catch up with ABC and CBS in the profits column. He declined to say how large that gap is now, but in 1977, according to their annual reports, ABC's pretax profits from broadcast operations totaled \$273,578,000, CBS's came to \$217,900,000 and RCA's—that is, NBC's—were \$152,600,000.

Mr. Griffiths offered some clues to why the intensity of network competition is so strong. A single prime-time network rating point in a season's average, he estimated, represents about \$35 million in revenues—and, as others have pointed out, most of that comes down to the bottom line.

All three TV networks are making money, of course, "but it would be foolish to be happy as the number-three network," he said, adding: "Fred Silverman would never be happy as number three."

"Somebody has to be number three," Mr. Griffiths said, "but it doesn't have to be you year after year."

"The irony," he asserted, "is that you have to spend more money to be number three than to be number one." The number-three network, he explained, has to replace more programs, spend more money on program development, put forth a harder selling effort—and gets

lower rates for what it sells.

(Although Mr. Griffiths didn't mention it, Wall Street observers suggest that NBC's being number three has also had a slowing effect on the prices of RCA stock. The shares have been hitting new price highs for the year lately, but Wall Street sources say the advances might have been more pronounced and steadier in the past year or so except for an apparent belief, among analysts, that profit increases might be slowed by extraordinary program expenditures made and anticipated in NBC-TV's drive to improve its ratings.)

As evidence of the kind of costs involved, Mr. Griffiths said RCA had close to \$1 billion in outstanding program commitments on behalf of NBC-TV.

A fraction of that is the \$85-million commitment made for TV rights to the 1980 Olympics in Russia. Others have wondered whether some blowup in U.S.-USSR detente might sabotage coverage plans—and NBC has, in fact taken out insurance with Lloyds of London to cover a substantial portion of the rights figure (BROADCASTING, Aug. 7). But that, Mr. Griffiths said, was a "prudent business" decision, and he has every confidence that the Russians will continue to be cooperative.

They want the Olympics and the TV coverage to succeed, he said. Besides, with events scheduled not only in Moscow but also in several other Russian cities, getting ready for the games "is costing them enormously."

Nor is he fearful that the integrity of NBC News will be compromised in any way. The news in Russia will be covered by NBC News, he said, and the Olympics by NBC Sports, and all pictures will clear though an NBC monitoring point. "No one need be concerned about our integrity," he declared.

Mr. Griffiths also shed some light on RCA's first approach to Mr. Silverman. After quietly surveying the field of possibilities, RCA management settled on his name last winter—for his programing expertise, as Mr. Griffiths has repeatedly made clear. Then the question became



Griffiths

how to approach him, and the person best qualified, Mr. Griffiths said, was Jane Cahill Pfeiffer, a consultant retained by RCA some three months earlier.

Ms. Pfeiffer, a former vice president of International Business Machines Corp., who is said to have been influential in introducing IBM to television advertising, was chosen because she was better acquainted with Mr. Silverman than anyone else at an appropriate level at RCA. She had known him since his pre-ABC days at CBS-TV, and she made the contact that brought him and Mr. Griffiths together for their first discussions. Negotiations followed, leading to the announcement of his selection last Jan. 20 (although he couldn't go to work until June 9, the day after his ABC contract expired).

The importance of NBC profitability was stressed in another way: Until the last couple of years, NBC was usually the largest single contributor to RCA profits. The first half of this year, however, Hertz exceeded NBC in profitability.

Yet even though NBC profits have slipped, RCA has continued to post record profits in quarter after quarter, thanks to growth in other divisions. For the second quarter of this year the company's profits were higher than in any other quarter in RCA's 59-year history.

"We have a great deal of diversification," Mr. Griffiths said with obvious pride. The company might be interested in further diversification along compatible lines, he indicated, but said no negotiations or discussions are under way now.

As for new technological developments, he felt that several in time would compete to some extent with free television and with each other but that they should be advanced and used, not resisted. Thus, he said, pay cable will in time compete to a degree with NBC but RCA's Americom satellite system nevertheless is the largest carrier of pay cable programs.

RCA also has the largest share of the home video-tape recorder market, he said, and is the only manufacturer advertising and promoting it heavily. It is also deeply involved in development of a video disk system but has not yet decided to market it (RCA "has an excellent product," he said, but wants to get the price below \$400 and to be sure programming will be available at prices consumers can and will pay).

Assuming the disk gets off the ground, he said, all these media will eventually compete, "though for somewhat different audiences."

As for fiber optics, much touted as an eventual successor to cable, he thought its real future is "quite a way off," which he defined as perhaps 10 years.

"All developments have a role to play," he asserted, "and will diminish free TV to some extent, but it will remain a viable business." Or, as he said at another point, "I don't think there will ever be a time when anything really competes with free television... It's popular to knock television, but free television is the biggest bargain anyone has ever seen."

Going public with the rewrite

First field hearing on proposed bill in Boston hears Beranek say his station there would be willing to pay up to \$800,000 in license fee; Fogarty comes out against elimination of fairness and equal time

An annual assessment of \$750,000-\$800,000 is a fair license fee to pay for his station's use of the airwaves, Leo L. Beranek of WCVB-TV Boston told the first field hearing on the proposed new Communications Act last week in Boston.

Dr. Beranek last Friday told House Communications Subcommittee Chief Counsel Harry M. (Chip) Shooshan that license fees, "if needed," should be 5% of a station's annual revenue and that up to three-fifths should be deducted for the costs of producing local news and public affairs programs. The proposed fee should be shared by all stations.

He called "confiscatory" a \$3.5 million annual fee Boston's three VHF stations would pay under the proposed fee schedule worked out by the subcommittee staff. That is half what WCVB-TV spends each year on news and public affairs programming, he said.

Under Dr. Beranek's proposal, his station would pay \$280,000 a year, according to Mr. Shooshan's instant figuring, and the latter questioned whether that wasn't too low. Mr. Beranek replied that he had \$750,000-\$800,000 in mind as an equitable figure.

Arnold Lerner of WLLH(AM)-WSSH(FM) Lowell, Mass., a member of the National Association of Broadcasters radio board, pressed the NAB line on license fees, which is that it is more a tax than a fee. He objected to having the money go to public broadcasting, which he characterized as a direct competitor of commercial broadcasting.

Two other commercial broadcasters offered their misgivings about the bill. W. (Buzz) Sawyer, of Springfield Television Corp., said in a written statement that the proposed deregulation of cable television would lead to more distant signal importation, which he said would fractionalize small-market television audiences. "There is no way for a small market (50 to 210) to survive this onslaught of programs from outside its area," he said.

Robert J. Connelly WWNH(AM) Rochester, N.H., president of the New Hampshire Association of Broadcasters, favored the proposed deregulation of radio in the rewrite. He said the greatest regulator is the marketplace.

FCC Commissioner Joseph Fogarty also appeared, telling the standing-room-only crowd he does not share the drafters' conviction that the public interest is best served by eliminating the current fairness doctrine and equal time provisions. He

said he wants longer periods between license renewals, but greater FCC scrutiny of how well stations are serving the public interest.

Besides subcommittee member Edward Markey (D-Mass.), who presided at the session, there were two other congressmen present. One, Representative Peter Kostmayer (D-Pa.), criticized the bill as being "a long series of trade-offs between the public and the private sector. We may have reached a stand-off where nobody is satisfied."

He added, "I'm not very optimistic about passage, and perhaps that's a good thing."

The other congressman, John Cavanaugh (D-Neb.), objected to what he called unspecific charges that the proposed bill offers no public broadcasting philosophy. The remark was directed at David Ives of noncommercial WGBH-TV Boston, who professed "dismay" that the bill would hamper public broadcasting's growth. Mr. Cavanaugh replied that the time for philosophy is after hearings and further revision.

The congressmen said they were sensitive to concerns expressed by some witnesses about the level of minority participation in broadcasting. "Clearly, minorities are not served now," Mr. Cavanaugh said.

Mr. Fogarty was one of those critical of broadcasting's minority record. To make station ownership something other than the "white man's paradise," he said. Congress must allocate substantial loan capital to help minority groups come up with the \$50 million to \$100 million needed to buy a major-market station.

Among citizen group witnesses at the hearing was Jacob A. Bernstein, chairman of the Boston-based Committee for Community Access, which has sparked several license challenges in the Boston area, who criticized the proposed rewrite's "assumption that marketplace forces will insure adequate diversity and responsibility." To make broadcasting a true free-market activity, he said, Congress should increase spectrum space for radio and judge competitors for licenses on the basis of their contribution to over-all diversity.

The head of the Massachusetts Teachers Association's television committee, Gail Slater, criticized the bill's proposed elimination of ascertainment proceedings and its formula ultimately for perpetual licenses. Under these conditions, she asked, "What incentive will there be for broadcasters to innovate quality for children?"

In all, more than 30 witnesses testified at the first of six field hearings on the rewrite. Hearings move on to Chicago Aug. 22 and Los Angeles Sept. 1.

Wirth and Wheeler debate cable's promises versus performance

Representative Timothy Wirth (D-Colo.), during hearings on the Communications Act rewrite last week, said he has a hard time understanding how cable television

will progress beyond the "I Love Lucysyn-drome," and told cable industry representatives that they have to demonstrate how they will improve program diversity on television.

In a follow-up hearing to cable testimony two weeks ago (BROADCASTING, Aug. 14), National Cable Television Association executive vice president Thomas Wheeler repeated cable television's argument that allowing the telephone companies to get involved in cable would throttle, not encourage, competition in the marketplace, and would stifle advances in cable technology and programming.

Cable's advances in the areas of two-way television, narrow-audience programming and proposed satellite distribution of the full proceedings of the House of Representatives are examples of developments that have given cable "a record it can stand on and be proud of," Mr. Wheeler said. But Mr. Wirth contended that cable has brought little original material to the television screen, contenting itself with carrying reruns of old television shows like *I Love Lucy*.

He said he is "concerned that [cable] is just into this for who can make the most money" and is skeptical about cable's promises of increasing diversity in television. If cable wants protection from the telephone companies, he said, its case would be strengthened if it could show how diversity will come about.

How big the blanking interval?

Broadcasters undertake own study, as does FCC, to see if standards as old as medium need updating

An ad hoc group of broadcasters has been formed to deal with a technical problem that—considering the widespread proliferation of ENG-type television equipment—is of more than normal consequence. It involves official FCC requirements for horizontal and vertical blanking intervals, which, the agency says, are being exceeded in many ENG applications. The result can be deterioration of picture quality at the receiving set, and the FCC wants it stopped.

The problem, surfaced last spring when the FCC was asked whether a commercial, shot on location with ENG gear, could be aired even though it was slightly above the 21-line vertical blanking limit. After answering in the negative and subsequently monitoring several stations, the commission discovered the problem extended beyond commercials to program material from syndicators as well as networks.

By June the matter had become so confused that the FCC issued a public notice. It said that the problems could come from

a number of sources, including:

- Video signals distorted or modified in network distribution circuits.

- Program signals modified in post-production processes and editing (especially prevalent when duplicate tapes are made from a master).

- Equipment designed for portable use that is difficult to keep within tolerance.

In recognition of the confusion, the FCC said "we are persuaded that strict enforcement of our blanking interval standards tends to work a severe hardship on station licensees and, to some extent, deprives the public of some otherwise valuable programming." So it said that—for a period of one year—it would allow a two-line tolerance (up to 23) for vertical and a .66 microsecond tolerance (up to 12 microseconds) for horizontal to give the industry time to rectify the problem.

Representatives from the three commercial networks, the Public Broadcasting Service, Capital Cities Communications, Group W, Meredith and the National Association of Broadcasters last week formed the Broadcasters Ad Hoc Committee on TV Blanking Widths, headed by Tom Keller, director of engineering for WGBH-TV Boston. According to the committee, it will examine "operating practices throughout the industry, working with manufacturers and industry organizations to identify problem areas and recommend corrective action."

In Brief

Agreement on **new licenses for radio stations' use of ASCAP music** announced Friday by All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers, retroactive to March 1, 1977, and extending through Dec. 31, 1982. Abiah A. Church of Storer Broadcasting, chairman of all-industry committee, estimated **radio would save \$6.5 million to \$8 million** over life of agreement. For blanket license, commercial rate remains 1.725%, but leaders said there are simplifications plus increase in optional standard deduction to 15% from 5%, so that it was expected 75%-80% of stations would take it. Per-program licenses were also said to have been liberalized to make them attractive to more stations. Agreement is subject to approval by U.S. Southern District Court in New York, where committee had sued for court-fixed terms.

□

Off-network syndication sales of *Laverne and Shirley* are averaging **60% higher prices** than those paid for *Happy Days*, according to Paramount TV's vice president of domestic sales, Randy Reiss. KTLA-TV Los Angeles paid record-setting per-episode price of about \$61,500 for seven-run deal (to air beginning in fall of 1981), which is \$26,000 higher than station paid for *Happy Days* and about \$7,000 more than WPIX-TV New York paid for *L and S* in closed-bid offer (BROADCASTING, Aug. 7). Price goes up 10% after 84 shows now completed have run. KTLA manager Anthony Cassara says his total cost, estimating eventual availability of 130 episodes (two more years of production), would be between \$7-8 million. Other sales last week were to WDCB-TV Washington, which paid about \$27,000 per episode, and to WTAF-TV Philadelphia, which paid about \$37,500. All but WDCB-TV were lone bidders in markets and were also owners of *Happy Days*.

□

Barry Jagoda, who has served as President Carter's media adviser since start of this administration, is being shifted to **National Security Council** where he will consult on international communications, according to news reports. His job was largely superseded by arrival of Gerald Rafshoon, Atlanta advertising executive and head of

Carter advertising in presidential campaign, to be President's adviser on communications. Zbigniew Brzezinski, assistant to President for national security affairs, told reporters last week that Mr. Jagoda will be advising National Security Council on the diplomatic implications of recent world political and technological developments, which include, he said, satellite broadcasting and "increasing political control of the news in the third world." It was also announced last week that Rafshoon staff has been joined by Kevin Gorman, Carter press aide during campaign, whose duties include helping local television stations obtain interviews with high administration officials.

□

Hearing Representative Ronald Dellums (D-Calif.) refer to some of his colleagues as "slightly intoxicated" during floor debate last week, House Speaker Thomas P. O'Neill Jr. (D-Mass.), issued warning to House members last Tuesday to be on best behavior **now that House debates are available for broadcast**. Mr. Dellums took back his remark when challenged by another congressman, but it still went out over radio, where Speaker heard it repeatedly on his way to work.

□

Combined Communications Corp. has reached agreement in principle to purchase **KCFM(FM) St. Louis** from Commercial Broadcasting Co. for approximately \$3 million. Transaction is in connection with CCC's proposed merger into Gannett Co. (BROADCASTING, May 15). Station will replace **KBBQ(FM) Phoenix**, which CCC will spin off to comply with FCC's one-to-market rule. CCC also owns **KTAR-AM-TV Phoenix**, and will spin off AM as well. Commercial Broadcasting is principally owned by Harry Eidelman, president, who has no other broadcast interests. KCFM is on 93.7 mhz with 100 kw and antenna 440 ft. above average terrain.

□

Second annual National Association of Broadcasters forum for up to 50 executives—"Broadcasting in the Information Age: The Next Five Years and Beyond"—still has space available at \$300 per registrant. Three-day meeting, **Sept. 13-15 in Reston, Va.**, features: William Colby, former director of CIA; Marc Porat, Aspen Institute author of "The Information Society"; William Von Meister, president, Digital Broadcasting Corp.; David Kearns, chief executive, New York Times Information Bank; Dale Reistad, chairman, Payment Systems Inc. for American Express;

Big spenders in local TV spend bigger in the first half

Top 20 up investments by 27%, paced by 62% boost by real estate-builder category

The top 20 advertiser categories in local television put \$728.3 million into TV in the first six months of 1978, or 27% more than in the same period a year ago, the Television Bureau of Advertising said last week.

Figures compiled for TVB by Broadcast Advertisers Reports showed TV spending by each of the 20 categories was up, by percentages ranging from 6% (radio stations) to 62% (builders and real estate). Except for the radio station category, all the percentage gains were in double digits.

Newspapers, in 20th place, boosted their TV outlays by 58% to almost \$9.7 million. The radio station group, by comparison, ranked 11th with \$22.9 million.

Restaurants and drive-ins remained in first place with outlays totaling \$126.8 million, up 25% from the first half of 1977. Banks, savings and loans held on to second place with a 29% boost to \$78.7 million. Food stores and supermarkets kept their

hold on third place with \$73.4 million, up 24.9%, but department stores ousted auto dealers from fourth place by hiking their TV spending 33% while department stores dropped to fifth place on a 21% increase. The auto-dealer figures did not include TV spending by dealer associations.

Big percentage gainers in addition to the builders/real estate and newspaper groups included appliance stores, up 55%; clothing stores, up 37%, and auto repair/service stations, up 34%.

The TVB/BAR comparisons for the first six months follow:

	Jan.-June '77	Jan.-June '78	% change
1. Restaurants and drive-ins	\$101,854,600	\$126,824,700	+25
2. Banks, savings and loans	60,960,100	78,728,100	+29
3. Food stores and supermarkets	59,263,700	73,384,300	+24
4. Auto dealers*	53,402,300	71,204,500	+33
5. Department stores	53,618,500	65,128,500	+21
6. Furniture stores	34,898,800	45,608,800	+31
7. Movies	35,089,500	44,051,400	+26
8. Amusements and entertainment	24,644,100	29,504,500	+20
9. Discount department stores	22,541,000	27,912,600	+24
10. Builders and real estate	15,916,800	25,748,200	+62
11. Radio stations	21,591,200	22,920,000	+6
12. Appliance stores	11,507,200	17,864,000	+55
13. Leisure time activities and services	15,672,700	17,801,600	+14
14. Clothing stores	11,820,300	16,141,500	+37
15. Home improvement contractors	11,373,200	13,347,400	+17
16. Carpet and floor covering stores	9,152,700	11,155,500	+22
17. Auto repair and service stations	8,003,100	10,693,000	+34
18. Health clubs and reducing salons	8,190,200	10,542,600	+29
19. Drug stores	7,731,900	10,092,300	+31
20. Newspapers	6,097,300	9,660,800	+58
Total	\$573,329,200	\$728,314,700	+27

*Dealer associations not included

Admiral William Houser, Corporation for Public Broadcasting satellite consultant; Portia Isaacson, president, The Microstore, and fellow, Electronic Data Services; Lionel Van Deerlin, chairman, House Communications Subcommittee; John Eger, former director of Office of Telecommunications Policy, and Irving Kahn, president, Broadband Communications. Seminar is designed to explore technological advances in communications field and opportunities they present to broadcasters.

□

National Cable Television Association has asked FCC to take "immediate" action on **"mountainous" backlog of 1,561 certificate of compliance applications** pending in Cable Bureau. FCC says actual backlog (over four months old) is only 990, that it was reduced last month despite reduced staff (from 18 to five in anticipation of commission action ending certification program; BROADCASTING, July 3).

□



New seven-year contract with ABC Radio Network, renewing 27-year association, was signed last week by **Paul Harvey** (2d from right) in New York ceremony attended by (l to r): Hal Neal, president of ABC Radio; Leonard H. Goldenson, board chairman of ABC Inc., and Edward F. McLaughlin, president of radio network. Harvey commentaries are on 770 stations on all four ABC networks.

Board of **National Cable Television Association**, meeting in Sun Valley, Idaho, last week, voted to support United Cable Television Corp.'s court appeal of FCC's denial of distant signal waiver for United's Tulsa system to carry wrcg(tv) Atlanta. In meeting dominated by Communications Act rewrite and distant signal discussions, board also urged immediate FCC action on rulemaking on satellite carriage of independent TV stations ktvu(tv) Oakland, Calif., and wgn-TV Chicago. It also voted to support Connecticut Cable Television Association in fight against Connecticut Public Service Commission proposal to limit cable systems to 16% return on investment.

□

Television packager **Ralph Andrews** (*Liar's Club*, *Celebrity Sweepstakes*) granted **\$7.4 million judgment** by California superior court jury in suit against Meredith Corp., MC Productions Inc., Meredith Productions Inc., Thomas Naud, Tom Naud Productions Inc. and Jattlam Productions Inc. Suit charged Mr. Andrews had been fraudulently misled in selling company to them.

□

CBS has "sweetened pie" for **Louis Dorfsman**, senior VP of advertising and design for CBS/Broadcast Group, and Mr. Dorfsman has **turned down offer of former colleague Fred Silverman** to take over all advertising and design at NBC ("Closed Circuit," Aug. 14). Mr. Dorfsman's new position sounds similar to that offer: he'll head newly formed "marketing communications and design department," with title of senior VP, creative director, CBS/Broadcast Group.

□

Two Washington-area residents asked FCC to deny or renew for one year licenses of wdca-TV, wjla-TV, wrc-TV, wtop-TV and wttg(tv) because they felt stations **haven't dealt with needs of area's unmarried persons**. Christopher W. Walker and James H. Burch—both have worked with dating services—said stations haven't provided enough opportunities for local self-expression and development and use of local talent. Mr. Walker, attorney, said they have tried unsuccessfully to get talk and interview show produced locally to provide for off-air viewer interaction with guests. "If you see someone on the show you like," Mr. Walker said, "you can do something about it." He said they were trying to "help the family formation process."

FCC's proposals for ex parte termed too strict

NAB, among others, says plan will inhibit information process

One of the few things that seems to be clear about comments on the FCC's proposed ex parte regulations is that the commission and its staff will have a time sorting out all the possibilities. Another is that none of the 15 or so companies or groups filing comments liked the proposed regulations as they were.

Essentially, they require that various contacts between commissioners, staff and other personnel and "outsiders" during rulemakings be arranged, summarized and recorded in the appropriate docket. They require that chance encounters be similarly documented.

The National Association of Broadcasters thinks the commission is "encumbering the informal rulemaking process with strict guidelines and procedures to eliminate the possibility of truly ex parte communications." Generally, "all meaningful communications between interested parties and commissioners and the commission's professional staff must be reduced to writing and placed in the record of the proceeding."

Such restrictions, NAB contended, are unwise and burdensome. A flat ban, it said, on ex parte communications in all informal rulemaking proceedings is unnecessary because, among other reasons, "no history of abuse of informal rulemaking procedures cries out for the imposition of strict ... guidelines to restore any alleged lack of order or fairness to the procedure." The proposals will lead, NAB said, to less-informed decision-making because they would discourage presentation of views to the commission. Large groups, it said, may be able to absorb costs of preparing memoranda, but individual licensees who visit Washington or encounter commissioners and staff at meetings across the country will have insufficient resources to prepare required documentation.

Also, NAB said, the cut-off procedure—a cut-off date will be imposed with no advance notice—will place some parties at an unfair advantage. "If, for example, a significant ex parte communication appeared in the record the day before the cut-off was imposed, parties would have no way of responding," NAB said in its comments. Finally, it said, if the commission goes on with its "burdensome" policy, it should not require written memoranda be prepared when the information is already in the record.

The Media Access Project came as close as any to supporting fully the commission's proposed rules, although it seems to think the commission has not gone far enough. MAP said rules prohibiting ex

parte communication will improve acceptance of commission actions, enhance quality of decision-making by insuring an adversary system is applied to presentations by interested parties.

"Many interested parties," MAP said, "such as small businesses, CB, mobile or marine band operators and local listener groups do not have Washington counsel or retainer and are unable to travel to Washington to attempt to partake in secret influencing of the commission."

Furthermore, MAP said, prohibiting ex parte contact will give staffers an effective way to discourage such contacts, will rationalize a process where "intensive lobbying begins in earnest" after the record is closed and will improve the commission's chances of successfully defending action in subsequent judicial review.

MAP asked that oral communications be discouraged in favor of written ones, that any writing to commissioners or staff be part of the record and that licensees, attorneys, commissioners or staff members who know of an ex parte contact not documented be required to come forward.

Forest Industries Telecommunications expressed fear that "highly specialized telecommunications matters" either might not be adequately explained on paper, or might take up so much paper that commissioners or staff would not have time to read it. It said, however, that the highly technical material can usually be explained well orally.

AT&T said the proposals need clarification and "minor modification." Communication, it said, "with respect to status of informal rulemaking proceedings or necessary informal discussions of other matters, even if incidentally related to the proceeding, which do not go to the merits or outcome of the restricted proceeding should be exempt from the written summary procedures ... " Also, AT&T said, rules should permit discretionary action by commissioners where the proposed ex parte procedures might not be required in the public interest.

GTE Service Corp. believes no new rules for informal rulemaking should be adopted and the interim policy established in the notice of inquiry should be abolished. One point GTE made is that the commission should "keep in mind the need of its staff to contact parties and interested persons to obtain clarification of information." This should not require preparing written memoranda that will often be greater in volume than the information obtained, GTE said.

The Institute for Public Interest Representation at Georgetown University Law Center says the commission is obligated in a 1977 Supreme Court case, *Home Box Office vs. FCC*, to ban ex parte contacts altogether. Despite disagreement with legal grounds, IPIR said it would comment anyway, pointing out, among other things, that the time period to record ex parte contacts should be expanded. The proposal says ex parte goes into effect after the notice of rulemaking is published. IPIR says significant contact could be made before that, and not covered by the rules.

Radio-television step in as pressmen walk out in New York City

News commitments are up and retailers flock to broadcast as newspaper strike continues

New Yorkers haven't had the daily newspapers to read on the subways or buses since a pressmen's strike began on Aug. 9, but they've been treated to a heavier-than-usual diet of news on television and radio.

There was no immediate indication that the strike at the *Times*, *News* and *Post* would be short-lived. In fact the signs were that the walk-out would extend to other unions, complicating the settlement mechanism. This has led a growing number of retail and amusement advertisers to turn to radio and television with heavier schedules than they ordinarily would have ordered.

A newspaperless New York does not mean that viewers will tune in to added newscasts wherever they are scheduled, however. WCBS-TV, for example, during the first four days of the strike added 8-9 a.m. and 1-1:30 p.m. news segments and soon discovered the ratings were lower than for conventional programs. By Monday (Aug. 14) the station prolonged its 11-11:30 p.m. news period by a half hour on the premise that this segment attracted the largest audience, and dropped its early-day news programs. One feature of WCBS-TV's expanded coverage was taping such personalities as Soupy Sales, Imogene Coca and Eartha Kitt reading the newspaper comics.

WABC-TV fortified its regular news programming with a series of news inserts throughout the day and added a 7-7:30 p.m. program on Saturdays. WNEW-TV strengthened its news coverage with four news inserts spread throughout the day.

On radio, because of the presence of all-news WINS(AM) and WCBS(AM), most outlets did not expand their coverage appreciably. But three stations—WQXR-AM-FM and WMCA(AM)—embarked on special treatment of the news during the strike period.

The WQXR stations, owned by the New York Times Co., started a principal news period on Aug. 11 at 6-7 p.m. featuring *Times* editors and columnists including A.M. Rosenthal, executive editor; Seymour Peck, culture editor; Terry Robards, assistant editor of the Sunday business/financial news section, and Joe Durso, sports reporter.

WMCA(AM) last Tuesday (Aug. 15) began a special news project in association with the *New York Daily News*. Each evening 7-8 p.m. the station carried a program called *Bulldog Edition*, spotlighting metropolitan editor Dick Oliver; sports editor Dick Young; columnists Liz Smith, Pete Hamill, Jimmy Breslin and Bess Myerson, and bureau staffers. The one-

once again Music in the Air is producing a 5 hour spectacular for radio's New Year's Eve.

Los Angeles, San Francisco, Tampa, Sacramento, Raleigh, Birmingham, Indianapolis, Nashville have already joined our celebration. Billboard's Yearbook '78 in 3 Formats. Each self-contained hour has:

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Last year our annual review aired on 1,127 stations worldwide. Already many top ranked Arbitron stations have decided that Billboard's Yearbook '78 is the key to bright sales and sustained ratings at this year's end. More than 100 advance orders include KFI, Los Angeles; KCBS, San Francisco; WFLA, Tampa; KCRA, Sacramento; WFMS, Indianapolis; WLAC, Nashville; WKIX, Raleigh; WVOK, Birmingham. Available on a barter/fee basis.

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*Stations are included in Arbitron Radio's ranking of the top 10 stations in each of its top 50 markets, according to total persons aged 12+ in the total service area. April/May 1978 measurements.

Billboard's Yearbook '78 will be available in late December for your choice of airdate. Mail this coupon to **Barbara Stones, Music in the Air, Billboard Publications, Inc., 1515 Broadway, New York 10036.**

Our format, based on the following Billboard charts, is:

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Announcing the professional automatic editing control unit professional editors have been waiting for. The Sony Broadcast BVE-500A.

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Compare these editing advantages with existing equipment, and consider the added creative capabilities you get with the Sony Broadcast BVE-500A.

1. BIDIREX control. The big news in the BVE-500A is BIDIREX: two self-return search dials that take the place of ordinary pushbutton search controls. Many control instructions have been built into these BIDIREX dials to allow an operator to shuttle tape in forward and reverse direction at various speeds.

BIDIREX eliminates mode selection error. And it gives Sony U-matic editing a true "film" feeling ordinary editing systems can't match.

2. Decision Prompter. The new BVE-500A uses lamps to prompt the operator to the mode and progress of all editing decisions.

Function lamps blink until the edit commands are made, then go automatically to "steady on." Even in a busy newsroom, with many interruptions, an operator can tell at a

glance the status of his last instruction as the BVE-500A prompts him for the next command.

3. Automatic Entry. The BVE-500A saves valuable time with a feature that automatically enters the "IN" point when the preview button is engaged.

If the operator has already selected an "IN" point, this auto mode has no effect; the editor may preview without disturbing his pre-selected "IN" point.

4. New Full Time Counter. The BVE-500A counts control track pulses from -79 minutes through 0 to +79 minutes. An operator need not concern himself with the count when he initiates an editing sequence.

5. Short Pre-Roll. When used with external sync, pre-roll is reduced from five seconds to three seconds, a further time-saving advantage.

6. Cue Control. The BVE-500A features built-in cue record and erase. This 1kHz tone is recorded on Audio 1, and is useful for both auto control systems and pre-cueing the tape to air.

These are just a few of the new BVE-500A features.

Others include auto shut-off, external interface of control logic, manual edit capability, and more. You can see them all in action when you ask for a demonstration of this versatile new editing control unit. To do that, just contact your nearest Sony Broadcast office.

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hour program is repeated the next day with segments interspersed within the 6-10 a.m. period.

Television and radio stations reported an influx of orders from amusement companies and retail firms, many of them old clients beefing up their schedules. Radio stations seemed to be benefitting more from the strike than TV outlets, because radio commercials are easier to prepare. But there was a strong feeling that if the strike extended for several more weeks, there would be an upsurge in TV advertising coincident with Labor Day.

Among advertisers with reinforced schedules on TV and radio were Alexander's, Lord & Taylor, B. Altman, Sachs Furniture, Saks Fifth Avenue, Macy's, Corvette's, Barney's and various automobile dealers promoting their 1978 models in advance of 1979 car year.

TV board schedules a solo session

In addition to joint meetings with radio, NAB group has set September date to discuss rewrite and trade commission's ad actions

The National Association of Broadcasters television board, which usually holds meetings jointly with the radio board in January and June every year, plans an ex-

tra meeting in Washington Sept. 12.

The session, for which the board members will not be reimbursed, was called by the TV board chairman, Thomas Bolger of WMTV(TV) Madison, Wis., to give the board members a chance to be briefed on affairs in Washington—chiefly the Federal Trade Commission's proposed children's advertising trade rule and the House Communications Subcommittee's rewrite of the Communications Act. NAB representatives are scheduled to testify before the subcommittee the day before.

The extra meeting was first suggested by TV board member Leonard Swanson of WIC-TV Pittsburgh, who said last week that he does not think "two times a year are really enough to discuss the major issues of the industry." He volunteered that a meeting of the TV board separate from the NAB radio board is not an indication of divisiveness between the two over the rewrite. From meetings he has attended and discussions he has had, he said, he is convinced there is unanimity among both radio and TV members to support the NAB joint board's rewrite position (BROADCASTING, July 3).

Also that week, the NAB executive committee will hold its monthly meeting (Wednesday in Washington), and the association is sponsoring its second annual forum on telecommunications technology and the future of broadcasting for broadcast executives, Wednesday through Friday in the Washington suburb of Reston, Va.

KUPY case ends with a whimper

Eight-year FCC battle is over as widow of owner gets renewal but has to sell station, as she already has done

The drawn-out renewal hearing involving KUPY(AM) (formerly KAYE) Puyallup, Wash., is finally over. Eight years after it designated the station's renewal application for hearing on a variety of issues, including the station's fairness doctrine and personal attack policies, the FCC has now renewed the license, but conditioned on sale of the station within six months. The licensee, Happy Valley Radio Inc., has already tendered an application for assigning the license to Shortsleeve Broadcasting Co. (BROADCASTING, Aug. 14).

The commission acted on a petition for special relief filed by Hayden Blair, the widow of one of the two men who owned the station when the application was designated for hearing. She asked the commission to terminate the proceeding so she could sell the station to obtain funds for herself and her 2-year-old son.

The station is to be sold for \$235,000 plus \$85,000 for a 10-year agreement not to compete. Mrs. Blair says the sale would not benefit any wrongdoer, since the sale price would be used to reduce the station's \$421,213 in outstanding debts, and there would be no return on capital. She said her only benefit would be the \$85,000 to be paid under the no-competition agreement.

Mr. Blair had owned the station with James H. Nicholls. Last year, the commission staff, acting under delegated authority, allowed Mr. Blair to purchase Mr. Nicholls's interest. After Mr. Blair's death of a heart attack on March 31, the commission approved the transfer of the corporation to Mrs. Blair.

The commission, in approving the renewal application, said Mr. Blair's death ruled out any sanction it might impose as a result of the hearing. Thus, it said it would be meaningless to attempt to resolve the hearing issues. The public interest would be served by renewing the license, subject to the condition that the station be sold within six months, the commission said.

The proposed buyer, Shortsleeve Broadcasting, is equally owned by Ray Courtemanche and his wife, Cheri. Mr. Courtemanche owns a Seattle advertising agency and his wife owns a charter boat business in that city. Neither has other broadcast interests.

KUPY operates on 1450 khz with 1 kw daytime and 250 w at night.

The hearing that is now ended was stormy. The original administrative law judge in the case, Ernest Nash, and the station's attorney, Benedict Cottone, engaged in frequent and bitter arguments that led the commission last year to censure Mr. Cottone. He was given a symbolic one-day suspension from practice (BROADCASTING, March 21, 1977).



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B/21/78

Changing Hands

The beginning and the end of station transfers:
from proposal by principals to approval by FCC

Proposed

■ **WRBL-TV** Columbus, Ga.: Sold by Columbus Broadcasting Co. to Avant Development Corp. for \$7 million. Seller is owned by estate of James W. Woodruff Jr. and recently sold, subject to FCC approval, **WRBL-FM** Columbus (BROADCASTING, June 19). Buyer is owned by Malcolm I. Glazer, of Pittsford, N.Y., who owns **WTWO-TV** Terre Haute, Ind., and operates mobile home parks in Rochester, N.Y. **WRBL-TV** is CBS affiliate on channel 3 with 100 kw visual, 12 kw aural and antenna 1,510 feet above average terrain.

■ **KQXE(AM)-KIOG(FM)** Mesa, Ariz.: Sold by Southwestern Media Corp. to Ray Johnson, Clayton L. Norman, Ralph Kelly and Doylan Fornay for \$1,850,000. Seller is principally owned by Lowell Homberger, president, who has no other broadcast interests. Mr. Johnson owns McDonald's fast food franchise in Phoenix. Other buyers own McDonald's outlets in Detroit, and all are members of Black McDonald's Operators Association. None has other broadcast interests. **KQXE** is on 1350 khz with 5 kw daytime and 500 w night. **KIOG** is on 104.7 mhz with 100 kw and antenna 1,500 feet above average terrain. Broker: Richter-Kalil & Co.

■ **KMJK(FM)** Lake Oswego (Portland), Ore.: Sold by Communico Northwest Corp. to Harte-Hanks Communications Inc. for \$1.3 million. Seller is subsidiary of Communico Inc. which is principally owned by Frederic W. Constant and has sold, subject to FCC approval, **KPOI(AM)-KHSS(FM)** Honolulu (BROADCASTING, July 3). Buyer, which has also bought **WLCY(AM)** St. Petersburg, Fla. (see "Approved" below), is publicly traded group owner of three TV's and, as result of recent merger with Southern Broadcasting Co. (BROADCASTING, June 26), four AM's and four FM's. Harte-Hanks publishes 26 daily newspapers, 61 nondailies and operates commercial printing and distribution services. Robert G. Marbut is president. **KMJK** is on 106.7 mhz with 100 kw and antenna 877 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ **KZAK(AM)-KTYL(FM)** Tyler, Tex.: Sold by Oil Center Broadcasting Co. to Bryant Beverages Inc. (98%) and Dale E. Palmer (2%) for \$415,000 plus assumption of liabilities. Seller is owned by Aubrey E. Irby, part owner of **KICH(TV)** Longview, Tex., (not yet on air) and Wilton Fair, who has no other broadcast interests. Bryant Beverages is subsidiary of Burke Beverage Co., bottling and real estate firm with no other broadcast interests. Alfred T. Burke is president. Mr. Palmer was general sales manager of **KROZ(AM)-KXEY(FM)** Tyler, un-

til last March and is now Burke employee. **KZAK** is on 1330 khz with 1 kw full time. **KTYL** is on 93.1 mhz with 4.8 kw and antenna 380 feet above average terrain.

■ **WPIQ(AM)-WYNR(FM)** Brunswick, Ga.: Sold by Southland Radio Inc. to Southcoast Broadcasting Inc. for \$450,000 plus \$150,000 covenant not to compete. Seller is owned by James R. Wiggins, who also owns **WQDI(AM)** Homestead, Fla. Buyer is owned by Suburban Radio Group, owner of **WCGC(AM)** Belmont, **WGO(AM)-WPEG(FM)** Concord, **WSVM(AM)** Valdese and **WZKY(AM)** Albemarle, all North Carolina, and **WHHV(AM)** Hillsville, **WJJJ(AM)** Christiansburg and **WVVV(AM)** Blacksburg, all Virginia. Suburban is principally owned by Robert R. Hilker and William R. Rollins. **WPIQ** is on 790 khz with 500 w full time. **WYNR** is on 101.5 mhz with 100 kw and antenna 245 feet above average terrain.

■ **KBGH(AM)** Memphis, Tex.: Sold by Floyd Broadcasting Co. to McClarin Broadcasting Co. for \$90,000 plus \$5,000 covenant not to compete. Seller is owned by Roy V. Floyd and his father, Vernon.

Approved

■ **WLCY(AM)** St. Petersburg, Fla.: Sold by WLCY Inc. to Florida Radio Inc. for \$4.5 million. Seller is subsidiary of Rahall Communications Corp., group owner of **WLCY-TV** Largo, Fla.; **WNDE(AM)-WFBQ(FM)** Indianapolis; **WKAP(AM)** Allentown, Pa., and **WWNR(AM)** Beckley, W.Va., and has sold **WYNF(FM)** Tampa, Fla. (see below). Rahall is owned by N. Joe Rahall and family members. Buyer is subsidiary of Harte-Hanks Communications Inc., publicly traded group owner which is also buying **KMJK(FM)** Lake Oswego, Ore. (see above). **WLCY** is on 1380 khz with 5 kw full time.

■ **WYNF(FM)** Tampa, Fla.: Sold by WLCY Inc. to Taft Broadcasting for \$2 million. Seller is also selling **WLCY(AM)** (see above). Buyer is publicly traded group owner of five AM's, five FM's, six TV's and has bought, subject to FCC approval, **WDCA-TV** Washington (BROADCASTING, May 1). Taft also has major interests in amusement parks and TV and film distribution. Charles S. Mechem is president.

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WYNF is on 94.9 mhz with 100 kw and antenna 390 feet above average terrain.

■ **KVEL-AM-FM** Vernal, Utah: Sold by Unitah Broadcasting and Television Co. to KVEL Inc. for \$500,000. Seller is owned by James C. Wallentine and Howard D. Johnson and his wife, Lucille, who have applied for new FM at Vernal. Buyer is owned by Communications Investment Corp., Salt Lake City-based holding company which owns KGEM(AM)-KJOT(FM) Boise, Idaho; KGHL(FM)-KBMS(FM) Billings, Mont.; KALL-AM-FM-KUTV(TV) Salt Lake City; is principal owner of Inter-mountain Network and has interest in cable and microwave systems in Idaho, National Telefilm Associates, Los Angeles film distribution firm, and printing firm in Salt Lake City. Buyer is owned by George C. Hatch and his wife, Wilda Gene. KVEL is 5 kw daytimer on 950 khz. KVEL-FM is on 92.7 mhz with 1.35 kw and antenna 430 feet above average terrain.

■ **KAMX(AM)-KFMG(FM)** Albuquerque, N.M.: Sold by Alvin L. Korngold to KFMG Inc. for \$370,000 for AM, \$30,000 for FM (construction permit) plus \$15,000 for agreement not to compete. Seller owns KEVT(AM)-KWFM(FM) Tucson, Ariz., 60% of KLAS(AM) Las Vegas and has application for new FM at Henderson, Nev. Buyer is principally owned by S.L. Agnew, who owns KFMQ(FM) Lincoln, Neb. KAMX is 1 kw daytimer on 1520 khz. KFMG (not yet on air) will operate on 107.9 mhz with 5 kw and antenna 495 feet above average terrain.

■ **WARV(AM)** Warwick-Greenwich, R.I.: Sold by Warwick Radio Station Inc. to Blount Communications for \$320,000. Seller is owned by James B. Bockock Jr. (33.3%), his son, James B. III (22.2%), his son's wife, Anri J. Bockock (22.2%), and Vincent L. Yannuzzi (22.2%). None has other broadcast interests. Buyer is owned by William A. Blount (100%), announcer at WARV and former cameraman for WFBC-TV Greenville, S.C. WARV is 1 kw daytimer on 1590 khz.



Catch-up. Among the perquisites that go with being a member of the White House senior staff is the knowledge that one need not panic if one misses the network evening news. The next day, at 9:30 a.m. and 12:30 p.m., the good stuff on all three networks—those stories in which the White House has a vested interest—will be shown in one composite piece of about 20 or 25 minutes. Greg Schneiders, deputy assistant to the President for communications, is pictured here in catching-up posture. The service is provided by the White House Communications Agency, which maintains antennas atop the executive office building next door to the White House, to pick up the signals. The signals are then sent down to a video tape unit, where they are recorded and edited, and the finished product is dispatched by cable to offices in the White House and EOB. The press office advises the communications agency on the material to be included in the final tape. Besides the evening news programs, the agency receives and records the network morning shows and various specials and documentaries. But those are edited and transmitted only on request. The service is not new; the communications agency has been providing it for several years. But fewer aides can use it. When the Carter administration took over, it found some 300 television sets scattered through the White House and EOB. That number was promptly knocked down to about 40. It has now eased back up to about 60.

■ **KVMN(FM)** Pueblo, Colo.: Sold by Recreation Broadcasting of Pueblo to Horwin Communications Corp. for \$175,000 plus \$50,000 covenant not to compete. Seller is owned by Joyce Hatton, president; her former husband, Julian; her brother, Gary Verplank, and his wife, Victoria; Allen I. Hunting, and his wife, Helen; L. William Seidman (head of Grand Rapids, Mich., accounting firm and

one-time special adviser to President Gerald Ford) and his wife, Sarah, and Stephen Heater. Same group owns KSPN(FM) Aspen, Colo. Buyer is jointly owned by Lawrence J. Horwin and his wife, Janet. Mr. Horwin is sales manager of WWL(FM) Miami Beach. Neither he nor his wife has other broadcast interests. KVMN is on 98.9 mhz with 44 kw and antenna 61 feet above average terrain.

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

Company	Period/Ended	Revenues	Current and change			Per Share	Year earlier		
			% Change	Net Income	% Change		Revenues	Net Income	Per Share
ABC.....	6 mo. 7/1	\$910,163,000	+19.8	\$64,891,000	+22.7	\$3.53	\$760,042,000	\$52,709,000	\$2.91
Burnup & Sims.....	Year 4/30	89,365,009	+46.4	(3,733,259)	-255.4	(.44)	61,033,319	1,462,519	.18
Cowles Communications.....	6 mo. 6/30	6,875,000	+6.9	2,240,000	+30.5	.56	5,548,000	1,717,000	.43
Doyle Dane Bernbach.....	6 mo. 6/30	41,434,000	+17.1	3,705,000	+18.0	2.10	35,376,000	3,141,000	1.67
General Instrument.....	13 wk. 5/28	125,466,000	+1.1	6,827,000	+32.9	.85	124,127,000	5,137,000	.63
Grey Advertising.....	6 mo. 6/30	234,124,000	+15.2	2,221,000	+3.7	3.56	201,213,000	2,141,000	2.83
Jefferson-Pilot.....	6 mo. 6/30	333,648,000	+11.8	43,348,000	+10.8	1.87	298,502,000	39,133,000	1.63
Lee Enterprises.....	9 mo. 6/30	78,021,000	+28.9	12,207,000	+51.4	2.49	60,548,000	8,062,000	1.62
MCA.....	6 mo. 6/30	461,414,000	+20.5	48,972,000	+39.2	2.63	382,792,000	35,187,000	1.90
MCI Communications.....	Year 3/31	74,049,000	+18.0	5,190,000	+1404.3	.23	62,759,000	345,000	(.02)
Meredith.....	Year 6/30	286,820,000	+21.7	14,664,000	+17.6	4.77	235,623,000	12,473,000	4.06
Metro-Goldwyn-Mayer.....	9 mo. 5/31	274,047,000	+23.7	30,896,000	+46.0	2.12	221,522,000	21,159,000	1.42
Ogilvy & Mather.....	6 mo. 6/30	83,572,000	+21.6	5,053,000	+16.7	2.58	68,724,000	4,330,000	2.28
Technical Operations.....	9 mo. 7/1	61,477,000	-11.2	554,000	+97.9	.41	69,217,000	280,000	.21
Teleprompter.....	6 mo. 6/30	66,624,000	+18.4	4,965,000	+71.7	.29	56,247,000	2,892,000	.17
Times Mirror.....	28 wk. 7/16	712,963,000	+29.4	63,286,000	+41.3	1.82	550,997,000	44,774,000	1.29
Turner Communications.....	6 mo. 6/30	15,096,000	+19.7	395,000	+259.1	.10	12,610,000	110,000	.03
Twentieth Century-Fox.....	6 mo. 7/1	308,129,000	+62.0	32,962,000	+289.9	4.16	190,155,000	8,454,000	1.10
Zenith Radio.....	6 mo. 6/30	440,800,000	-5.8	6,700,000	-50.4	.36	467,900,000	13,500,000	.72

American International Television



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Juke-Box

FEATURING

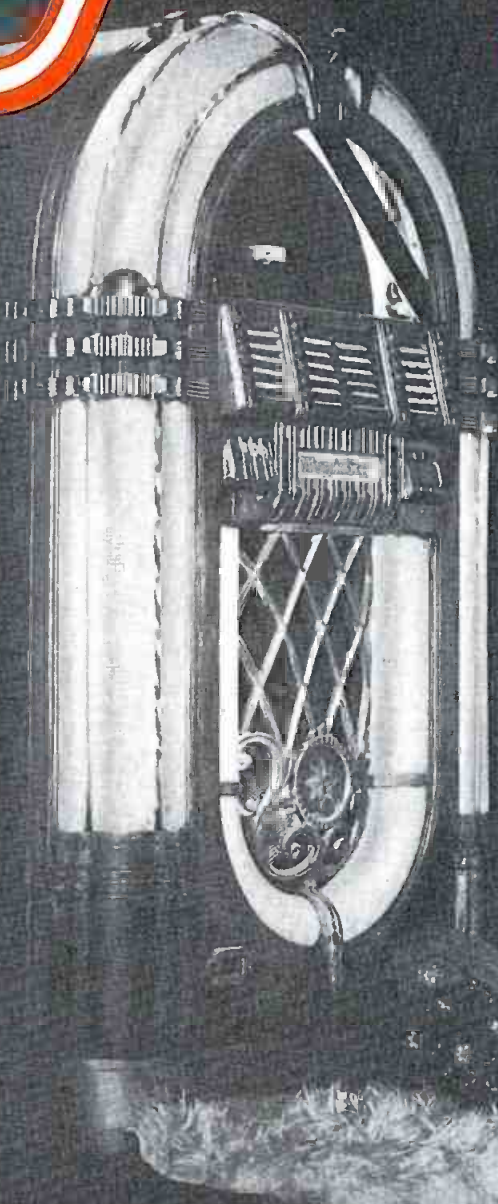
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Twiggy hosts an exciting in-concert
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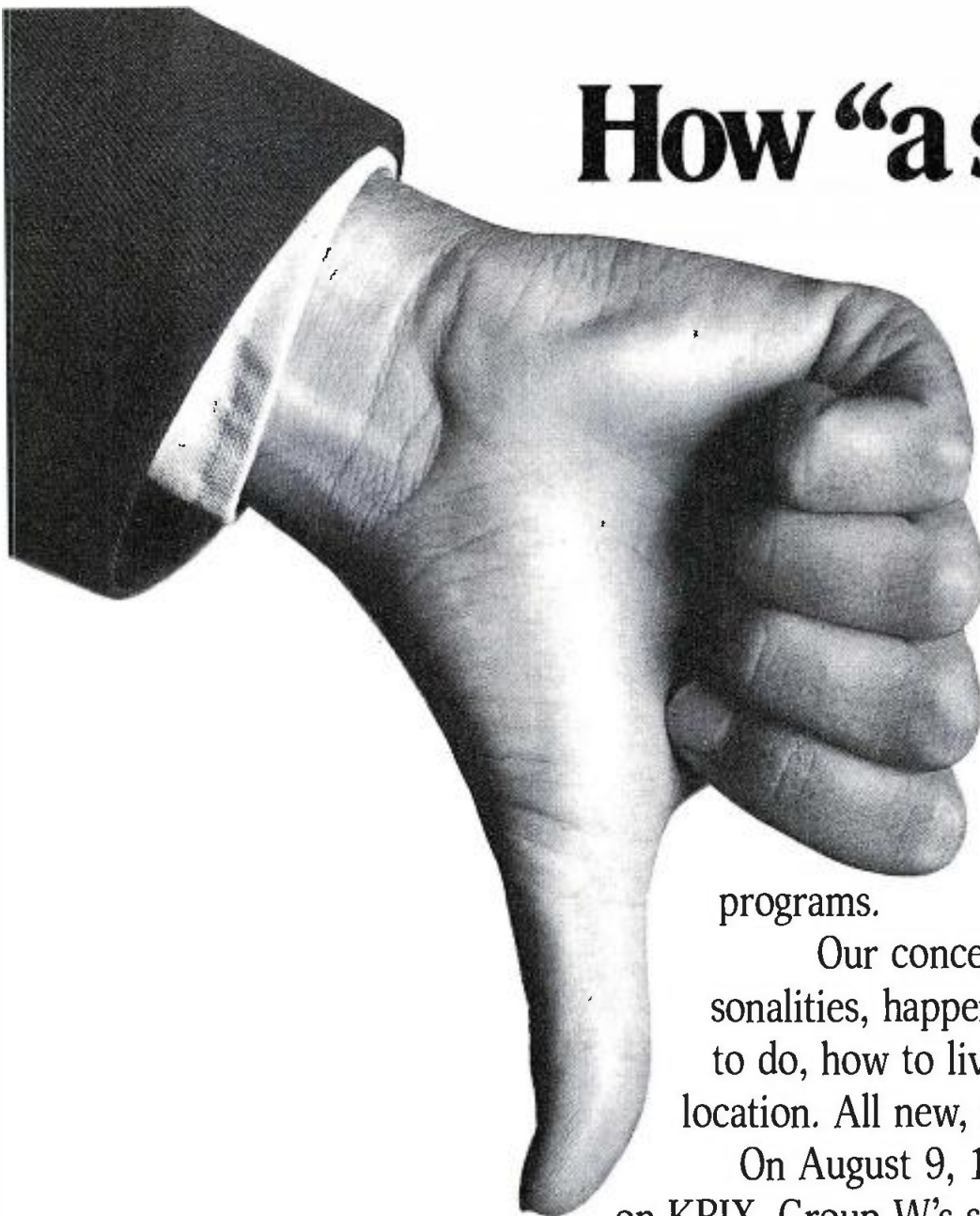
Her unique personality
is just the start of
all the excitement!

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How “a sure flop”



When we announced “Evening Magazine,” some predicted a flop.

It was an audacious idea. A locally-produced program in the prime-time access period. Five nights a week. Competing with game shows and other high-rated syndicated

programs.

Our concept: a blend of people, personalities, happenings. Where to go, what to do, how to live better. All produced on location. All new, five nights a week.

On August 9, 1976, “Evening” premiered on KPIX, Group W’s station in San Francisco.

Within 72 hours, a tv columnist caught the mood of a receptive market: “Evening—the bold new experiment in local television...”

And audience response showed the “sure flop” had become a sure thing.

That success—critical and commercial—was repeated in 1977 as Group W’s other stations produced their own local versions of “Evening.” In Boston (WBZ-TV), Philadelphia (KYW-TV),

became a sure thing.

Baltimore (WJZ-TV) and Pittsburgh (KDKA-TV), "Evening" won applause — and audience.

In each of these communities, "Evening" attracts more families than the popular shows it replaced*.

Now the program concept is being made available to other stations. During the coming television season, ten non-Group W stations will air their own versions five nights weekly in the prime-time access period**.

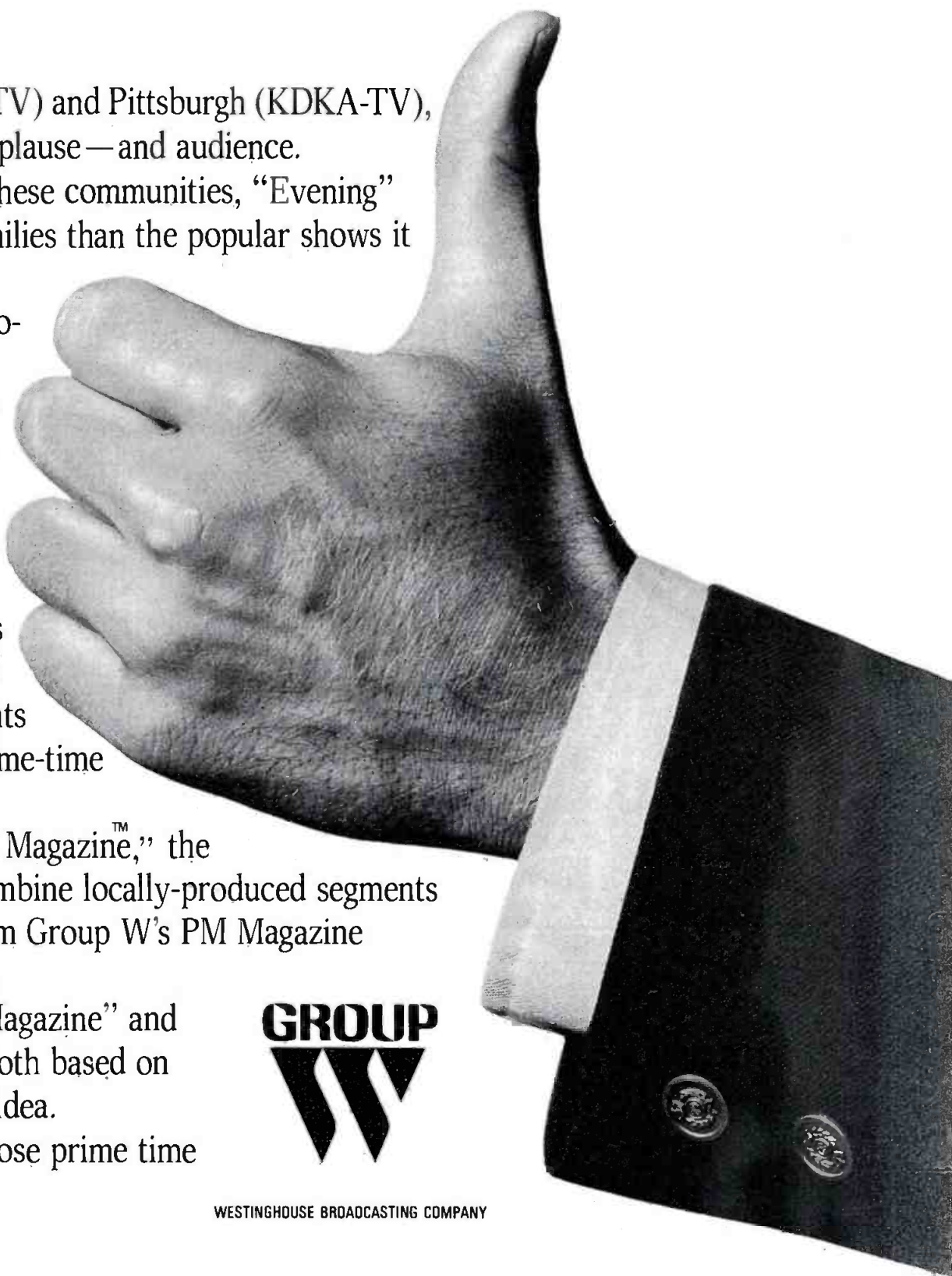
Called "PM Magazine,"TM the programs will combine locally-produced segments with features from Group W's PM Magazine Program Service.

"Evening Magazine" and "PM Magazine." Both based on a single creative idea.

An idea whose prime time has come.



WESTINGHOUSE BROADCASTING COMPANY



**WAGA-TV, Atlanta; WJKW-TV, Cleveland; WCMH-TV, Columbus; WFAA-TV, Dallas; WJBK-TV, Detroit; WFMY-TV, Greensboro; WFSB-TV, Hartford; KHOU-TV, Houston; KTVN, Reno; KXTV, Sacramento.

New toys for CBS. CBS Inc. completed acquisition last week of Gabriel Industries Inc., New York, toy manufacturer and distributor, for about \$27 million in cash. Gabriel's product line, including Erector sets, Tinkertoys and Gym-Dandy home playground equipment, will combine with Creative Playthings and Wonder Products in CBS Toys Division of Columbia Group. Jerome M. Fryer, chairman and chief executive of Gabriel, will join CBS as president of Toys Division, and Seymour L. Gartenberg, who has been president of that division, will become vice president of Columbia Group.

Once again please. U.S. Court of Appeals in Washington has been asked to review FCC decision denying Adolfo and Elias Liberman renewed authority to deliver programs by wireline to XEGM(AM) Tijuana, Mexico. Commission's action affirmed administrative law judge's decision, which was based on finding that XEGM's operation caused substantial interference to U.S. stations. Section 325(b) of Communications Act requires commission to make public interest finding before authorizing transmission of programs to foreign station consistently received in U.S.

Women's work. American Women in Radio and Television and Department of Labor, in joint effort, have published "Women on the Job: Careers in Broadcasting," 26-page booklet describing jobs in radio-TV business, training and background needed and colleges offering broadcasting degrees or courses. Copies: AWRT, 1321 Connecticut Avenue, N.W., Washington 20036, or DOL, Women's Bureau, 200 Constitution Avenue, N.W., Washington 20219.

Closer look. Mutually exclusive applications of Michigan Tuscola Broadcasting Co. for renewal of licenses for WKYO(AM)-WIDL-FM Caro, Mich., and Cass River Broadcasting Co. for new AM on 1360 khz and an FM on 104.9 mhz have been designated for hearing by FCC. Commission said "serious questions" were raised as to whether Tuscola and Cass possess qualifications to be licensees.

Anti's paid by FTC for studies of children's ads

ACT, among others, is recipient of total \$150,000 in funds; those opposed to proceeding could also be partaking, however

Action for Children's Television and several groups of similar philosophical bent are getting some \$150,000 in public participation funds from the Federal Trade Commission in the children's advertising proceeding. The manager of the FTC's reimbursement program said funds were available to groups more amenable to business too, but "they simply haven't applied."

Bonnie Naradzay, special assistant for public participation in the FTC's Bureau of Consumer Affairs, said the children's advertising proceeding was the 17th rulemaking since the 1975 Magnuson-Moss Act gave the FTC authority to compensate any party having a material interest in a proceeding and which lacks the resources to participate effectively. Several times in the other 16, she said, industry sources and pro-industry groups have participated in the reimbursements. In fact, she said, the statute provides that up to 25% of the money—the program gets about \$500,000 a year—can go to those that may be regulated and would otherwise not be able to participate.

In this case, \$61,122 of the \$150,000 went to Action for Children's Television and the Center for Science and the Public Interest for three studies and administrative costs, including attorneys' fees and travel expenses. One study would try to determine, among other things, what percentage of children watch various programs; another would research effects of television commercials on pre-school children's snack preferences, and the third will analyze by product type the use of various techniques in children's ads. Also, Media Access Project will receive about

\$36,700 and Safe Food Institute \$12,265. Robert Choate of the Council on Children, Media and Merchandising will receive \$35,000 for one study and Consumer's Union and the Committee on Children's Television will get \$19,700 for three studies and \$22,000 for "preparation costs." The Center for Public Representation gets about \$19,000 to conduct four studies.

Each of the FTC's rulemaking proceedings, Mrs. Naradzay said, is different, and in some, the various industries and groups are more able to qualify for participation expenses than in others. The Chamber of Commerce, she said, has tended to lambaste the program. But, she says, 80% of its members are small businessmen and "I have tried to encourage members, especially small members with less funds, to apply for reimbursement in proceedings to which they are a party."

Applicants must come in with a complete application explaining their proposals and why they don't have the funds to do what they want to do. A committee of people not involved in the rulemaking and various experts study the proposals and make recommendations to the director of the Bureau of Consumer Protection, who makes the final decision.

This proceeding on children's advertising, Mrs. Naradzay said, has proceeded no differently than any other—"it is a matter of airing matters in public, a matter of balancing the public record."

Adults, 18+, top latest spot radio demographics

Shifts in the demographics requested by advertising agencies for spot radio campaigns were described last week in a report issued by Katz Radio covering the second quarter of 1978.

The most sought-after category was adults, 18 and over (10%), followed by adults, 18 to 49, and adults, 18 to 34 (each 9%). Katz noted that women, 18 to 49, dropped to fifth place (7%) from the number-one position in January through March 1978 (11%).

Katz also pointed out that in line with the past several reports, requests for the new 25 to 54 and 25 to 64 demographics are on the upswing.

Other highlights of the report: Arbitron dominates the rating services with no challenger in sight; Monday through Friday, 6 a.m. to 7 p.m., was the daypart combination most requested; favored commercial length was 60 seconds, followed by 30 seconds; average length of campaigns was eight weeks; requests for metro area information led those for total survey area by 52% to 35%.

RAB's sales subcommittees

The Radio Advertising Bureau's Local Marketing Task Force has formed four subcommittees as part of its new sales development thrust.

The subcommittees will specialize in

RADIO PROGRAMS—"THE SPOKEN WORD" DURING THE NAB RADIO PROGRAMMING CONF.

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Aural advantage. Radio reaches more adults in a day or a week than any other major daily advertising medium, according to an analysis released last week by the Radio Advertising Bureau. According to Richard J. Montesano, RAB senior vice president of marketing and research, radio reaches 95% of adults 18 and over during a week, while television reaches 90% and newspapers, 84%. He said the sources for these findings were RADAR, spring 1978; Nielsen Television, February 1977, and a Newspaper Advertising Bureau March 1977 readership study. Daily reach is based on weekday newspapers and weekly reach on five-day estimates that are consistent with other sources. In each case, according to RAB, these are the latest available national reach data sources for the respective media.

one of four development target categories: large advertising agencies, medium advertising agencies, large retailers and small retailers. Task force members who are chairmen of the subcommittees are Richard Carr, Meredith Broadcasting (large agencies); Lee Allen Smith, WKY(AM) Oklahoma City (medium agencies); Michael Lareau, WOOD(AM) Grand Rapids, Mich. (large retailers), and Gary H. Simpson, WTRN(AM) Tyrone, Pa. (small retailers). The subcommittees will deter-

mine specific station needs for RAB sales tools.

The Local Marketing Task Force was formed last spring and its chairman is Richard W. Chapin, chairman of Stuart Enterprises. All task force members also are members of the RAB board. Other members of the task force are Roger G. Berk, Group One Broadcasting; Elmo Ellis, Cox Broadcasting; Bob Jones, Southern Broadcasting, and David Morris, KNUZ(AM) Houston.

Networks still grabbing time, says SRA study

Rep monitoring finds that in second quarter, they exceeded 'standards' by even greater margin than in first and added nearly \$40 million in ad revenues; CBS's Rosenfield charges 'malicious misinterpretation'

The Station Representatives Association issued its second quarterly report on the TV networks' "excess" commercials last week—and drew the fire of James Rosenfield, CBS-TV president, who branded the analysis "outrageous" and based on "malicious misinterpretation."

The SRA reports, prepared by Broadcast

Advertisers Reports, compare actual network commercial time with what SRA calls the "standard" the networks have set for themselves in the past. Thus in its latest report, SRA says that in the second quarter the networks carried 638 minutes and 6 seconds more commercial time than their past "standards" called for—and that these 638 minutes had a value of \$39,835,500.

The definition of the "standard" is the sticking point between SRA and Mr. Rosenfield—and other network officials. SRA says it "essentially is three commercial minutes per prime-time half-hour and twice that number in nonprime time." Mr. Rosenfield says that's just the standard for regular series—that in long-form programming the prime-time standard is and has been seven minutes per hour or three and a half minutes per half-hour, and that the increase in total commercial time results from increases in the amount of long-form programming in recent years, not from any deviation from the standard formula.

Although the National Association of Broadcasters' commercial code can accommodate more, Mr. Rosenfield said, no network exceeds the self-imposed prime-time "standard" of three minutes of commercials per half-hour in regular series, three and a half minutes per half-hour in long-form programs. By contrast, he said, when 7:30-8 p.m. NYT was converted to access time, most affiliates increased their commercial content from three minutes under networks to five minutes when programmed

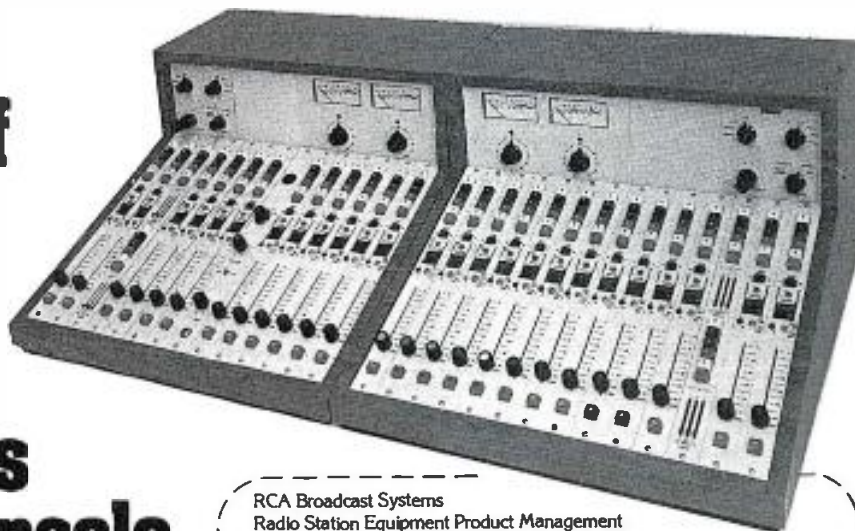
Since you're already aware of RCA quality, it makes sense to find out what's inside this custom audio console.

What's inside is what you want inside. After all, the RCA BC-50 is a custom console. But at an off-the-shelf price, because of our unique interconnecting Unimodules.

Each Unimodule has 5 inputs, not 2 or 3. Unimodules can function as input mixers, submaster mixers or echo send/return level controls. Input facilities are almost unlimited. And BC-50 provides a wide range of outputs—mono, stereo, even quad or multi-channel—all with easy expansion. In a configuration you design.

We'll build your BC-50 for surprisingly little. Or you can assemble it for even less.

To design one, just ask your RCA Representative for our 20-page workbook. It has complete BC-50 specs and work sheets. If you prefer, send the coupon.



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Dear RCA: Okay, I'm ready to put everything I want into an audio console except lots of money. Send my BC-50 workbook immediately.

☐ Have your representative call.

Name _____

Title _____ Station _____

Address _____

City _____

State _____ Zip _____

I'm interested in:

☐ RCA assembled console

☐ Assemble-it-myself console

RCA Broadcast Systems

by the stations.

SRA seems to agree with part of Mr. Rosenfield's contention—that the increases have occurred, at least mostly, in long-form programs. In releasing the second-quarter report last week, for instance, SRA said the coverages occurred “primarily during elongated versions of regularly scheduled programs, theatrical releases, made-for-television movies and sports.”

In the second quarter, according to the BAR-SRA study, the networks exceeded their SRA-defined “standard” by 638 minutes and six seconds, worth an estimated \$39,835,400. Of these, 407 minutes and 30 seconds were said to be in prime time and worth \$37,389,500, and 230 minutes and 36 seconds in nonprime, worth \$2,446,000.

These figures represent gains from first-quarter totals of 349 minutes and 10 seconds in prime (\$32,973,100) and 193 minutes in nonprime (\$2,886,200) for a six-month total of 756 minutes and 40 seconds in prime (\$70,362,600), 423 minutes and 36 seconds in nonprime (\$5,312,200), or 1,180 minutes and 16 seconds in all, worth \$75,674,800.

CBS-TV is shown with the largest number of “excess” minutes in the second quarter: 123 minutes and 40 seconds in prime and 127 minutes in nonprime for a total of 250 minutes and 40 seconds. NBC-TV was next with a total of 238 (154 minutes and 30 seconds in prime and 83 minutes and 30 seconds in nonprime). ABC-TV was third with 149 minutes and 26 seconds (129 minutes and 20 seconds in prime and 20 minutes and 6 seconds in nonprime). Because of greater concentrations in prime time, NBC was highest in dollar value for the quarter, followed by ABC.

In addition to distorting the networks' true standard, Mr. Rosenfield said, the SRA analysis misconstrues the source of the “extra” network revenues.

“They know that when the network economy is healthy, the stations are healthy,” he said. “The only time we siphon money from spot is when the economy is soft and we lower our rates to spot levels. Business now is obviously good—this in-

creased revenue they're talking about came from other media.”

Mr. Rosenfield said an analysis of network commercial leads by Westinghouse Broadcasting Co. (BROADCASTING, July 10) “erroneously” reached conclusions similar to SRA's. Although Westinghouse found a 47% increase in the number of half-hours carrying more than three minutes of commercials, he said, the increase occurred as a result of increases in long-form programing, and the increase in number of actual commercial units was 1.5%.

He also referred to an earlier monitoring study by an American Association of Advertising Agencies committee that purported to find excessive clutter in network commercial and promotional patterns. This, he said, reached erroneous findings through “understandable” misinterpretations of NAB code definitions.

Commercial costs him a lot of liquid assets

Actor Patrick O'Neal, a recovered alcoholic, will have to pay \$61,000 to cover the costs of a beer television commercial in which he starred.

Mr. O'Neal's travail began in 1976 when Kenyon & Eckhardt, New York, engaged the actor to star in a TV commercial for Andekee beer, made by Pabst Brewing, Milwaukee. He claims he told K&E he no longer drank and would not appear as a consumer of beer, but would be willing to portray a restaurant host, inasmuch as he owns seven dining spots in New York and California.

In June 1976, according to Mr. O'Neal, Pabst decided to scrap the commercial when a newspaper in Milwaukee identified the actor as a recovered alcoholic. Pabst also instructed K&E not to pay Mr. O'Neal's fee and to sue for the cost of the commercial production. The matter was brought to the American Arbitration Association, in New York, which upheld K&E's claim for \$61,000, saying the actor had not made it clear when he was hired that he was a recovered alcoholic.



Not Perry Mason, but ... The Legal Clinic of Goldman & Heffernan, P.C., became the first law firm in the history of New York state to advertise on television when it began a schedule on Aug. 10 on WNBC-TV and WNEW-TV New York. The 30-second spots show a man (an actor, not a lawyer) stressing the Legal Clinic's “more than reasonable” fees for ordinary cases, including a divorce for \$150 plus court costs and \$55 for a will. The firm was founded last March and has nine branch offices. The month-long television campaign is an outgrowth of the U.S. Supreme Court ruling in 1977 permitting advertising by lawyers. The commercials were created and placed by Dougherty, Clifford & Wadsworth, Floral Park, N.Y.

Advertising Briefs

Cola questions. Eleven challenges to national advertising, including two on television, were resolved during July by National Advertising Division of Council of Better Business Bureaus. Pepsi-Cola Co. modified one TV commercial and discontinued another after Coca-Cola Co. complained spots were misleading. Reviewed and substantiated were claims made in television commercial for Miller Brewing Co.'s Lowenbrau beer.

Pick of the spots. Videotape Production Association, New York, has designated six production firms as first-prize winners in first annual VPA awards competition covering TV commercials. Winners are: over-all direction, Teletronics International, New York, for Fresca (“Wow”); fashion and cosmetics, Unitel Productions, New York, for ITT (“Pavlova”); demonstration, Lee Roghberg Productions, New York, for NE Telephones (“Full of Phones”); special effects, Teletronics, for Hanes Hosiery (“Invisible Man”); difficult/unusual situation, E.J. Stewart Productions, Philadelphia, for Ringling Brothers Circus (“Wedding”); comedy, Centrex Productions, New York, for Mennen Skin Bracer (“Uh, Oh, the Boss”).

MPC plans barter. Metromedia Producers Corp. is expanding into barter television distribution and has named George Hankoff, former vice president, program sales, SFM Media Service Corp., to newly created post of director of client services. Mr. Hankoff mentioned daytime strip as strong possibility for starter.

SRA says it's been shorted this much

	First quarter value	Second quarter value	12/26/77 to 6/25/78
ABC prime	\$10,409,400	\$12,477,200	\$22,886,600
ABC nonprime	1,010,200	227,800	1,238,000
ABC total	11,419,600	12,705,000	24,124,600
CBS prime	9,597,400	10,525,700	20,123,100
CBS nonprime	1,261,000	938,800	2,199,800
CBS total	10,858,400	11,464,500	22,322,900
NBC prime	12,966,300	14,386,600	27,352,900
NBC nonprime	595,000	1,279,400	1,874,400
NBC total	13,561,300	15,666,000	29,227,300
Three networks prime	32,973,100	37,389,500	70,362,600
Three networks nonprime	2,866,200	2,446,000	5,312,200
Three networks total	\$35,839,300	\$39,835,500	\$75,674,800

Networks blasted by Hollywood

Caucus for Producers, Writers and Directors rails against move to earlier TV seasons, less lead time, NBC's previews

A new and unusually direct salvo has been fired at the three commercial television networks by the producers who supply most of their prime-time programs. Whether it represents only another round in a long history of skirmishes or the start of something more revolutionary remains to be seen.

Doing the shooting is the Caucus for Producers, Writers and Directors, an organization whose members often fill two or more of those jobs—hyphenates, as they are called—and which includes almost every successful independent television producer in Los Angeles. The organization's purpose, to quote from its statement of aims and objectives, is "to assume a more direct responsibility to the American viewing public in network programming . . . and to protect our standards and our integrity as creative artists."

On Aug. 11, the caucus took out full-page advertisements in the Hollywood

trade press, vehemently protesting NBC-TV's announcement that it would preface the official start of its 1978-79 season with a week of "sneak previews" and another week of "warm-ups," corresponding to the weeks (Sept. 5-10 and Sept. 11-17) in which ABC-TV plans to rerun *Roots* and introduce its own fall schedule (BROADCASTING, Aug. 7).

"It is disheartening," the ad read, "to see that the destructive competition between the networks will, doubtless, again take its toll on the quality of programming, the health of the creators and the costs of production."

"This season, when the schedules were announced later than ever before, it would seem appropriate—even necessary—to delay the debut week rather than advance it. Obviously, regard for the viewing public and the welfare of the creative community were not factors in NBC's decision."

The statement was followed by 107 names such as Garry Marshall, Norman Lear, Bud Yorkin, Grant Tinker, Aaron Spelling and Lee Rich, to name a few—all the dues-paying members of the caucus, according to a member of its steering committee. The major studio chiefs are not members of the Caucus and by and large say they favor individual and voluntary settlement of problems with the networks. But most of them, including Gary Nardino of Paramount, Donald Sipes of Universal, Alan Shayne of Warner Brothers and Lawrence White of Columbia, have voiced their support of the issue raised in the ad,

if not the ad itself.

The ad addressed what is probably the caucus's dominant concern: lead time, or how long a producer has to get his product in shape before the program is aired.

Lead time has been a principal victim of the growing intensity of network competition. Shows are deemed failures more quickly; replacements are needed more quickly. Fall schedules are announced later in the spring and started earlier in the fall, especially in the last two years. NBC, in fact, seems to have been singled out in the caucus's ad, primarily because it changed its mind—ABC announced a Sept. 11 starting date at the same time it announced its schedule in the spring and the *Roots* rerun shortly thereafter. "We thought it was bad enough as it was," said one caucus member.

As the lead time has shortened, so have the producers' tempers. They worry mainly about the creative damage from rushing through the writing, scripting, casting and production process—and the concurrent weakening of a project's chance of success—but are also frustrated by the purely financial penalties they suffer. "If you have to accelerate development," said Gary Nardino, president of Paramount TV, "the money just flies."

Enter the caucus to, as a member put it, "go in as a body of suppliers to the networks and say, 'This is insane.'"

Although the caucus has discussed the problems of lead time and other issues with the networks over the last several

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years (the organization was formed in 1973), an added problem has been the networks' here-today-gone-tomorrow program staffs producers must deal with: Once an understanding was thought to have been reached with one regime, another would replace it and the process would start again.

But the caucus's network committee recently completed a series of meetings with the new program teams of ABC and CBS-TV, and still plans, despite the trade-press advertisement, to meet with NBC-TV in the near future ("Closed Circuit," Aug. 10).

At the meetings with ABC and CBS, the caucus proposed that lead time be kept at a minimum of six months, preferably from March 15 to Sept. 15, for the fall season. Midseason replacements could go on as soon as 10 weeks after the order, but only if a four-episode short order and six additional scripts had already been signed for within the six-month limit according to the caucus proposal.

Also discussed at the meetings was the broader, and perennial, issue of the producers' ability to control their product once an order has been made. Caucus members are especially disturbed at having creative decisions such as casting and scripting foisted on them by lower-echelon network supervisors. "You really feel very emasculated as a producer if all you're doing is rubber-stamping the network," said George Eckstein, a contract producer at Universal.

He added that the networks are currently increasing their staffs in the creative areas and giving them titles such as "executive producer, motion pictures for television"—becoming, he said, "a little more naked in their abrogation of creative control." Another producer complained: "Many of these people don't have the credentials that we do. Many of them we wouldn't even hire."

The networks were reported by members of the caucus to have been sympathetic to the lead time proposals, at least. Indeed, many producers (although certainly not all) agree that the networks are as concerned about the lead-time issue as they are. The belief is, however, that the networks are more or less forced by competitive pressures to act counter to those concerns—NBC's recent eleventh-hour maneuvers being a textbook example, they feel.

So despite the fact that the networks have been saying that they want to return some order to their schedules, few producers seem to believe they will, as the caucus ad indicates. Thus, although the hope is generally to keep the lines of communication with the networks as open as possible, the mood of many caucus members is growing increasingly militant.

"We intend very much to do our business as much as possible behind the scenes with constructive discussions," said one. "But we've had enough of these pleasant annual or semiannual meetings," he said.

"Now we expect some results."

The question is, what can the caucus

do? Its next escalation, if there is one, would probably be a more active public relations campaign to get the issues before the public and the lawmakers. The organization has previously spoken out publicly on the family hour, and is somewhat active in addressing itself to various legislative and regulatory issues, such as the FCC's network inquiry, just beginning to get under way.

"We feel that the government and the public are really unaware of the extent of network control over programming," said Mr. Eckstein, "and we'd like to go public with that." Another producer, referring to the caucus advertisement in the trade press, added, "We haven't gone to the *New York Times* or the *Washington Post* or *TV Guide*—yet."

Some caucus members would like to do more. Although they're hesitant to discuss it publicly, there are threats of "withholding services" and "nondelivery of material." But most producers don't think it will go that far, and some doubt it will go anywhere at all.

There are two basic reasons for that feeling. First is the diversity and degree of commitment within the membership. Although the caucus's ad listed the names of all its members, it was actually approved by only the steering committee—many members didn't know it was being placed. Moreover, many nominal members of the group no longer are active participants, and some are openly critical of its methods.

Lorimar's Lee Rich is an example. "As long as the producers continue to take money from the networks, who are they to tell the network what they should buy?" he said. "If they want to bitch about it, let them give up their Mercedes."

The suspicion that most wouldn't want to give up their Mercedes is the other reason many suspect the caucus's potency—one observer called it the group's "inherent flaw."

"People can talk about it from here to tomorrow," said James Komack. "But when they call you up and say, 'Hello, we've got a show we want in four weeks, you want to do it?' I've never seen anyone who will say, 'Gee, that isn't enough time, I'm not going to do it.' They'll go to the next guy, who's a member of the caucus too, and he'll take it."

George Eckstein is a bit less cynical. "Of course there will be defectors," he said. "But hopefully not enough to weaken our position." Still, he agrees the caucus will probably not be the medium for any kind of forceful action (he does think a revitalized producer's guild might be). "We have no weapons other than the prestige of our membership and whatever logic we can bring to the situation," he said.

The real point may be the simple fact that many producers are unhappy and getting more so. That may be nothing new, but in an era when the independent producer and other creative television professionals are growing more powerful every day, and beginning to flex their developing muscle, it could turn out to be.

OPT backers up ante, want commitments for five miniseries

Latest success with 'Byzantium' prompts effort to pre-sell package deal for next two years

Operation Prime Time, enjoying strong early ratings for its latest project, *Evening in Byzantium*, has seized the occasion to launch a campaign for station commitments to five more OPT miniseries over the next two years.

The only confirmed projects in the all-or-nothing offer are both continuations of John Jakes's seven-book "Americana" series, from which the earlier OPT success, *The Bastard*, sprang. *The Rebels* and *The Seekers* are scheduled for May and November airings next year. Both will be produced by MCA TV/Universal, which has handled OPT's three previous efforts (*Testimony of Two Men* was the first).

The three remaining selections in the five-part package have not been chosen, but all would air in 1980, an OPT spokesman said. MCA has a commitment for one of them, but OPT plans to consider properties owned by other companies to fill out the deal. An OPT spokesman said the organization is budgeting an average cost for the projects of \$750,000 an hour.

A TWX message to OPT stations explained that commitments to all five projects are being sought to allow more time to find and produce better properties, to give the organization better bargaining power and to help avoid an inflationary spiral of rights fees. "At least a year's time is necessary to mount each successful TV novel serialization effectively," the announcement said (MCA is said to be already in the scripting stage for next May's project).

Al Masini, president of Telerep and a member of the OPT steering committee, said the committee is looking to more or less equal the 90 station clearances attained for *Byzantium*. Of those stations, the hope is to again clear most of the top 75 markets, with the rest "sprinkled in" from smaller markets to total an 80% coverage of the U.S., he said.

Mr. Masini said he expects to have the necessary commitments lined up by the end of this month. Among the projects being considered for the package are two Harold Robbins novels, "The Dream Merchants" and "The Inheritors," both owned by Brut Productions, "Dynasty" by Robert Elegant, also owned by Brut, Arthur Hailey's "Overload," owned by EMI, Evelyn Konrad's "Indiscretions," also owned by EMI, and Jacqueline Briskin's "Paloverde," owned by Lorimar.

A.C. Nielsen's overnight ratings for Aug. 14 showed *Byzantium* pulling network-beating averages in Los Angeles and Chicago but losing to CBS-TV in New

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Arbitron coinidentals for Sunday and Monday airings of *Byzantium* on NBC-TV affiliate WIBC-TV Pittsburgh showed it pulling 21/43 and 29/54 ratings/shares respectively. For independent KPTV(TV) Oakland, the miniseries' first outing out-pulled with networks with an 18/35, and for independent KPTV(TV) Portland, Ore., it pulled an 18/37.

Schedule changes for fall continue; both switch some program slots

As expected, ABC-TV and CBS-TV have tinkered with their fall prime-time program schedules, although both networks' changes were minor.

ABC switched the time periods of *Welcome Back, Kotter* and the new series *Mork and Mindy*. *Kotter* moves to Monday at 8-8:30 p.m. NYT, while *Mork* goes to the same time period on Thursday. Both shows are to have one-hour special pre-

CBS exchanged the positions of its two new shows in the Monday lead-off hour, putting *WKRP in Cincinnati* in the 8-8:30 p.m. time period and *People* at 8:30-9 p.m. On Wednesday, the new *In the Beginning* has been moved into the 8:30-9 p.m. time period, changing places with *Good Times*, which now airs at the same time period on Saturday.

CBS also announced that it would present "special previews" of three of its series during the two weeks preceding its official premiere week of Sept. 18-24. *Paper Chase* will air on Sept. 9 (8-9 p.m.), *Kaz* on Sept. 10 (tentatively at 10-11 p.m.) and *Good Times*, in a special one-hour episode, on Sept. 16 (8-9 p.m.). A spokesman for the network said there would "absolutely" be no other early premieres.

49% Total audience share, 12+



7 AM-10 AM	10 AM-3 PM	3 PM-6 PM
48.1%	46.5%	37.5%

WWAM/WKJF-FM	CLOSEST COMPETITION
46.3%	14.8%

Station	Share	CLOSEST COMPETITION
WWAM/WKJF-FM	49.5%	18.6%

WWAM/WKJF-FM	CLOSEST COMPETITION
49%	17.8%

*Survey conducted by professional research services, Tempe, Arizona (formerly National Radio Research), during nineteen survey hours (7 AM-6 PM) Monday through Friday, Feb. 20-Mar. 9, 1978....four county survey area: (Wexford, Missaukee, Osceola and N.E. Lake)....774 calls attempted, 51% completion factor.



RADIO
WKLD 44 ALABAMA BATTLE CREEK
WJPM 68 GRAND RAPIDS ALABAMA
WMAZ 90.5 FM CADILLAC

TELEVISION
WJBL-TV 44 GRAND RAPIDS ALABAMA
WATV 3 CADILLAC TREVILLE CITY
WWSB-TV 31 BELL STS MAINE
KOLN-TV 1 LINCOLN NEBRASKA
KQNTV 4 GRAND ISLAND NEB
KMPX-TV 30 KANSAS CITY MO

CBS RADIO FOR NORTHERN MICHIGAN
Buckley Radio Sales, Inc., National Representatives

Program Briefs

New team. New independent production company with exclusive commitment to ABC-TV has been formed by producer Leonard Goldberg (*Starsky and Hutch*, *Fantasy Island*, *Charlie's Angels*, in partnership with Aaron Spelling) and talent manager Jerry Weintraub (John Denver, Bob Dylan, The Carpenters, Neil Diamond). Including theatrical movie deal with Universal, company claims to have total of \$47 million in backing and plans "quality entertainment" series and miniseries.

Coast canceled. NBC-TV has canceled its commitment to TOY Productions for *CoastCoast*, airline stewardess comedy originally set for network's 1978-79 prime-time schedule, then "postponed" for more work when Fred Silverman took over as NBC president. TOY said it was unhappy with handling of decision.

Metamorphoses. WSAI(AM) Cincinnati changes format from top 40 to contemporary country, effective today (Aug. 20). And WAIT(AM) Chicago has returned to beautiful music Aug. 14, after initiating an all-talk format last fall.

Minis for minors. CBS-TV will produce what it says is first miniseries designed especially for children. *Joey and Redhawk*, five-part adventure drama, will air beginning Monday Nov. 27 on consecutive weekday afternoons, with specific half-hour time periods to be announced. Daniel Wilson Productions will produce.

Jam spreads. DIR Broadcasting New York, says it has more than 250 subscribing stations to new *Super Jam* radio series, in which rock stars gather in studios to play songs and improvise together. Debut is set for Aug. 30.

Rooted. ABC-TV announced its rerun of *Roots* will air at 9-11 p.m. NYT on Sept. 5 and 6, 8-11 p.m. on Sept. 7, 9-11 p.m. on Sept. 8 and 8-11 p.m. Sept. 10.



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Cable may lose status again at the FCC

Commission's Cable Bureau could be merged with Common Carrier; NCTA fears rerun of days when CATV was in the Broadcast Bureau

There is considerable speculation that the FCC is moving toward doing away with its Cable Television Bureau and merging its staff with the Common Carrier Bureau, a prospect that does not please the cable industry.

The current Cable Bureau chief, Philip Verveer, said last week that although a decision has not been made, the idea of a merger of the two bureaus is one that has been suggested by FCC Chairman Charles Ferris and is, in Mr. Verveer's mind, perhaps the logical outcome for a continuing cable TV deregulatory trend at the commission. Mr. Verveer said he supports the trend. "Maybe I'm working myself out of a job," he said. "[But] I really think that we need less regulation than we have."

While it may agree wholeheartedly with the last statement, the National Cable Television Association would oppose transferring the commission's cable authority to the Common Carrier Bureau. Asked for comment last week, NCTA's executive vice president, Thomas Wheeler, said: "We are not a common carrier. We were stuck away in the Broadcast Bureau before and were nothing but the tail of the dog. Therefore it gives us great concern."

Mr. Verveer and other commission aides said a move to eliminate the Cable Bureau depends in large measure on the outcome of several future cable decisions. The commission is scheduled to have a special meeting Sept. 28 to take up staff recommendations in four key areas, foremost among them the cable television economic study, which may give the commission clues as to how much cable regulation should remain in the future. Staff recommendations will also be received concerning the commission's

syndicated exclusivity rules, cable EEO rules and the cable television certification program.

Five members of the 84-member Cable Bureau have already been transferred to the Common Carrier Bureau to handle the pole attachment program, and 12 more are due to transfer in the next few months, Mr. Verveer said.

"It's hard to know if [dismantling the Cable Bureau] is just a fleeting thought," he said. "But we'd be irresponsible if we didn't consider some options."

First REA money going to telco-cable firm

Government funds go for 'broadband' services, but don't include CATV; phone company will get other loan for television operation, seeks waiver of crossownership rules

The first loan for broadband services by the Rural Electrification Administration has gone to a telephone company in Footville, Wis., that is going to offer cable television.

The loan, \$1,368,000 (35 years at 5%), is for extending "broadband" services to the rural community, and, because of a federal prohibition, cannot be used for television services. But the Footville Telephone Co.'s new cable will have eight television channels. David Kjelland, assistant manager of the company, said last week that the television facilities will be funded with a separate \$319,000 loan from a private bank. The system has applied for a waiver of FCC rules that prevent telephone companies from being involved in cable television.

The Footville telephone system currently has 653 resident subscribers, 74% of whom have indicated a desire for the television service. Footville, located in hilly terrain 35 miles southeast of the state capital, Madison, receives, with varying degrees of clarity, over-the-air television signals from Madison and Rockford, Ill., some 30 miles further south. The telephone company plans to import over-the-air signals for the TV channels from Madison, Milwaukee, Chicago and Rockford. The price for the TV service will be \$9.

The system, which may become the first

test of 3M Co.'s "CF Square" method of combining telephone with coaxial cable, may also carry burglar and fire alarm service in the future, Mr. Kjelland said.

Cable Briefs

Carrying ball. Warner Cable's Qube system in Columbus, Ohio, has set prices for five Ohio State football games it will be offering ("In Brief," July 31). Package of four away games and one home game, bought before Aug. 23 will go for \$30; after that for \$9 a game, said to be Ohio State stadium price. Games away are at Minnesota (Sept. 23), Purdue (Oct. 14), Wisconsin (Nov. 4) and Indiana (Nov. 18). Qube will be at home with Baylor Sept. 20.

Longer bird pact. Showtime, Viacom's pay-programing subsidiary, has extended its satellite agreement with RCA Americom from six to 10 years; over-all contract is now worth \$11.5 million. Showtime also said it plans to extend programing day from nine to 12 hours; timetable wasn't announced.

For cable kids. Sept. 18 debut is planned for *Calliope*, 26-week children's film anthology for use in basic cable programing mix. With programing by Learning Corp. of America, series of more than 100 films is to be distributed on RCA Satcom satellite by UA-Columbia Cablevision, in cooperation with Madison Square Garden.

Funding source. Communications Funding Corp. has been formed by F. Dayton Chapin to offer cable systems funding for equity, long-term debt financing and managerial assistance. Firm is based at 9 Pine Point Road, Cape Elizabeth, Me. 04107.

Two executives of HBO subsidiary are fired

In a blunt announcement, Gerald M. Levin, chairman of Home Box Office, New York, said that Robert Weisberg, president of Telemation Program Services Inc., New York, and Henry Feinstein, senior vice president of TPS, have been dismissed because of "gross misconduct."

Angela P. Schapiro, recently appointed TPS executive vice president, has been named to replace Mr. Weisberg as president. TPS is an HBO subsidiary that provides a program booker/buyer service for stand-alone pay TV operators. HBO is owned by Time Inc.

Until a few months ago Mr. Weisberg headed an HBO project aimed at developing a 24-hour news and information service, with distribution via satellite. The project was abandoned last spring and there was some speculation that the dismissals were tied in with the scuttling of plans for the new service.

Mr. Weisberg and Mr. Feinstein could not be reached for comment, and an HBO spokesman would not elaborate on the dismissals.

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Judge finds Farber is writing book, won't allow bail

But when he offers to submit unedited manuscript, another judge rejects it; issue clouds First Amendment status of case

Myron A. Farber, the *New York Times* reporter jailed for withholding his notes from a murder trial (BROADCASTING, Aug. 7, 14), remained in jail last week after his attorney withdrew a request that he be freed on bail.

The bail request was pulled back Aug. 11 after the reporter told a court hearing he had signed a contract with the Doubleday & Co. publishing firm to write a book on the case in addition to the articles he had written for the *Times*. U.S. District Judge Frederick B. Lacey, presiding at the hearing at Newark, N.J., said he would not free Mr. Farber on bail unless he disclosed the whereabouts of the book manuscript, which Mr. Farber refused to do.

Judge Lacey was sharply critical of the reporter, accusing him of "profiting handsomely" from the murder case and of standing to gain even more if the defendant in the trial—Dr. Mario Jascalevich, accused of having killed three patients in a hospital in Oradell, N.J., in 1965 and 1966 by injecting them with lethal doses of curare, a muscle relaxant—was convicted. A series of *Times* articles by Mr. Farber in 1976 had led to the reopening of an investigation into those and other deaths and ultimately to the indictment of Dr. Jascalevich.

The defense attorney contends he needs access to Mr. Farber's notes to prepare the defense. The trial judge in that case has said he would examine the notes in private to see if any part of them is relevant, but Mr. Farber and the *Times* insist even that much disclosure would violate the reporter's pledge of confidentiality to his sources. The *Times* was fined \$100,000, plus \$5,000 a day until the material is turned over. Mr. Farber was fined \$2,000 and sentenced to jail until he produced the material, plus six months after that. He went to jail on Aug. 4.

Mr. Farber was quoted last week as saying in a jail-cell interview that the book manuscript cited no sources that he was refusing to disclose to the court. He said he received a \$37,500 advance from Doubleday but rejected a proposed movie contract with Warner Bros. when he learned one of the provisions would have required him to make his notes on the case available to the film company.

James C. Goodale, executive vice president of the New York Times Co., said in a statement after Judge Lacey's criticism and ruling on the bail request that "we don't agree with either the factual or legal findings." He said the *Times* knew Mr. Farber had a book contract, but doesn't

consider it "relevant to any of the issues urged on the court—and certainly not to the single issue raised in the petition for habeas corpus, whether Farber is, at long last, to be afforded a full judicial hearing as due his First Amendment rights."

Mr. Farber and the *Times* have made several trips to Supreme Court justices without success. Now their case goes back to the New Jersey courts, where the first hearing of any kind is scheduled Sept. 18.

Later in the week, Mr. Farber offered to submit an unedited copy of the book manuscript to the court, but the offer was turned down by county judge William J. Arnold, who is presiding over the Jascalevich trial, after the defense ob-

jected. Mr. Farber said he was making the offer, reluctantly, in order to dispel "false charges" about the book and his motives in writing it. "The issue," Mr. Farber insisted, "is whether an American journalist who did nothing more than perform his job, in what he perceived to be the public interest, can be forcibly converted by the courts into an investigative arm of the defense or prosecution."

Mr. Farber's position was backed up by Arthur Ochs Sulzberger, head of the New York Times Co. and publisher of the *Times*. "Our support of Myron Farber has never wavered," he said, adding that the furor over the book manuscript was an "irrelevant issue."

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NAB goes to Gannett's aid in high court

Broadcasters, along with Reporters Committee, file friend of the court brief in New York 'gag' order case

The National Association of Broadcasters, in a case pending at the U.S. Supreme Court, is opposing the right of a trial judge to close pretrial proceedings to the press.

The case was brought before the court by Gannett Co., the newspaper and broadcasting group, which is appealing the decision of a New York state court judge, Daniel A. DePasquale, who closed a post-indictment hearing in a murder case and then refused to give the *Times-Union*, Gannett's paper in Rochester, N.Y., a transcript of the session. The purpose of the hearing was to determine whether the alleged confessions of two youths accused of killing a police officer should be admitted in the formal trial. The judge ruled that news reports of the proceeding might prejudice the defendants' right to a fair trial.

The ruling was overturned by an appellate court in the state, but reinstated by the New York Court of Appeals, which said in its decision that press coverage of the

pretrial proceeding would threaten the selection of an impartial jury. It also said that the public interest in receiving the information was not as great in a murder trial as it would be, for instance, in a trial involving public officials.

NAB, joined by the Reporters Committee for Freedom of the Press and represented by E. Barrett Prettyman Jr. and Sara-Ann Determan of the Washington law firm of Hogan & Hartson, said that nine-tenths of all criminal proceedings are concluded before going to trial, and that permitting pretrial proceedings to be closed would give trial judges broad discretion to hide their activities from public scrutiny.

Mr. Prettyman was one of the attorneys who successfully argued the case of *Nebraska Press Association vs. Stuart* in 1976, in which the Supreme Court held that a Nebraska judge had violated the First Amendment in issuing a "gag" order forbidding news reporting of information on murder confessions even when given in open court.

The principles in the Nebraska case should apply here as well, the NAB and Reporters Committee filing argued. All pretrial proceedings should be open to the press, the filing contended, unless (1) "there is convincing evidence that attendance by the public and the press will 'pose a serious and imminent threat of interference with a fair trial'" and (2) "there are no possible alternatives such as a change of venue or closed questioning of jurors."

The brief argued that pretrial proceedings often involve questions that the public has a right to understand.

"Because there is no trial in 90% of the criminal cases," the brief said, "the pretrial proceeding may be the only forum for public information about official conduct. Giving politically appointed or elected trial judges the broad discretionary power to seal these proceedings would in many cases insulate the judiciary, the prosecution and the police from any meaningful public accountability."

Journalism Briefs

Going great guns. Atlanta Hilton, principal hotel for Sept. 20-22 Radio Television News Directors Association convention, is booked up for RTNDA registrants. Overflow will go in nearby facilities. Exhibit area is also sold out, with 61 booths reserved by 44 firms and organizations.

Higher course. Houston television reporter is exhausting state remedies so he can appeal to U.S. Supreme Court Texas supreme court decision rejecting his suit seeking to stop American Nazi Party from playing telephone message offering \$5,000 to persons killing non-whites who attack whites. Marvin Zindler, KTRK-TV Houston commentator and investigative reporter, said state appeals court deplored language of phone message, but ruled he was not proper party to bring suit.

Equipment & Engineering

RCA shows faith in VCR medium

It beefs up offerings with 'SelectaVision Film Festival,' including movies and Ali fights, adds new models, color cameras

RCA has acquired video cassette rights to two heavyweight championship fights between Muhammad Ali and Leon Spinks in an effort to promote the company's SelectaVision consumer video recorders. RCA has also expanded its SelectaVision product line to include a programmable recorder and color cameras.

The Ali-Spinks rights were purchased at an undisclosed price from Top Rank Inc., promoter of both the first meeting between the two boxers, televised by CBS-TV last Feb. 15, and the upcoming rematch, to be televised by ABC-TV Sept. 15. RCA will use CBS's video coverage, but supply its own commentary.

The fights will be part of a "SelectaVision Film Festival" promotion that also features 50 theatrical films purchased from 20th Century-Fox by Magnetic Video Inc. (BROADCASTING, Oct. 24, 1977). The film festival offering gives buyers of the company's four-hour VHS recorders the choice of two films from the catalogue, coupons worth 20% discounts on five other films and a free membership in a video club. RCA said it will spend \$2 million to advertise the "movies at home" concept this



Tops of the lines. Jack K. Sauter, marketing vice president for the RCA Consumer Electronics Division, tries his hand at RCA's new color video camera, the CC001. Also pictured is RCA's newest SelectaVision VCR, the programmable VCT400.

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Sintronic

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fall, including buys on network TV and in magazines and newspapers.

Also to receive heavy advertising support is the expanded product line, which RCA said represents confidence in "a major expansion of the home video cassette recorder business in the second half of 1978." Surveys show a potential VCR penetration of 7% of all U.S. households, according to RCA.

The new programable VCR, SelectaVision 400, can be pre-set to record up to four programs on different channels during a seven-day period. There is also an electronic program indexing feature that automatically finds program material recorded at different spots on the cassette. The model has an optional retail price of \$1,275, an increase of \$75 over the originally intended price due to the appreciation of the Japanese yen against the U.S. dollar, RCA said.

Also introduced was a medium-priced model VCR, for \$1,075, which has a pre-set timer that turns the machine off automatically so that less than the full cassette can be used if desired. RCA's original SelectaVision model is still \$1,000.

RCA's entry into the color camera accessory market consists of two models, one with a Canon zoom lens and electronic viewfinder for \$1,275, and a base model with a standard lens and optical viewfinder for \$850. Also because of the currency exchange rate, the company said it will increase the price of its two black and white cameras by \$30, putting the base model at \$330 and the zoom lens model at \$430.

RCA executives said at a news conference in New York that the company is "working on" both a portable VCR model and stop-action and slow-motion features, but that "no practical answer" for the latter capabilities had yet been found in the four-hour format. JVC recently announced such options for its two-hour Vidstar VCR. (BROADCASTING, June 12).

Technical Briefs

Latest from Crown. New two-channel power amplifier has been introduced by Crown International, Elkhart, Ind. D-75, designed to drive studio monitors, provides 35 watts average power per channel into eight ohm load. Price: \$349.

Big buy. RCA Broadcast Systems reports Springfield (Mass.) TV Corp. has ordered broadcast equipment worth more than \$3 million for installation in two new TV stations. Equipment is intended for Springfield's KSTU(TV) Salt Lake City, scheduled to go on air on ch. 20 next fall, and ch. 30 station in Jacksonville, Fla., which is to begin operation early next year.

Noise noter. Lenco Inc., Jackson, Mo., is offering new video noise meter designed for signal-to-noise measurement requirements of TV, CATV and microwave operations. Model VNM-428 makes tangential noise measurements of any composite video source. Price: \$1,495.

Handy dandy looker upper



Across the Dial®, a pocket-sized (4 by 8 3/4 inches) guide to U.S. and Canadian AM and FM radio stations, designed as a fast reference to call letters, frequencies and formats. With the companion feature, **Around the Channels®**, listing all U.S. and Canadian TV stations with channel numbers and showing network or independent status.

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- 26-50 copies ☐ \$1.85 each plus 6% for postage and handling
- 51-99 copies ☐ \$1.75 each plus 6% for postage and handling
- 100 or more ☐ \$1.60 each plus 6% for postage and handling

Broadcasting Publications Inc.

1735 DeSales Street NW Washington DC 20036

The Broadcasting PlaylistTM Aug 21

Contemporary

Last week	This week	Title □ Artist	Label
1	1	<i>Grease</i> □ Frankie Valli	RSO
2	2	<i>Three Times a Lady</i> □ Commodores	Motown
3	3	<i>Miss You</i> □ Rolling Stones	Rolling Stones
4	4	<i>Last Dance</i> □ Donna Summer	Casablanca
5	5	<i>Boogie Oogie Oogie</i> □ A Taste of Honey	Capitol
6	6	<i>Love Will Find a Way</i> □ Pablo Cruise	A&M
8	7	<i>Hot Blooded</i> □ Foreigner	Allantic
7	8	<i>Copacabana</i> □ Barry Manilow	Arista
11	9	<i>Shame</i> □ Evelyn "Champagne" King	RCA
12	10	<i>My Angel Baby</i> □ Toby Beau	RCA
14	11	<i>An Everlasting Love</i> □ Andy Gibb	RSO
10	12	<i>Baker Street</i> □ Gerry Rafferty	United Artists
19	13	<i>Magnet and Steel</i> □ Walter Egan	Columbia
38	14	<i>Stuff Like That</i> □ Quincy Jones	A&M
9	15	<i>Life's Been Good</i> □ Joe Walsh	Asylum
18	16	<i>Hopelessly Devoted to You</i> □ Olivia Newton-John	RSO
17	17	<i>Macho Man</i> □ Village People	Casablanca
22	18	<i>Kiss You All Over</i> □ Exile	Warner Bros.
21	19	<i>Fool If You Think It's Over</i> □ Chris Rea	United Artists
—	20	<i>Get Off</i> □ Foxy	TK
24	21	<i>Got to Get You into My Life</i> □ Earth, Wind and Fire	Columbia
28	22	<i>Hot Child in the City</i> □ Nick Gilder	Chrysalis
23	23	<i>You're the One That I Want</i> □ Travolta/Newton-John	RSO
27	24	<i>Summer Nights</i> □ John Travolta/Olivia Newton-John	RSO
20	25	<i>Two Out of Three Ain't Bad</i> □ Meatloaf	Epic
36	26	<i>Don't Look Back</i> □ Boston	Epic
25	27	<i>You</i> □ Rita Coolidge	A&M
15	28	<i>Shadow Dancing</i> □ Andy Gibb	RSO
42	29	<i>Whenever I Call You "Friend"</i> □ Kenny Loggins	Columbia
26	30	<i>Reminiscing</i> □ Little River Band	Harvest
29	31	<i>You Belong to Me</i> □ Carly Simon	Elektra
16	32	<i>Use Ta Be My Girl</i> □ O'Jays	Phila. Intl.
41	33	<i>Back in the U.S.A.</i> □ Linda Ronstadt	Asylum
33	34	<i>Close the Door</i> □ Teddy Pendergrass	Phila. Intl.
43	35	<i>Hollywood Nights</i> □ Bob Seger	Capitol
40	36	<i>Stay</i> □ Jackson Browne	Elektra
35	37	<i>You and I</i> □ Rick James	Gordy
32	38	<i>Two Tickets to Paradise</i> □ Eddie Money	Columbia
44	39	<i>You Needed Me</i> □ Anne Murray	Capitol
13	40	<i>Still the Same</i> □ Bob Seger	Capitol
48	41	<i>She's Always a Woman</i> □ Billy Joel	Columbia
30	42	<i>The Groove Line</i> □ Heatwave	Epic
31	43	<i>Runaway</i> □ Jefferson Starship	Grunt
37	44	<i>Bluer Than Blue</i> □ Michael Johnson	EMI America
—	45	<i>Rock 'n' Roll Fantasy</i> □ Kinks	Arista
46	46	<i>I'm Not Gonna Let It Bother Me</i> □ A.R.S.	Polydor
45	47	<i>Just What I Needed</i> □ The Cars	Elektra
—	48	<i>Paradise by the Dashboard Light</i> □ Meatloaf	Epic
—	49	<i>Right Down the Line</i> □ Gerry Rafferty	United Artists
49	50	<i>Come Together</i> □ Aerosmith	Columbia

Playback

Foxy's trotting. Added at such stations as WABC(AM) New York and WPGC-AM-FM Washington, Foxy is getting off to a nice start with its new single, *Get Off* (TK), which comes on the chart at 20 this week. It's also on WKBO(AM) Harrisburg, Pa., where Jim Buchanan says "it's doing real well. It's basically disco—disco with white crossover."

Seeger's second. Bolting to 35, Bob Seger's *Hollywood Nights* (Columbia), the second single from the *Stranger in Town* LP, may follow the lead of *Still the Same*, which peaked "Playlist" at nine in July. Barry Hodges of WZYD(AM) Frederick, Md., says "when I first heard the album, my initial thought was that the king is not dead, he just moved from Memphis to Detroit. Seger is the king of rock 'n' roll [and *Hollywood Nights*] is rock 'n' roll all the way."

Midas touch. Billy Joel's *Stranger* LP (Columbia) has produced a string of hits including *Just the Way You Are*, *Movin' Out* and *Only the Good Die Young*. But can the new single, *She's Always a Woman*, make it as well? Apparently, it can: It bolts to 41 this week. Jim Smith of WOKY(AM) Milwaukee says "he may get away with it, the material is so strong." Similarly, Steely Dan, whose *Aja* (ABC) album has had numerous hit singles (among them *Peg* and *Deacon Blues*), is getting attention with *Josie*. Bobby Knight of WCUE(AM) Cuyahoga Falls (Akron), Ohio, says "it should have been released first ... it's the most commercial thing on the whole album ... it might even do better than *Peg*."

Here's Who. After a long silence, Who is back with a new single, *Who Are You* (MCA). Mark Elliott of WKRO(FM) Cincinnati says "it's the best Who record that has ever come out. It's very reminiscent of the old Who—*I Can See for Miles* and the *Tommy* era."

Country

Last week	This week	Title □ Artist	Label
1	1	<i>Talking in Your Sleep</i> □ Crystal Gayle	United Artists
4	2	<i>When I Stop Leaving</i> □ Charley Pride	RCA
10	3	<i>I'll Find It Where I Can</i> □ Jerry Lee Lewis	Mercury
—	4	<i>Blue Skies</i> □ Willie Nelson	Columbia
6	5	<i>You Don't Love Me Anymore</i> □ Eddie Rabbitt	Elektra
5	6	<i>Rose Colored Glasses</i> □ John Conlee	ABC
7	7	<i>Boogie Grass Band</i> □ Conway Twitty	MCA
2	8	<i>Rake and Ramblin' Man</i> □ Don Williams	ABC
15	9	<i>We Belong Together</i> □ Susie Allanson	Warner Bros.
12	10	<i>Love Me With All of Your Heart</i> □ J. Rodriguez	Mercury
23	11	<i>I've Always Been Crazy</i> □ Waylon Jennings	Columbia
17	12	<i>From Seven 'Til Ten</i> □ Loretta Lynn & Conway Twitty	MCA
3	13	<i>Love or Something Like It</i> □ Kenny Rogers	UA
14	14	<i>What Can I Say</i> □ Jerry Reed	RCA
16	15	<i>I'll Just Take It Out in Love</i> □ George Jones	Epic
11	16	<i>You Needed Me</i> □ Anne Murray	Capitol
19	17	<i>Please Help Me</i> □ Janie Fricke	Columbia
8	18	<i>Talk to Me</i> □ Freddy Fender	ABC
13	19	<i>Only One Love in My Life</i> □ Ronnie Milsap	RCA
24	20	<i>Come See Me and Come Lonely</i> □ Dottie West	UA
21	21	<i>When Can We Do This Again</i> □ T.G. Sheppard	Warner Bros.
18	22	<i>Hello Mexico</i> □ Johnny Duncan	Columbia
22	23	<i>I Believe in You</i> □ Mel Tillis	MCA
—	24	<i>Who Am I to Say</i> □ Statler Bros.	Mercury
9	25	<i>Beautiful Woman</i> □ Charlie Rich	Epic

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of 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

Charles J. Rothers, president and treasurer of WGN Electronic Systems Co. and director of engineering and development for WGN Continental Broadcasting, Chicago, elected VP and director of WGN Continental Broadcasting.

Miriam M. Waldstein, investor analysis manager in corporate relations department, ABC, New York, named manager of administration, corporate relations.

Oliver J. Janney, assistant secretary in legal department of RKO General, New York, appointed assistant general attorney.

Henry Becton Jr., producer, noncommercial WGBH-TV Boston, appointed general manager. He succeeds **Michael Rice**, who becomes director of Aspen Institute's Program on Communications and Society, Washington.

Ivan Braiker, station manager, KZEW(FM) Dallas, named manager of radio division of Belo Broadcasting Corp., which includes KZEW and WFAA(AM) there.

Gary W. Popkins, general sales manager, WOHO(AM)-WWEZ(FM) Toledo, Ohio, appointed general manager, WJOI(FM) Pittsburgh.

Harry Kaplan, VP-general manager, KMNS(AM)-KSEZ(FM) Sioux City, Iowa, joins WRMT(AM) Rocky Mount, N.C., in same capacity.

Stanton C. Smart, operations manager, WCUZ(AM)-WMLW(FM) Grand Rapids, Mich., joins WJFM(FM) there as station manager.

Robert O. Clark, program director, WOSO(AM) San Juan, P.R., appointed station manager.

Richard L. Gelgauda, general manager, non-commercial WNHU(FM) West Haven, Conn., elected chairman of board of Intercollegiate Broadcasting System.

Broadcast Advertising



Schwab

Shelly Schwab, station manager, WAGA-TV Atlanta, named VP and director of sales, MCA TV, New York, succeeding **Don Menchel**, who recently was appointed president of MCA TV.

Howard J. Leichuk, senior VP and media director, N.W. Ayer ABH International, New York, joins Kenyon & Eckhardt as VP-media director, New York. **Jerome Entis**, on special assignment for Frankfurt Communications, joins parent company, Kenyon & Eckhardt, in New York as VP-management supervisor.

Norman M. Sherman, account supervisor, and

Gary Elman, financial manager of domestic subsidiaries and profit centers, Benton & Bowles, New York, elected VP's.

Gerlad A. Cosco, account supervisor, Compton Advertising, New York, elected VP. **Dennis F. Visich**, president and general manager of Ace-Compton Advertising, Manila, joins partner agency, Compton, New York, as management supervisor.

Douglas Feltman, group controller, Young & Rubicam, New York, joins Grey Advertising there as VP-corporate finance.

Katherine H. Hoskins, account executive, Sanders & Printup, Honolulu, joins J. Walter Thompson, San Francisco, as senior broadcast coordinator.

Terry MacDonald, director of communications information services, Young & Rubicam, New York, and VP of Young & Rubicam USA, named director of communications development. **Laurence R. Stoddard Jr.**, group supervisor in communications planning, and VP of Young & Rubicam USA, succeeds Mrs. MacDonald.

Bob Reuschle, VP-media director, and **John Kennedy**, VP-finance, elected senior VP's, Henderson Advertising, Greenville, S.C. **Larry Richardson**, senior VP-creative director, Gardner Advertising, St. Louis, joins Henderson in same capacity.

Thomas E. Arnold, account executive, D'Arcy-MacManus & Masius, St. Louis, named senior account executive. **Radine Covi**, graduate of Washington University, St. Louis, joins creative department of DM&M there as associate art director. **Bruce Duffy**, partner in Duffy Goettler, Columbus, Ohio, joins DM&M as senior writer in creative department.

D. Kyle Felt, from J. Walter Thompson, New York, joins Warwick, Welsh & Miller Advertising there as senior VP in account service.

Alice R. Gautsch, manager of product publicity for Campbell Soup Co., appointed VP of consumer affairs for Evans/Pacific Advertising and Public Relations, Seattle.

Canthy Thomson, media supervisor, Barickman Advertising, Kansas City, Mo., joins Fromm Inc., advertising agency there as account executive.

Morris Peck, manager of Boston office of MMT Sales Inc., named VP. **Jon Gluck**, director of research and sales development, wxyz-TV Detroit, joins MMT, New York, as director of programing and research. **Dan O'Kane**, controller of Storer Television Sales, New York, named financial administrator for MMT there.

Manne Russo, general sales manager, KTVH(TV) St. Louis, retires after 12 years in that position. **Richard Williams**, national sales manager, succeeds Mr. Russo.

Kent E. Little, general manager, WCCB(TV) Charlotte, N.C., named national sales manager, KOA-TV Denver.

G. Dennis Kelly, manager, West Coast sales, Top Market Television, Los Angeles, named VP-West Coast regional sales manager.



Kelly



Freeman

Richard Freeman, manager, Midwest sales, Detroit, named VP-Midwest regional sales manager.

David Loveland, in sales department of KOOC-TV Oklahoma City, named local and regional sales manager.

John Mackin Ade, general sales manager,

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**WESTWOOD
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WKRC(FM) New York, given additional duties as assistant general manager. **Bruce Kimmell**, account executive there, named retail sales manager. **Gary Blum**, account executive, named national sales manager.

Helen Guthrie Atwood, account executive, KFBH-TV Great Falls, Mont., appointed sales manager.

Robert J. Bowen, account executive, WMAL(AM) Washington, appointed local sales manager.

Changes in sales staff of Lee Enterprises' Quincy, Ill., division, WRAD(AM)-WQCY(FM)-KIQD-TV: **Jack Rose**, general sales manager for radio and TV, named national sales manager; **Tim Thompson**, account executive for radio and TV, named local sales manager for TV, and **Bob Fruehe**, national sales manager for radio and TV, named local radio sales manager.

Peter S. Stromquist, from WJJD(AM)-WJEZ(FM) Chicago, appointed general sales manager, KIRL(AM) St. Charles, Mo.

Kenneth Rothrum, account executive, WHEN(AM) Syracuse, N.Y., named local sales manager.

Leslie Johnson, from WQUA(AM) Moline, Ill., named sales manager, KWN(AM) Davenport, Iowa.

Steve Heifler, account executive, WACQ(AM)-WTRK(FM) Boston, joins WROR(FM) there in same capacity.

Noreen Dahlstrom, from KRCG(FM) San Francisco, appointed sales promotion coordinator, KSRD(AM) there.

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Stanley C. King, salesman, WSLE-AM-FM Wallace, N.C., named sales manager.

Peter Schmidt, air personality-account executive, WHEZ(FM) Oneonta, N.Y., joins WNB(AM)-WQY(FM) Binghamton, N.Y., in same capacity.

Programing



Michel

Werner Michel, VP-programming, MGM Television, Culver City, Calif., named senior VP-creative affairs.

Bill Klein, director, business affairs, motion pictures for television and miniseries, CBS Entertainment, Los Angeles, named VP-business affairs, Hollywood. **Sidney Lyons**, director of business

affairs, Hollywood, named VP-business affairs, motion pictures for television and miniseries.

Francis O'Brien, VP of marketing administration for motion picture division, Paramount Pictures Corp., New York, named VP and executive assistant to company's chief operating officer and president, Michael Eisner.

Brett Dicker, advertising assistant, international division of United Artists, New York, named international advertising and publicity manager.

Richard Irving, producer, named VP in charge of economic controls and procedures, Universal Television, Los Angeles.

Jim Weathers, Western division sales manager, Metromedia Producers Corp., Los Angeles, named VP, Western division.

Nancy Calloway, from KMBC-TV Kansas City, Mo., joins WLS-TV Chicago as director in programming department.

Frank Jackson, producer of *Common Ground*, WBBM-TV Chicago, named executive producer for public affairs programming. **Don Johnson**, field producer, succeeds Mr. Jackson, and assumes responsibilities in station-related community service projects.

Sharon Blair, executive producer, WJXR(FM) Jacksonville, Fla., appointed program manager for Connecticut Public Television, Hartford.

Dave Martin, from WFYR(FM) Chicago, joins WBZ-AM-FM Boston as program manager.

Brian G. Leopold, producer-director, WMBD-TV Peoria, Ill., joins KCRG-TV Cedar Rapids, Iowa, in same capacity.

R. Douglas Hawkes, air personality, WHYN-AM-FM Springfield, Mass., named program director.

Hal O'Neil, from WYTI(FM) Rocky Mount, Va., joins WLSE-AM-FM Wallace, N.C., as program director.

Kenneth Edmundson, assistant to producer, NBC Sports, New York, named associate producer.

Mark Stulberger, sports director, WERE(AM) Cleveland, named producer of weekend sports programs on ABC's American Information and American Entertainment Radio Networks, New York.

Don Shane, sports reporter, WRCP-TV (now

WBYM-TV) Washington, appointed weekend sports anchor and weekday sports reporter, WDIV(TV) Detroit.

Joe Walker, sports broadcaster, WRNG(AM) Atlanta, appointed sports director.

News and Public Affairs

Ron Steinman, Washington producer of NBC-TV's *Today* program, named producer of news, *Today*, New York. **Jim Upshaw**, general assignment reporter, WRC-TV Washington, named NBC News correspondent based in Tokyo. **Andrea Mitchell**, news correspondent for WBYM-TV Washington, named correspondent, NBC News, Washington.



Crim

Mort Crim, anchorman/correspondent, WBBM-TV Chicago, joins WDIV-TV Detroit, as news anchorman. **Ed Dorsey**, executive news director, WTOP(AM) Washington, appointed news producer, WDIV(TV) Detroit.

Don Varyu, executive producer of news broadcast, WLS-TV

Chicago, named assistant news director.

Joining WRER-TV Charlotte, N.C.: **Dave Blackshear**, assistant news director and reporter, WAYS(AM) Charlotte, named assignment editor; **Charles Mann**, producer, WLOS-TV Asheville, N.C., named producer, and **John Godwin**, photographer, WSOX-TV there, named chief photographer.

Jacqui Adams, anchor-reporter, WNAC-TV Boston, joins WBBM-TV Chicago as reporter.

Patrick J. Mead, anchor-producer-talk show host, WCVB-TV Bristol, Va., joins WTVR-TV Richmond, Va., as writer-producer-anchor.

Warren Bell, weekend anchor-reporter, and **Marcia Kavanaugh**, reporter, WISU-TV New Orleans, named weekday co-anchors. **Chuck Lampkin**, anchor-reporter, WIVB-TV Buffalo, N.Y., succeeds Mr. Bell at WISU-TV. **Ned Potter**, freelance reporter, New York, joins WISU-TV as reporter. **Elizabeth Curren**, reporter, WBRZ(TV) Baton Rouge, joins WISU-TV in same capacity.

Greg Gentleman, news editor, WLOP(AM) Orlando, Fla., named president and general manager of The Florida News Network, Winter Park.

Cathy Cundiff, news director, KGB(AM) Galveston, Tex., named correspondent, KIKOU-TV Houston.

Andy Still Jr., from WAGA-TV Atlanta, joins WTVM(TV) Columbus, Ga., as co-anchor.

Jeannine Yeomans, Associated Press state capital reporter in Carson City, Nev., appointed urban affairs reporter, KRON-TV San Francisco.

Robert E. Elliott Jr., producer and reporter, WCVB-TV Boston, joins KTVH(TV) Little Rock, Ark., as reporter.

Michael A. Cerni, from WDBO-TV Orlando, Fla., joins WECT(TV) Wilmington, N.C., as director of public affairs and late news programs.

Steve Shumake, in news department, WKIC(AM) Raleigh, N.C., appointed senior news

editor.

Dennis Crowley, from WGH-AM-FM Norfolk, Va., joins WLEE(AM) Richmond, Va., as news anchor.

Bill Longman, operations director, WHIT(FM) Moline, Ill., appointed public affairs director and air personality, KWNT(AM) Davenport, Iowa.

Les Coleman, news director, WSGN(AM) Birmingham, Ala., joins United Press International as regional executive for North Carolina, based in Charlotte.

Cable



Berman

operations.

Richard M. Berman, executive director of New York State Alliance to Save Energy, appointed VP-general counsel, Warner Cable Corp., New York. **North Callahan Jr.**, from program staff of WCVB-TV Boston, named manager of local origination for Warner Cable Corp.'s Boston area

R. W. Fensterbush, chief engineer for First Illinois Cable TV, Springfield, Ill., appointed chief engineer for River City Cable TV, Louisville, Ky.

Equipment and Engineering

John N. Lemasters, VP-general manager of Satellite Communications Division of Harris Corp., Melbourne, Fla., named corporate VP-group executive with responsibility for three divisions of Harris forming company's communications group.

Vincent T. Gorguze, vice chairman and director of Emerson Electric Co., St. Louis, and **John P. Gwin**, president of Oak Communications, subsidiary of Oak Industries, Rancho Bernardo, Calif., elected to board of directors of Oak Industries, Crystal Lake, Ill.

Brian Edney, general manager of Rank Optics and director of Rank Precision Industries, Leeds, England, appointed president of Rank Industries America Inc., Des Plaines, Ill.

Leslie S. Wayman, president of Magnasync/Moviola Corp., Los Angeles, appointed chairman of board. **Daniel M. Zinn**, group executive for electronics division of Anaconda Co., New York, succeeds Mr. Wayman.

Frank M. Drendel, chief executive officer and president of Valtec Corp. subsidiary, Comm/Scope, Catawba, N.C., elected chief executive officer and vice chairman of Valtec, West Boylston, Mass.

Allied Fields

James D. Isbister, VP of Orkand Corp., Silver Spring, Md., and **Harold F. Schneidman**, deputy director for policy and plans, International Communications Agency, Washington, appointed by President Carter to be associate directors of ICA.

Charles R. Novitz, manager of ABC-TV news syndication, re-elected president of Columbia Graduate School of Journalism Alumni Association, and elected VP of University of Illinois Journalism Alumni.

Barry Nemcoff, ABC News Chicago bureau chief, resigns to become journalism professor, Temple University, Philadelphia. **Gordon L. Gray**, organizer and head of radio-TV-film department at Temple, named acting chairman.

Herbert J. Mendelsohn, president, ABC Records and Tapes Sales Corp., New York, named senior VP, marketing, ABC Leisure Attractions.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Aug. 7 through Aug. 11.

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

■ Marion, Ill.—Dennis F. Doelitzsch seeks ch. 27; ERP 152 kw vis., 27.3 kw aur., HAAT 529 ft.; ant. height above ground 489 ft. Address: Rt. 1, Marion 62959. Estimated construction cost undetermined; first-year operating cost \$90,273; revenue undetermined. Applicant owns WDDD(AM) Marion and has application for new AM at Johnson City, Ill. Ann. Aug. 1.

AM applications

■ Florala, Ala.—Florala Broadcasting Co. seeks 1230 khz, 1 kw-U. Address: P.O. Box 202, Florala 36442. Estimated construction cost \$42,377; first-year operating cost \$31,680; revenue undetermined. Format: MOR. Principal: Larry Grover, president, and 19 others. None has other broadcast interests. Mr. Grover

is accountant at Lawrenceville, Ga., bank. Ann. July 28.

■ Frisco, Colo.—Summit Radio Inc. seeks 1130 khz, 10kw-D. Address: P.O. Box 719, Steamboat Springs, Colo. 80443. Estimated construction cost \$134,060; first-year operating cost \$45,100; revenue \$114,750. Format: MOR. Principals: equally owned by John G. Gayer and Karl F. Crass Jr. Mr. Gayer is general manager and 43.7% owner of KBCR-AM-FM Steamboat Springs, where Mr. Crass is chief engineer and sales manager. Ann. Aug. 1.

■ Junction City, Ky.—Alum Springs Vision and Outreach Corp. seeks 1170 khz, 1 kw-D. Address: Rt. 4, Danville, Ky. 40422. Estimated construction cost \$80,840; first-year operating cost \$102,840, revenue \$30,000. Applicant is equally owned by Donald A. Drake and Marvin Steve Worley. Mr. Drake is pastor of

church. Mr. Worley is engineer. Neither has other broadcast interests.

■ China Grove, N.C.—South Rowan Broadcasting Co. seeks 1140 khz, 250 w-D. Address: 209 West Taylor St., Landis, N.C. 28088. Estimated construction cost \$87,098; first-year operating cost \$54,480; revenue \$70,000. Principals: Duard C. Linn and family. Mr. Linn has building, real estate, retail and banking interests in Landis. None has other broadcasting interests. Ann. Aug. 1.

■ Sun Prairie, Wis.—Erin Broadcasting Inc. seeks 1190 khz, 1 kw-D. Address: Rt. 3, Hiway C, Sun Prairie. 53590. Estimated construction cost \$86,500; first-year operating cost \$80,000; revenue \$100,000. Format: MOR. Principal: owned (100%) by Nancy C. McMahon who is employee of cement contractor in Sun Prairie; has no other broadcast interest.

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FM application

■ Grants Pass, Ore.—Lindavox seeks 96.9 mhz, 25 kw, HAAT 565 ft. Address: 1702 N.W. Crescent Dr., Grants Pass 97526. Estimated construction cost \$62,962; first-year operating cost \$46,000; revenue \$48,000. Format: adult contemporary. Principals: William J. Miner (51%), his wife, Linda Jo (4%) and his brother Lawrence B. Miner (45%). William Miner is dentist in Grants Pass. Linda Jo Miner is bank employee there. Lawrence Miner is employee of KDXU(AM)-KZEZ(FM) St. George, Utah which is owned by their mother, Julie. Ann. July 26.

FM grants

■ Carthage, Ill.—Broadcast Bureau granted Pioneer Broadcasting Co. 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: RR Box 30A, Luray, Mo. 63443. Estimated construction cost \$51,955; first-year operating cost \$51,924; revenue \$52,000. Format: C&W. Principal: Kenneth R. Hodges, president and 51% owner of KWRT-AM-FM Boonville, Mo. Action July 28.

■ Bozeman, Mont.—Broadcast Bureau granted Northern Sun Corp. 93.7 mhz, 100 kw, HAAT 221 ft. P.O. address: c/o William Reier, Box 147, Bozeman 59715. Estimated construction cost \$63,366; first-year operating cost \$20,310; revenue \$36,000. Format: beautiful music, jazz. Principal: William Reier is permittee of KBOZ(AM) Bozeman. Action Aug. 1.

■ Athens, Tenn.—Broadcast Bureau granted James C. Sliger 101.7 mhz, 1.2 kw, HAAT 440 ft. P.O. address: 125 Jackson St. N.E., Athens 37303. Estimated construction cost \$68,401; first-year operating cost \$36,220; revenue \$75,000. Format: MOR, easy listening. Principal: James C. Sliger owns radio, TV and hi fi sales and service store. Action July 28.

FM licenses

■ KQEZ(FM) Shafter, Calif.—Brandon-Dorsey Communications Inc.—Granted license covering new FM station; ERP: 3.0 kw (H&V); ant. height 300 ft. (H&V). Action July 27.

■ KMIX(FM) Turlock, Calif.—John M. and Mary C. Hall—Granted license covering permit for new station; ERP: 1.6 kw (H&V); ant. height 390 ft. (H&V). Action July 18.

■ WAJB Pensacola, Fla.—Barba Broadcasting Co.—Granted license covering new station; ERP: 100 kw (H&V); ant. height 360 ft. (H&V). Action July 17.

■ *KDSA Wichita, Kan.—Defenders School of the Air Inc.—Granted license covering new station; ERP: 14.5 kw (H&V); ant. height 185 ft. (H&V). Action July 27.

■ *WRFT Indianapolis, Minn.—Franklin Township Community School Corp.—Granted license covering permit for new station.

■ KTIG Pequot Lakes, Minn.—Minnesota Christian Broadcasters Inc.—Granted license covering new station; ERP: 3 kw (H&V); ant. height 300 ft. (H&V). Action July 18.

■ *KSHI Zuni, N.M.—Zuni Radio Board of Commissioners—Granted license covering permit for new station. Action July 27.

■ *WHHJ Dix Hills, N.Y.—Half Hollow Hills Community Public Library—Granted license covering new station. Action July 27.

■ KDEY Lufkin, Tex.—Darrell E. Yates—Granted license covering new station; ERP: 1.9 kw (H&V); ant. height 360 ft. (H&V). Action July 27.

Other actions

■ Monte Vista, Colo.—Dismissed application by Colorado Radio Corp. for new FM station. Action June 23.

■ Stamford, Conn.—Returned as unacceptable for filing application by Radio Stamford Inc. for CP for new FM broadcast station. Action July 18.

■ St. Augustine, Fla.—Returned as unacceptable for filing application by Dorothy Brunson for new FM station to operate on Channel 288A. Action June 30.

■ Sunrise Fla.—Returned as unacceptable for filing application by School Board of Broward County for new noncommercial educational (10 watt) FM station on 88.5 mhz. Action July 21.

■ Osage, Iowa—Returned as unacceptable for filing application by Osage Broadcasting Co. for new FM station. Action June 23.

■ Abilene, Tex.—Returned as unacceptable for filing application by Christian Broadcasting Co. for CP for new FM station to operate on Channel 257A in Abilene, because proposal is short-spaced to KLSN Brownwood, Tex. Action July 17.

■ Clincho, Va.—Returned as unacceptable for filing application by Dickenson County Broadcasting Corp. for CP for new FM station on ch. 272. Action July 18.

■ Mechanicsville, Va.—Returned as unacceptable for filing by John L. Sinclair application for new FM station. Action June 30.

■ Summersville, W.V.—Returned as unacceptable for filing application by R&S Broadcasting Inc. for new FM station. Action June 23.

■ De Pere, Wis.—Returned as unacceptable for filing application by De Pere Broadcasting Inc. for new FM station on 95.9 mhz. Action June 23.

Ownership Changes

Applications

■ KXXA(FM) Little Rock, Ark. (FM: 95.7 mhz, 26.4kw)—Seeks assignment of license from Pulaski Broadcasting Inc. to Sunbelt Broadcasting Inc. for \$525,000 plus \$257,000 for non-compete and employment agreements. Seller: principally owned by Joseph Mullen. Buyer: equally owned by Kerby Confer, Paul N. Rothfuss, Jerome H. Aitchley and James Long. Messrs. Confer and Rothfuss each own 50% of WLYC(AM)-WILQ(FM) Williamsport, Pa.; 39% of WHUM(AM) Reading, Pa. and 35% of WKRT(AM)-WNOZ(FM) Cortland, N.Y. Mr. Aitchley owns 1.5% of Starr Broadcasting Group, and is vice president of TM Productions, Dallas. Mr. Long is also TM officer and 11% owner of Starr, group owner of four AM's, four FM's and three TV's, which has agreed to merge into Shamrock Broadcasting Group. Ann. Aug. 1.

■ WAKA(AM) Gainesville, Fla. (AM: 1390 khz, 5kw-D)—Seeks assignment of license from Oliva Broadcasting Co. to Nabco Inc. for \$285,000 plus assumption of liabilities. Seller: owned by George Oliva Jr. and immediate family, who own WPAX(AM) Thomasville, and will be selling WSIZ(AM) Ocilla, Ga. Buyer: principally owned by Joseph C. Schwartzel, who is management consultant with Jefferson Pilot Broadcasting and Data Systems, Charlotte, N.C. Ann. Aug. 1.

■ WSLV(AM) Ardmore, Tenn.-Ala. (AM: 1110 khz, 1 kw-D)—Seeks assignment of license from Stateline Broadcasting Co. to WSLV Inc. for \$150,000. Seller: owned by Mr. and Mrs. Ed Hildreth and Ike Hobson. Mr. Hildreth is employee of NASA Marshall Space Flight Center. Mrs. Hildreth is registered nurse. Mr. Hobson is bank president in Ardmore. None has other broadcast interests. Buyer: principally owned by Richard Albright, William A. Potts, J.W. Mashburn and William A. Potts, J.W. Mashburn and William E. Shelton. Mr. Albright is co-owner-manager of WDKN(AM)-WTNQ(FM) Dickson, Tenn. Mr. Potts is former co-owner of same. Mr. Mashburn is banker and investor. Mr. Shelton is city employee. Mr. Potts is affiliates representative of Tennessee Radio Network.

■ KZAK(AM)-KTYL(FM) Tyler, Tex. (AM: 1330 khz, 1 kw-U; FM: 93.1 mhz, 4.8 kw)—Seeks transfer of control of Oil Center Broadcasting Co. from Aubrey E. Irby and Wilton Fair (100% before; none after) to Bryant Beverages Inc. and Dale E. Palmer (none before; 100% after). Consideration: \$415,000 plus assumption of liabilities. Principals: Mr. Irby is part owner of KICH(TV) Longview, Tex. Mr. Fair has no other broadcast interests. Bryant Beverages will own 98% of stock, Mr. Palmer 2%. Mr. Palmer was, until March, general sales manager at KROZ(AM)-KZEY(FM) Tyler. He is currently employee of Burke Beverage Co., bottling and real estate firm which is parent of Bryant and has no other broadcast interests. Alfred T. Burke is president. Ann. July 28.

■ WKOW-TV Madison, WAOV-TV Wausau and WXOW-TV Las Crosse, Wis.—Seek assignment of licenses from Horizons Communications Corp. to Liberty Television Inc. for \$7,835,000 plus \$165,000 for covenant not to compete. Seller: subsidiary of Mid-continent Broadcasting Co., which owns KELO-AM-FM-TV Sioux Falls, KDLO-FM-TV Watertown-Florence and KPLO-TV Reliance, all South Dakota and recently sold WLOR-FM Minneapolis. It is owned by N.L. Benton, president; Joseph L. Floyd and Mr. and Mrs. Edmond R. Ruben. Buyer: owned by Donald E. Tykeson; president, and Durwood L. Boyles trust and 259 others. Mr. Tykeson is also director of Eugene, Ore. bank. Mr. Boyles is self-employed property manager in Eugene. Liberty is diversified communications company which owns CATV systems in eight states,

TV translators is Oregon and KEZI-TV Eugene, Ann. Aug. 1.

Grants

■ WBVM Utica, N.Y. (AM: 1550 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from WBVM Associates to Bunkfeldt Broadcasting Corp. for \$285,500. Seller: Owned by George W. Steven (42.5%), Donato F. Sarapo (42.5%), Landis Stewart (7.5%) and Marinus Van Ooyen (7.5%). None has other broadcast interests. Buyer: is owned by Rudolf Bunkfeldt (64.3%) John F. his son (14.3%) and Ben-jaline H., his wife (21.4%). It also owns WOUR(FM) Utica, N.Y. Action July 26.

■ WARV(AM) Warwick-East Greenwich, R.I. (AM: 1590 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Warwick Radio Station Inc. to Blount Communications for \$320,000. Seller: owned by James M. Bocock Jr. (33.3%) his son James B. III (22.3%) James III's wife Ann J. (22.3%) and Vincent L. Yannuzzi (22.3%). None has other broadcast interests. Buyer: owned by Mr. William A. Blount, announcer at WARV, former cameraman for WFBC-TV Greenville, S.C. Ann. July 28.

■ WDXB(AM) Chattanooga, Tenn. (AM: 1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from WDCB Broadcasting Co. to Chattanooga Sound Inc. for \$400,000 plus \$100,000 consulting agreement. Seller: Josephus R. Corbus, of Glenville, Tenn. who has no other broadcast 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 is physician and has business interests in Birmingham, Ala. Mr. Grant has minority interest in four Alabama stations, and he and Mr. Mitnick are part owners of CATV systems in Jasper, Ala. Action July 25.

Facilities Changes

AM application

■ KFRB Fairbanks, Alaska—Seeks CP to change frequency to 820 khz.; reduce night power to 1kw. Ann. Aug. 7.

AM actions

■ WTVY Dothan, Ala.—Granted mod. of permit to extend completion date to January 25, 1979. Action July 25.

■ KRQQ Tucson, Ariz.—Granted license covering changes; ERP: 25.5 kw (H&V); ant. height 195 ft. (H&V). Action July 25.

■ KTRB Modesto, Calif.—Returned as unacceptable for filing application for CP to increase power. Action July 11.

■ KPOP Roseville, Calif.—Returned as unacceptable for filing application for CP for daytime power increase. Action July 14.

■ KQLH San Bernardino, Calif.—Returned as unacceptable for filing application for CP to change existing facilities. Action June 21.

■ KWSO Wasco, Calif.—Returned as unacceptable for filing application for CP to increase daytime power. Action July 25.

■ WMLB West Hartford, Conn.—Returned as unacceptable for filing application to increase daytime power and add nighttime operation. Action July 25.

■ WIPC Lake Wales, Fla.—Returned as unacceptable for filing application to add nighttime operation. Action July 25.

■ WHHL Pine Castle-Sky Lake, Fla.—Granted CP to increase power to 1 kw and change type trans. Action July 17.

■ WFVR Aurora, Ill.—Returned as unacceptable for filing application for CP to increase power and change frequency. Action July 25.

■ WNIB Chicago—Returned as unacceptable for filing application for change in facilities. Action June 23.

■ WIND Chicago—Granted license covering permit for changes. Action July 18.

■ WPAD Paducah, Ky.—Returned as unnecessary application to establish remote control. Action July 5.

■ KEEL Shreveport, La.—Granted license covering

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Summary of Broadcasting

FCC tabulations as of June 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,495	4	26	4,526	43	4,568
Commercial FM	2,976	1	69	3,047	120	3,166
Educational FM	920	0	36	959	74	1,030
Total Radio	8,391	5	131	8,532	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

changes. Action Aug. 7.

■ WHET Waltham, Mass.—Granted license covering changes. Action Aug. 7.

■ WVOY Charlevoix, Mich.—Granted license covering changes. Action Aug. 7.

■ WUNN Mason, Mich.—Granted license covering permit for changes. Action July 18.

■ KSLH St. Louis—Returned as unacceptable for filing application for CP to increase power. Action June 23.

■ KWTO Springfield, Mo.—Granted license covering permit for changes. Action July 18.

■ WJIC Salem, N.J.—Returned as unacceptable for filing application for CP to operate with daytime power of 2.5 kw and DA system on 1510 khz. Action July 25.

■ WABY Albany, N.Y.—Granted mod. of license covering change in SL; remote control permitted. Action July 25.

■ WEBR Buffalo, N.Y.—Dismissed CP to make changes in ant. system and to change type trans. Action Aug. 7.

■ WLIB New York, N.Y.—Granted license covering permit for changes. Action July 18.

■ WYNA Raleigh, N.C.—Granted license covering permit for changes. Action July 18.

■ WAYC Bedford, Pa.—Granted license covering permit for changes. Action July 12.

■ WGAE Girard, Pa.—Returned application for extension of completion date for P. Action July 10.

■ WQBS San Juan, P.R.—Granted license covering permit for changes. Action July 18.

■ WADK Newport, R.I.—Returned as unacceptable for filing application for CP to increase daytime power and add nighttime hours of operation. Action July 18.

■ WBBR Travelers Rest, S.C.—Returned as unacceptable for filing application for CP to increase power. Action June 18.

■ WTNN Millington, Tenn.—Returned as unacceptable for filing application for CP to increase power and tower height. Action July 25.

■ WDTM Selmer, Tenn.—Returned as unacceptable for filing application for change in frequency and power, from 1130 to 1150 khz and from 0.25 to 1.0 kw. Action July 25.

■ WAMB Nashville, Tenn.—Forfeited CP authorizing increase in tower height and efficiency for addition of FM antenna. Action July 3.

■ WACO Waco, Tex.—Granted license covering changes. Action July 18.

■ WQBX Blacksburg, Va.—Granted CP to increase power to 10 kw. Action July 17.

FM applications

■ WAQT Carrollton, Ala.—Seeks mod. of CP to change trans. change ant.; change TPO and HAAT: 370.5 ft. (H&V). Ann. Aug. 1.

■ WAQT Carrollton, Ala.—Seeks CP to install new aux. trans. and aux. ant. at main TL; to be operated on: 94.1 mhz. ERP: 30.6 kw (H&V) and HAAT: 360 ft. (H&V). Ann. Aug. 1.

■ KNTF Ontario, Calif.—Seeks CP to install new aux. trans. to be operated on: 93.5 mhz. ERP: 3kw (H&V) HAAT: minus 165 ft. (H&V). Ann. Aug. 9.

■ WAXY Fort Lauderdale, Fla.—Seeks CP to install new aux. and ant. at main TL to be operated on: 105.9 mhz. ERP: 27.72 kw (H&V) and HAAT: 410 ft. (H&V). Ann. Aug. 1.

■ WDEA-FM Ellsworth, Maine—Seeks mod. of CP to change TPO; ERP: 8.3 kw (H&V) and HAAT: 1029 ft. (H&V); make changes in ant. system. Ann. Aug. 9.

■ KGLR Reno, Nev.—Seeks CP to change TL; mke. changes in ant. system (increase height); change ERP: 29.8kw and HAAT: minus 272 ft. Ann. Aug. 9.

■ WBJZ Olean, N.Y.—Seeks mod. of CP to change trans.; change ant.; change transmission line and TPO. Ann. Aug. 9.

■ KOMS Lebanon, Ore.—Seeks CP to install new trans. install new ant.; make changes in ant. system (increase height); change TPO; ERP: 52.6kw (H&V) and HAAT: 380 ft. (H&V). Ann. Aug. 9.

■ WHIN-FM Gallatin, Tenn.—Seeks CP to redescribe TL and SL; add remote control; install new ant. and trans; change TPO; ERP: 100kw (H&V) & HAAT: 778 ft. (H&V). Ann. Aug. 9.

■ KORA-FM Bryan, Tex.—Seeks CP to install new trans.; install new ant.; change TPO; ERP: 3kw (H&V) and HAAT: 245 ft. (H&V). Ann. Aug. 9.

FM actions

■ KADO-FM Texarkana, Ark.—Granted CP to install new trans. and ant.; change TPO; ERP: 3 kw (H&V); ant. height 160 ft. (H&V); remote control permitted. Action Aug. 1.

■ KACE Inglewood, Calif.—Granted CP to install new main trans. and main ant.; to be operated on 103.9 mhz Action Aug. 3.

■ WLEQ Bonita Springs, Fla.—Granted mod. of permit to make changes in transmission line, TPO and ant. Action Aug. 3.

■ KNX-FM Los Angeles—Granted CP to install new aux. ant. at main TL; to be operated on 93.1 mhz ERP: 12.5 kw with main trans. (H&V); 8.1 kw with aux. trans. (H&V); ant. height 2,820 ft. Action Aug. 1.

■ *KCLB Santa Rosa, Calif.—Granted mod. of permit to change trans. and ant.; make change in ant. system; change TPO, ERP: 0.24 kw (H&V); ant. height, 1090 ft. (H&V); remote control permitted. Action Aug. 1.

■ KIMN-FM Denver—Granted license covering changes: ERP: 100 kw (H&V); ant. height 720 ft. (H&V). Action July 18.

■ WWYZ Waterbury, Conn.—Granted mod. of CP for extension of completion date to November 1 for changes. Action July 17.

■ WNIU-FM Dekalb, Ill.—Returned as unacceptable

for filing application for CP to increase power and change ant. site. Action June 23.

■ WGAN-FM Portland, Me.—Granted license covering changes; ERP 99 kw (H&V); ant. height 1,460 ft. (H&V). Action Aug. 7.

■ WSME Sanford, Me.—Granted mod. of license covering change of SL and addition of remote control. Action Aug. 7.

■ WBJC Baltimore, Md.—Seeks mod. of CP to change trans. and ant.; make changes in ant. system (decrease height); change TPO; ERP: 50 kw (H&V) and HAAT: 497 ft. (H&V). Ann. Aug. 1.

■ *WCML-FM Alpena, Mich., Central Michigan University—Granted license covering permit for new station; ERP: 100 kw (H&V); ant. height 1,170 ft. (H&V). Action July 18.

■ WKFR-FM Battle Creek, Mich.—Granted license covering changes; ERP 27 kw (H&V); ant. height 370 ft. (H&V). Action Aug. 7.

■ *WOES Elsie, Mich.—Granted license covering new station. Action Aug. 7.

■ WGRD-FM Grand Rapids, Mich.—Granted license covering changes; ERP: 13 kw (H&V), ant. height 590 ft. (H&V). Action July 18.

■ WLAV-FM Grand Rapids, Mich.—Granted license covering changes; ERP 50 kw (H&V); ant. height 500 ft. (H&V). Action Aug. 7.

■ WIMI Ironwood, Mich.—Granted license covering changes; ERP 100 kw (H&V); ant. height 560 ft. (H&V). Action Aug. 7.

■ KLOH-FM Pipestone, Minn.—Granted license covering changes; ERP 38 kw (H&V); ant. height 700 ft. (H&V). Action Aug. 7.

■ KRCH Rochester, Minn.—Granted license covering changes; ERP 710 w (H&V); ant. height 560 ft. (H&V). Action Aug. 7.

■ KCLD-FM St. Cloud, Minn.—Granted license covering changes; ERP 100 kw (H&V); ant. height 440 ft. (H&V). Action Aug. 7.

■ WBLE-FM Batesville, Miss.—Granted CP to replace expired permit. Action July 18.

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■ WJMI Jackson, Miss.—Granted license covering changes; ERP 98 kw (H&V); ant. height 1,060 ft. (H&V). Action Aug. 7.

■ WGUID(FM) Pascagoula, Miss.—Granted CP to change SL; change ant. height 345 ft. (H&V). Action July 18.

■ KVCM(FM) Montgomery City, Mo. Montgomery County Broadcasting Co.—Granted license covering new station; ERP: 3 kw (H&V); ant. height 300 ft. (H&V). Action July 18.

■ *KBEL Buffalo, Mo.—Granted license covering changes; ERP 4.3 kw (H&V); ant. height 245 ft. (H&V). Action Aug. 7.

■ KRES Moberly, Mo.—Granted license covering changes; ERP 100 kw (H&V); ant. height 480 ft. (H&V). Action Aug. 7.

■ WRPM-FM Poplarville, Mo.—Granted license covering changes; ERP 100 kw (H&V); ant. height 410 ft. (H&V). Action Aug. 7.

■ KKQO Clovis, N.M.—Granted CP to change TL and SL; delete remote control; install new ant.; change TPO. Action Aug. 1.

■ WNEI-FM Buffalo, N.Y.—Granted mod. of CP to change trans., ant. and TPO; remote control permitted. Action Aug. 1.

■ WQBK-FM Rensselaer, N.Y.—Granted license covering changes; ERP 3 kw (H&V); ant. height 300 ft. (H&V). Action Aug. 7.

■ *WARY Valhalla, N.Y.—Granted license covering changes. Action Aug. 7.

■ WMYK Elizabeth City, N.C.—Granted license covering changes in aux. transmitter and ant.; ERP 15 kw; ant. height 650 ft. Action Aug. 7.

■ WHEB-FM Portsmouth, N.H.—Granted license covering changes; ERP 31 kw (H&V); ant. height 160 ft. (H&V). Action Aug. 7.

■ WAKS-FM Fuquay-Varina, N.C.—Returned as unacceptable for filing application for mod. of CP. Action June 23.

■ *WKNC-FM Raleigh, N.C.—Granted license covering permit for changes; ERP: 2.9 kw (H&V); ant. height 240 ft. (H&V). Action July 18.

■ WMVO-FM Mount Vernon, Ohio—Granted CP to make changes in ant. system; change ant. height to 500 ft. (H&V); remote control permitted. Action Aug. 1.

■ KWRQ-FM Coquille, Ore.—Returned as unacceptable for filing application for mod. of CP. Action June 18.

■ *WITF-FM Hershey, Pa.—Granted CP to make changes in ant. system, TPO, and ERP: 4.2 kw (H&V) and ant. height, 1360 ft. (H&V); remote control permitted. Action Aug. 1.

■ WCAU-FM Philadelphia—Granted CP to delete present aux. trans. to be used as alt. main trans.; Action Aug. 3.

■ WBRQ(FM) Cidra, P.R.—Granted CP to install new aux. ant. for alt. main trans. at main TL to be operated on 97.7 mhz; ant. ht. 850 ft. (H); ERP: 0.17 kw (H). Action Aug. 1.

■ *KPLN-FM Plains, Tex., Plains Independent School District—Granted license covering new station. Action July 18.

■ KJMC-FM Richfield, Utah, Sevier Valley Broadcasting Co.—Granted license covering new station; ERP: 27.5 kw (H&V); ant. height 820 ft. (H&V). Action July 18.

■ WVAE Charleston, W.Va.—Granted CP to install new ant.; change transmission line and TPO. Action Aug. 1.

■ *WUWM Milwaukee—Granted license covering changes; ERP: 1.5 kw (main); ant. height 870 ft. (main). Action July 14.

In Contest

Designated for hearing

■ Birmingham, Ala. (Alabama Citizens for Responsive Public Television Inc. and Alabama Educational Television Commission) **TV-ED proceeding:** (Doc. 20675-6)—ALJ Lenore G. Ehrig scheduled conference for Sept. 29. Action Aug. 1.

■ Birmingham Ala. (Southeastern Bible College Inc. and Glen Iris Baptist School) **FM-ED proceeding:** (BC Docs. 78-61-62)—Chief ALJ Chester F.

Naumowicz Jr. designated ALJ John H. Conlin to serve as presiding judge; scheduled prehearing conference for Sept. 14 and hearing for Oct. 30. Action Aug. 4.

■ Caro, Mich. (Tuscola Broadcasting Co [WKYO(AM)-WIDL-FM] and Cass River Broadcasting Co.) **AM-FM proceeding:** (BC Docs. 78-214-7)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Reuben Lozner to serve as presiding judge; scheduled prehearing conference for Sept. 15 and hearing for Oct. 31. Action Aug. 4.

Actions

■ Albany Ga.—Broadcast Bureau dismissed application by WGEN Inc. and granted Southeast Broadcasting Co.'s for new TV on ch. 31.

■ Bristol, Tenn.-Va.—FCC granted request by Bristol Broadcasting Co. (WFHG-FM) to move transmitter; increase ant. height to 2,240 ft. and power to 67 kw, rejecting petition to deny filed by Wilkes Broadcasting Co. (WKBC-FM North Wilkesboro, N.C.). Action July 27.

Fines

■ KTVF-TV Fairbanks, Alaska—Ordered to forfeit \$1,350 for repeated failure to perform timely and complete visual reflectometer power calibrations. Action Aug. 8.

■ KVVN(FM) Napa, Calif.—Notified of apparent liability for \$2,000 for not calibrating transmission line meter during the period 11-14-76 to 9-15-77, in that the only record of calibration occurred 9-16-77. Action Aug. 8.

■ WSEB Sebring, Fla.—Ordered to forfeit \$250 for repeated failure to perform weekly calibration of the remote antenna base current meter. Action Aug. 8.

■ KVIJ-TV Sayre, Okla.—Notified of apparent liability for \$100 for repeated violation of rules that require daily checks of operations of tower lights. Action Aug. 8.

■ WVEM(FM) Springfield, Ill.—Notified of apparent liability for \$250 for repeated failure to calibrate remote control meters against corresponding meters at transmitter site at least once weekly. Action Aug. 8.

■ KDSQ(FM) Denison, Tex.—Notified of apparent liability for \$250 for repeated failure to calibrate transmission line meter at intervals not exceeding six months. Action Aug. 8.

Allocations

■ Homer, Alaska—Broadcast Bureau has proposed assigning 103.5 mhz to Homer as community's first FM in response to petition by Alaska Village Missions Inc. which said it would apply for channel if assigned (BC Doc. 78-224). Action July 24.

■ Grand Island, Neb.—Broadcast Bureau has assigned 107.7 mhz to Grand Island as its third FM in response to petition by KMMJ Inc. (KMMJ[AM]). Action Aug. 1.

■ Camp Lejeune, N.C.—Broadcast Bureau denied proposal by Francon Inc. for community's first FM on 98.5 mhz. Action July 20.

Cable

Applications

■ The following operators of CATV systems have applied for certificates of compliance:

■ Clear View Cable, for Narrows and Pearisburg, Va. (CAC-12316.7); existing operation.

■ American Cablevision of West Memphis, for West Memphis, Ark. (CAC-13270); commence operation.

■ Van Buren CATV Systems, for Van Buren, Ark. (CAC-13301); commence operation.

■ Owego CATV Associates, for Owego, N.Y. (CAC-13313); commence operation.

■ Suburban Communications, for Spring City, Pa. (13338); commence operation.

■ Delaware County Cable Television, for Sharon Hill, Colwyn and Collingdale, Pa. (CAC-13340-42); commence operation.

■ Storer Cable TV of Fla., for Miramar and Pembroke Pines, Fla. (CAC-13349-50); commence operation.

■ Gateway Cablevision, for Perth, N.Y. (CAC-13351); commence operation.

■ Cedar Rapids Cable Communications, for Cedar Rapids, Iowa (CAC-13352); commence operation.

■ Gulf Coast Cablevision, for Gautier, Mi-s. (CAC-13353); changes.

■ Okanogan Valley TV Cable, for Okanogan and Omak, Wash. (CAC-13354-6); changes.

■ Vision Cable of South Carolina, for Florence and Darlington, S.C. (CAC-13357-60); changes.

■ Troy Cablevision, for Troy, Ala. (CAC-13361); changes.

■ Twin Valley CATV, for Hillsdale, Jonesville, Cambria and Fayette, Mich. (CAC-13362-6); changes.

Actions

■ Teleprompter Corp., for Coquille and Coos county, Ore.—Granted STA to add signal: KOIN-TV Portland, Ore.

■ Warner Cable of Kingsport, for Colonial Heights, Lynn Gardens, Sullivan Gardens and Hawkins and Sullivan counties; granted continuation of STA for carriage of WTCG(TV) Atlanta.

■ Cablevision of Durham, for Durham, N.C.; granted STA to add signal of WTCG(TV) Atlanta, delete WRET-TV, Charlotte, N.C.

■ Sullivan Cable of North Carolina, for Henderson, Laurel Park and surrounding areas; granted STA to add WCCB(TV) Charlotte, delete WRET-TV Charlotte, N.C.

Certification actions

■ The following operators of CATV systems have been granted certificates of compliance:

■ Tele-Media of Adill, for Fairfield, Ohio (CAC-10421); Greater Lafayette TV Cable, for Lafayette and West Lafayette, Ind. (CAC-12622.3); Liberty Video, for Callicoon, Jeffersonville, Never-sink, Delaware and Bethel, N.Y. (CAC-10048,54,56-8); American Cablevision, for Rollingstone, Minnesota City, Wilson, Winona and Homer, Minn. (CAC-10651-5); Pembroke Cable, for Ahoskie, N.C. (CAC-10857); Cynthia CATV, for Cynthia, Ky. (CAC-10909); Meadville Master Antenna, for Meadville, Conneaut Lake, East Fairfield, Hayfield, Sadsbury, Saegertown, Vernon, West Mead, Summit and Woodstock, all Pennsylvania (CAC-11188-97); Cablevision of Lincoln County, for Ruidoso, N.M. (CAC-11308); Shen-Heights TV, for Shenandoah and West Mahony, Pa. (CAC-11393,40); Southern TV Systems, for Cisco, Tex. (CAC-11416); Midwest Video, for Bloomfield, Mo. (CAC-11422); Gatesville Cablevision, for Gatesville, Tex. (CAC-11450); Oneida Cable TV, for Oneida, Sherrill, Oneida Castle and Vernon, N.Y. (CAC-11913-7); Point View TV Cable, for Gallipolis, Ohio (CAC-11941); Cable TV Systems, for South Hutchinson, Kan. (CAC-12115); Canandaigua Video, for South Bristol, N.Y. (CAC-12305); Telecable Associates, for Broussard, and Scott, La. (CAC-12398,9); Charters Valley Cablevision, for Canonsburg, Houston, North Strabane, Cecil and Charters, Pa. (CAC-12503-7); Warner Cable of Kingsport, for Hawking, Tenn. (CAC-12552); KWR Systems, for Munnsville, Stockbridge, Canastota and Wampsville, N.Y. (CAC-12561-4); Hurley Cable TV, for Hurley, Baurd, Central and Grant, N.M. (CAC-12618-21); Greater Fall River Cable TV, for Fall River, Mass. (CAC-12657); Albuquerque Cable Television, for Albuquerque, N.M. (CAC-12659); Selmer Cable, for Adamsville, Tenn. (CAC-12660); Sullivan Cable Systems, for Chester, Ill. (CAC-12684); Centennial Communications, for Upland and Eaton, Inc. (CAC-12685.6); Columbia Cable TV, for Cauce, Springdale and West Columbia, S.C. (CAC-12687-9); Hereford Cablevision, for Hereford, Tex. (CAC-12725); Vision Cable Television, for Edgewater, Ridgefield, Fort Lee and Englewood Cliffs, N.J. (CAC-12776-9); Carolina TV Cable, for New Bern, N.C. (CAC-12837); General Electric Cablevision, for Petal, Lamar Park and Hattiesburg, Miss. (CAC-12838-40); Sitka Alaska Television for Sitka and Keichikan, Alaska (CAC-12896-7).

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Fulltime AM station Central Minnesota 6,000 population city needs manager. Sales and administrative ability necessary. Good income and working conditions. Resume Box K-27.

Managers Needed for expanding Small Market group. Send resume to Lee Buck, 214 Churchill Place, Franklin, TN 37064.

Salesperson ready to move into management. Carry important list and manage local sales force for expanding New England group. Income based on performance—match last year and earn \$18,000. plvs, EOE. Resume to Box 310. Newburyport, MA 01950.

Opening for general manager in the state of Ohio for a small market AM/FM station. Salary commensurate with experience with profit incentives. Send detailed resume to Box K-71.

General Manager—Large non-commercial radio station in New York covering three states. Must be able to administer, program, raise funds. Require sensitivity to needs/interests of heterogeneous communities of metropolitan area. Creative/visionary with broad political/cultural interests. Non-commercial radio experience desirable but not essential. Salary negotiable. Send resume (no calls) Manager Search Committee, WBAI-FM, 505 8th Avenue, New York, NY 10018.

Station Manager for University-owned 30,000 watt FM station. Primary responsibilities include: supervision of daily operation; management of 6 full-time professional staff plus student staff; preparation of annual budget; fulfillment of the teaching role of the station as well as the responsibilities as a National Public Radio affiliate and an FCC licensee. Salary range is \$13,500-15,000-commensurate with experience. Requirements include: B.A. degree from accredited institution; 3 years experience in broadcasting; 2 years experience in responsible administrative position; Third Class endorsed FCC license. Send resume, recommendations, etc. to: Dr. Alan Mikels, Department of Communication Arts, University of the Pacific, Stockton CA 95211. An affirmative action employer. Application deadline, September 15, 1978.

HELP WANTED SALES

WRWC—FM, located in Rockford, Illinois seek experienced radio sales people. Prefer RAB background. We are interested in people with a long term commitment to broadcasting and financial success. We offer training and a wide spread future for those who qualify. For more information contact Paul G. Fink, Box 345, Rockton, IL 61072, 815-624-2603.

Sell at a professional Iowa station. Arbitron No. One. Box J-40.

Attention Midwest—Florida calling. All News AM with FM seeks experienced, proven Sales Manager and Salesmen or Women. If you can do it and can prove it ... We'll pay. Call Mr. Paxson 813-734-9495.

Need Salesperson for professional station in dynamic growth area. Good account list and lots of room to grow. Contact Ray Stephens, KGAK Radio, Gallup, NM 505-863-4444.

Florida Sales Manager Equity Possible. Key list awaits. Growth market. Expanding company. Call 305-783-8660 evenings.

Strong AM/FM in Top Twenty Market seeking aggressive, creative salesperson to handle a major list. Major group. Excellent opportunity for rapid advancement. An E.O.E. Employer. Send resume to Box K-38.

Medium Market Station is looking for a full time sales person, male or female. Experience is necessary. Please send list of references and job track record. An Equal Opportunity Employer. Box K-100.

Help! Winters Coming; Sales Manager and sales persons. Experienced only for 5KW AM, 3KW FM. S/W Floridas fastest growing market. Contact J. L. Norman, G.M. 813-334-7238.

Help!! Account Executive needed for Number 1 rated contemporary station in Southern Calif. desert area. Beginners or pros—contact Cal Mandel—Sales Manager 714-352-2277.

Aggressive, stable small market station looking for salesperson with proven small market selling record. You will see results of your efforts at this highly successful station. Send resume and goals. WSPY, PO. Box 85, Plano, IL 60545.

Good Colorado Regional AM Station needs a good sales person. Brand new 100,000 watt FM sister station debuts in weeks so lots going on. Send full resume to Manager, Box 890, Lamar, CO 81052. E.O.E.

Wanted Sales Manager. Medium Market Radio Station. Send resume to WAPE, PO. Box 486, Orange Park, FL 32073. Equal Opportunity Employer.

Dominant station in Memphis market looking for experienced salesperson. New studios and offices, list with big \$ opportunity; chance for advancement with top broadcast group. If you've earned your sales strips and are motivated by money, call V. Williams 901-767-6532.

Top-rated Modern Country Medium Market needs aggressive salesperson interested in making big money. We sell ideas, do promotions galore. We are looking for long-term commitment. Johnny Knight, 915-682-4300. EOE.

HELP WANTED ANNOUNCERS

Midwest Modern Country, looking for a communicator, good production, good board, to work with a great staff for a great company in a great atmosphere, we are open to all ideas. Box G-217.

Work & Play in the Hawaiian Sun. Need Adult Contemp all talent w/1st phone to handle maintenance of 24 hour station. Experience mandatory! Box H-94.

Looking for Entertainers for expanding Gulf Coast AM/FM operation. Talented, with drive time ability. Adult contemporary format in upper medium market near Houston. Tapes and resumes only. Applications handled confidentially. J.J. Justin, OM, PO. Box 336, Port Arthur, TX 77640.

East Coast station near beach and great fishing seeks experienced announcer for drive time. Contemporary format. E.O.E. Box K-8.

Mid-Day at Southeastern Medium Market. Modern Country. Good production a must. Top-notch operation with dollars for the right person. Send resume and references today! Box K-52.

Personality-Morning Drive announcer. Adult Contemporary/Community involved approach. One of the Gulf South's finest radio stations. Send air-check and resume to: Bob Lima/Operations Director, WVMI Box 4606 Biloxi, MS 39533. EOE.

Washington, D.C. Area Contemporary station looking for personality oriented announcer for evening shift. Must have first phone and some experience. Good opportunity for advancement from small market. Call Randy Swingle 703-368-3108 before 3 PM. EOE.

Immediate opening for announcer with 3rd endorsed or 1st phone at contemporary MOR station near metro area. Phone 628-654-4161. WINU, Box 303 Highland, IL 62249.

100KW Country Powerhouse needs a dynamic witty and steady afternoon personality. If you can get people going with your talent, we need you. Send tape and resm— resume to: Program Director, "WAXX", PO. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Growing Kentucky Chain has several Announcer/Production openings. Different shifts, formats, duties. Good advancement potential. Also need pro sales person. Call Jim Casto, 606-432-8103.

Morning Personality needed immediately for top rated station. Must be personable, witty and talented. If you fit the bill, send tape and resume to WENY, Box 208, Elmira, NY 14902.

Top rated modern country station in Capital City has opening for a real pro, for a full time D.J. shift. If you are ready to move up, call P.D. or G.M., 217-528-3033 E.O.E.

WEZI, beautiful music in Memphis is currently auditioning for a warm, personable, one on one announcer for six to midnight shift. Rush tape and resume to J.C. Mathieu, Operations Manager, WEZI Radio, 5900 Poplar Avenue, Memphis, TN 38138. No calls please. EOE.

Medium Market Station is looking for a full time announcer. An Equal Opportunity Employer. Box K-87.

Super Station. We're the number one station in New England's most attractive living area. Modern studios, new equipment, rock format. We need an evening jock who wants to be the best. Experienced pros only. Immediate opening. Box K-93.

Announcer with 1st or 3rd for afternoon drive-time for North Jersey city of license of 70,000 within minutes of NYC. Compensation open. Send tape and writing samples of other abilities in news, copy, promotion or production to Kevin Ruffing, WBIO, PO. Box 1310, Parsippany, NJ 07054.

Announcers. New contemporary FM. Conversational, production ability, must work within format goals. 3rd Class. November employment. Tape, resume, salary requirements. Program Manager, WZZX, Box 99213, Louisville, KY 40299. (EOE).

Best of Both Worlds. The Great Southwest and Old Mexico. KVOZ is looking for experienced MOR announcer for sign on shift. Sports background helpful. \$800 plus benefits. Tape, resume, to Mike Rooney, PO 1638 Laredo, TX 78041.

Suburban Washington, DC Needs first phone announcers for parttime. 703-368-3108. Metro 631-0314.

Five thousand watt fulltimer in Hobbs, New Mexico needs announcers for day or night easy listening format. Apply with tape to KWEW, Box 777, Hobbs, NM.

Experienced personality to take over air shift immediately. Strong voice and good production a must. Good location in the Northeast. Send tape, resume and cover letter to WCFR, Box 800, Springfield, VT 05156. EOE.

West Texas AM/FM has opening for announcer with good production and interest in news. Small market group, advancement opportunity. Send tape & resume to Jimmy Young, KPET, Box 30, Lamesa, TX 79331. EOE/M/F.

Immediate opening .. afternoon drive personality. Midwest medium market. Possible PD slot. Send tape, resume, and salary requirements to WITY, Box 142, Danville, IL 61832. Equal opportunity employer.

Colorado 5 KW MOR, need Jock-Production Pro combo. Minimum 2 years commercial experience. No phone calls. Send tape, resume and salary requirements to KFFA-AM, Program Director Larry Hevner, Box K, Greeley, CO 80632.

KFYR Radio Needs a Morning Person, experienced, good communicator, good dollars for the right person, contact Dan Brannan, KFYR Radio, Bismarck, ND 58501. Send tape and resume. E.O.E. M/F.

News Production Announcer for automated station. Will train bright college grad. WATS/WAVR, PO. Box 188, Waverly, NY 14892.

HELP WANTED ANNOUNCERS CONTINUED

News/talk station needs experienced talk show personality. Also needs professional news person with creativity and hustle. Immediate openings. Contact Kris Thomas, WVEE Radio, 6080 Mt. Moriah Rd., Ext., Memphis, TN 38138.

NY Suburban, 5,000 Modern Country, needs daytime jock. Year's experience. 3rd Endorsed. Non-returnable tape and resume to XL Country, Box 40, Newton, NJ 07860. No calls. EOE.

Music Director Potential. Knowledge of music, passive research, air experience, conversational delivery, to work within tight format controls. 3rd ticket. November employment. New contemporary FM. Tape, resume, salary requirements. General Manager, WZZX, Box 99213, Louisville, KY 40299. (EOE).

Come live in the fastest growing community of North Carolina. MOR Format. Need two professional announcers. One for morning drive and one for afternoon drive. Send tape, resume and salary requirements to Station WFRC, P.O. Box 990, Reidsville, NC 27320.

HELP WANTED TECHNICAL

Group Owner Seeking Chief Engineer for Florida Coast AM-FM. AM is Class IV nondirectional; FM is powerhouse. Applicant should have extensive hands-on experience with automation, FM stereo and maintenance. Equal Opportunity Employer. Send resume, salary history and requirements to Box K-55.

Chief Engineer/Announcer for central Virginia non-directional daytime Country Music station. Salary commensurate ability. Send resume, air tape, requirements to Box 8, Crozet, VA 22932.

Experienced Chief Engineer needed in Beautiful Stuart, Florida. Excellent AM facilities. New FM to go on the air in 1979. Knowledgeable, honest, and self-motivated person required. Good pay and working conditions. Equal Opportunity Employer. Send all particulars to Ron Beckey, General Manager, WSTU, Stuart, FL 33494.

Saginaw, Michigan—WSAM/WKCO needs Chief Engineer. Hunting, fishing, resorts an hour away. Send resume: KHM, WSAM/WKCO, Box 1776, Saginaw, MI 48605, E.O.E.

Chief Engineer—Northeast. Group owner needs aggressive chief. Must be a self starter and capable of working without supervision. All benefits. Equal Opportunity Employer. Box K-82.

Can You Qualify? You might if you are an experienced, dedicated broadcast engineer desiring to move up to Chief in a top-ten market. Join the fastest growing group in the country. These stations are #1 and top-notch engineering is necessary to keep them that way. If you are one of the best and not afraid of hard work, let's talk. Box K-90.

University FM Station needs FCC 1st Class Maintenance Engineer. Twelve month position, moderate salary, excellent fringe benefits, and four weeks earned vacation. NPR Affiliate. Send resume to Edward Wright, Lanigan Hall, SUCO, Oswego, NY 13126. Application deadline September 5, 1978. An equal opportunity employer.

Transmitter engineer for AM-FM to replace retiring 40 plus years employee. We require a First Phone, transmitter and Am directional plus FM antenna experience, the ability to maintain and adjust transmission equipment, and the ability to handle some studio maintenance. Resume and references to Don Lange, Chief Engineer, WEBR/WNED-FM, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

Phila, Class B FM looking for Chief Engineer. Must have FM and commercial studio experience. Background in TTL preferred. Salary to \$16,000/year. Send resume to William W. Staats Jr., WIOO-FM, 2 Bala Cynwyd Plaza, Bala Cynwyd, PA 19104.

Group Owner Seeking two well-qualified Chief Engineers with directional experience. One needed in Las Vegas, other in Arkansas resort area. Send complete resume to Ward Bledsoe, Donrey Media Group, POB 70, Las Vegas, NV 89101 or call 702-385-4241, Extension 258.

Assistant Chief Engineer—Well established NW Pennsylvania 5000 watt AM directional and 10000 watt FM stereo. Need experienced transmitter and audio engineer with FCC 1st class license. Good benefits, salary negotiable. Send resume to WLKK RADIO, 3204 State Street, Erie, PA 16508 or call 814-456-2096. An Equal Opportunity Employer.

.1 megawatt FM, flat to 15K. Need a persnickety hands-on chief who can stay loose and likes working at night. Good folks and no phony games at 713-735-2852.

HELP WANTED NEWS

Immediate Opening for News Director in growing radio group. Start and head news department. Prefer experience. Send tape/resume. Decision will be made very near future. Also accepting applications for air personalities. Country/Adult Contemporary formats. Send tape/resume. WEPM-WESM, Box 767, Martinsburg, WV 25401.

Two strong, personality news people to fluently dialogue with jocks and do credible, professional news. Number one rated MOR station. Tapes, resumes to Ernie Ross, information Services Director, KUGN, P.O. Box 590, Eugene, OR 97440.

Opening September 1: Position for a news professional with a minimum 2 years experience, at least 1 year as a Small Market News Director, ability in all phases of Radio Journalism required. Excellent salary in a company of record stability. Southeastern New York State. AM/FM. News Director, WGNV, PO Box 3591, Newburgh, NY 12550. M/F EOE.

Anchor reporter. Seek communicator who develops stories for a station that emphasizes news and information. Send tapes and resumes to: Wayne Weinberg, News Director, WMPG/WHRK, 112 Union Avenue, Memphis, TN 38103.

We're Looking for Morning Anchorperson/Journalist. Send resume/tape to: News Director, WTLB AM-FM, Utica, NY 13503.

Wanted: News Editor/Broadcasters. Small Market station with Major Market approach to news needs qualified Editor. Must be able to write and present news in an intelligent manner. Excellent salary/company benefits. Send resume and tape to Gary Wescott, Box 247 Stevens Point, WI 54481. M/F EOE.

Fulltime newperson for highly respected news department. Good writing skills and good on air delivery a must. Send tape, resume and cover letter to Frank Sesno, WCFR, Box 800, Springfield, VT 05156. E.O.E.

News Department expanding, weekend openings for experienced newpersons. Call News Director Fred Hoskins, WCAP, Lowell, MA. 617-454-0404.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Excellent, eager staff awaits selection of Operations Director for Major Market 50,000 watt AM in the SunBelt. Must have good pipes, strong production, leadership, MOR/EL/Good Music and automation experience helpful. New studios; great city. EOE. Letter, resume to Box K-23.

Program Director—Michigan Medium Market. Strong knowledge of MOR and Country formats a must. Ability to recruit intelligent, hardworking personalities expected. Send resume. Box K-40.

Production Programming. Southern California Medium Market—AM & FM soliciting resumes and tapes from experienced combo people. Must have good voice, write and air news, operate two automation systems, production ability, Third Endorsed License. Country and good music—Drake Chenault—ABC & NBC. Lavern Garton, KDIG-KBON, 992 Inland Center Drive, San Bernardino, CA 92408. Equal Opportunity Employer.

Traffic and promotion Manager for 50 KW University FM in Northeast Kentucky. Requires degree in mass communications and FCC 3rd Class Endorsed. Board shift. Writing ability necessary for continuity, promotion and logs. Salary competitive. Resume, tape and writing samples by August 28 to Larry Netherton, UPO 903, Morehead State University, Morehead, Kentucky 40351. MSU. An Equal Opportunity/Affirmative Action Employer.

WDEF AM Chattanooga, Tennessee is looking for a Program Director. Format MOR. Must be experienced and have managerial capabilities. Send resume to Mike Solan, WDEF Radio, 3300 Broad Street, Chattanooga, TN 37402. 615-267-3392. EOE.

Technical Director for Earplay Radio Drama Project—Primary duties will be: 1) establish and maintain EARPLAY technical standards, 2) assist in training and development of new radio drama production personnel, 3) record and mix EARPLAY productions, 4) work with WHA Radio Engineering and Maintenance Department to see that all equipment is maintained in proper working order. Bachelor's degree in music or drama; three years' stereo radio drama recording experience; experience with various stereo and nonaural mixing techniques; basic understanding of acoustics; experience with and knowledge of the operation of professional 16- and 24-track recording equipment required. Must submit 15-60 minute stereo radio drama on tape to demonstrate work done. Salary based on an annual rate of \$21,000. Application deadline is September 5, 1978. Write for application and details to: Jack W. Mitchell, Station Manager, WHA Radio, University of Wisconsin-Extension, Telecommunications Center, 821 University Avenue, Madison, WI 53706.

SITUATIONS WANTED MANAGEMENT

General Manager Top 50 Mkt. only. Records and references at your request. Former idea bank member, R.A.B. background. Box K-22.

Experienced General Manager, Heavy sales and programming, seeks major market opportunity. Twenty year pro. Currently employed. Box K-46.

Manager: 20 Years experience all phases heavy on sales. Sober. Reliable. Prefer New York, Penna, Ohio. Phone: 813-484-1246.

General Manager/Expert experience in sales, programming, production and personnel. Increased revenue and audience in six months. Exceptional ability. Box K-64.

Floridian seeking return. Manager. Sales Manager, Owner. Wants permanent situation, continued development. Box K-68.

Twenty years experience. Selling station after doubling gross sales. BS(Management). Management, sales, programming, PBP experience. Creative problem solver. Ethical. Energetic. Highly competitive. Desire GM position. Available immediately. Box K-78.

Active, experienced owner-general manager ready for new challenge and opportunity. Strong background in management and sales. Top references. Prefer Colorado, Oregon, Washington or mountain area. Available for interview. Box K-92.

Profit, Heavy Air Sound, if that's what you want, that's what I will get for your station. Present station Manager in Communications Business 14 years. Young and ready to move up to Assistant Manager in Medium to Major Market. Box K-98.

SITUATIONS WANTED SALES

Experienced radio pro, 1st phone announcer, with some sales wants active account list Ohio, Ind. Box K-13.

25 yrs. Experience, 15 yrs GM/GSM—I work streets. Small/Medium Market. Active in community and family man. \$18,000 plus incentives minimum. Call 601-437-8540 after 6 PM.

SITUATIONS WANTED ANNOUNCERS

Former Black Musician with Top R&B groups age 27. Has audition tape & specialized D.J. Newscasters training for your evaluation. Third Endorsed, natural at production. Phone Ken-215—ch2-4657 or 215-922-2399.

Fifteen year pro seeks bigger challenge. Reliable, responsible. Have been doing Morning Drive in 1/2 million market past 9 years. Can also do sports PBP and handle music. Box K-44.

1st Phone DJ with strong Major Market sound. Contact by calling Chase Landers 213-234-2939.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Newsweek proclaimed It, Jazz is Back! If your station is interested in someone who is knowledgeable, know how to present Jazz in an entertaining manner, and has 5 successful years on-air experience, call me mornings at 716-266-5946.

200 Percent Effort, commitment, and dedication can be yours! Four years experience, including Top 40, adult contemporary, modern country, easy listening. Tight board, good production, knowledgeable in copy, news, sports. A workaholic who loves those hard to fill hours. Paul Hill, 914-352-1946.

Cheerful, experienced Announcer, P-B-R creative production, tight board, hard work. Ready to move up as Announcer/Sports Director. Prefer East. If you'd like the smilin' voice of Walter Fowler: 803-383-5303; P.O. Box 1374, Hartsville, SC 29550.

Recognized New England Announcer. Third Endorsed seeking position. Experienced fully in news, production, station operations, automation, copywriting. Have deep, rich voice. B.A. Bound. For tape & resume call Bob D. 617-473-2605 or write to Box K-61.

Stable, five years at present Midwest small market radio. PD, MD, mornings, and sales. MA in R-TV-F. Looking for challenging medium to major market Radio-TV combination. Attractive, hardworking professional with excellent voice and delivery. Good pay and advancement opportunities a must. Responsible familyman/twenty-eight. Available on 30 days notice. Box K-62.

Announcer-technician, first phone, excellent references. Prefer the South. Box K-66.

Humor-Oriented DJ looking to work anywhere, authoritative news delivery, good reader, writing experience, college background, able to do many character voices ranging from Mickey Mouse to Orson Welles. Box K-67.

Black PD, 1st phone ticket. 12 yrs. major market experience production. Tape and resume on request. Box K-76.

The Warmth, The Sparkle, the excitement of having an announcer who knows what he's doing and does it your way too. Production pro and announcer with ten years experience now qualified for Major Market. Heavy hitting air shift. Just write the following Box Number and you can see for yourself. Box K-79.

Mature DJ-Anchorman: 20 yrs Radio-TV. Resume-Tape. Ed Davis, 3536 Cheshire, Sarasota, FL 33577. 813-366-5842.

Very consistent and dedicated. Thirteen years experience: announcing, music director, production, talk. Looking for medium major market MOR/easy situation to settle. 414-384-0160.

Communications Degree—15 months commercial experience. 7 months in sales, any market West of Texas, \$170 a week—1-812-767-1471 Ext. 95.

Experienced night personality pro, 5 yrs., also PM drive, available top 50 market. Contemp-Top 40. 1-413-739-5254.

Lively air personality, experienced, seeks exciting small or medium market challenge. Ego and attitude more like Pete Rose's than Reggie Jackson's. Call Mitchell, 212-531-4717.

Good solid pipes, three years exp. Two commercial. First phone, tight board. Hard worker, with a true love for radio. Very good knowledge of all types of music. Call 501-968-7843, early AM or after 8 pm.

Help! After 240 tapes, I still don't have first break. Write: Rick Richards, 621 Lenox Ave., Miami Beach, FL 33139, or call: 305-672-4890.

Bright, Exciting D.J. Good production, tight board, adds magic to any format. Magic Mike, 390 Sunset Ave., North Providence, RI 02904, 1-401-353-9459

DJ Third Phone looking for first break into broadcasting, tight board, good news, commercials. Ready now. Rocky Martz, 24-63, 24 St. Astoria, NY 11102.

My fanny was fast seen bouncing around the Sierra Nevadas because I worked it off here in California Radio. What's left could work for you. Carl Dysland, P.O. Box 954, Montrose, CA 91020. 213-248-6762.

SITUATIONS WANTED TECHNICAL

Rookie Engineer seeking first job. First Phone. 1 year, trade school. Some experience in RF, AF, Digital. Western States. Contact Mike Haskins, P.O. Box 192 La Mirada, CA 90637.

First Phone. Some broadcast experience. Sound systems, light repair also. Relief announcer, newsreader. Relocate immediately. Kenneth Bak, R.D. 1 Newtown, PA 18940, 215-968-5605.

Experienced chief with announcing ability, too. Prefer South. Excellent references. Box K-84.

Chief of dominate station in a Top 10 market is seeking a position as same or as Director of Engineering for a group. Experience includes: management, high power, DA's, construction, etc. Dedicated individual with good references. West or Southwest is preferred, but all replies considered regardless of size or location. Box K-86.

Responsible Chief Engineer—articulator still available! It's gotta be workable, unpolluted, warm. Walt—305-721-1539.

\$260 week Buys Good experienced Chief, super permanent position only. Maine, New Hampshire, Vermont. Call 207-642-4642. Eves.

AM-FM Chief desires to locate in Texas, Okla., or Kansas. For more info. call 713-697-3964.

Chief, well experienced, desires Southeast permanent position. Working conditions more important than market size. I do not do floors or windows, but will give you a dynamite air sound. 704-264-3949.

SITUATIONS WANTED NEWS

Sports Director and "Voice" of Major College's football and basketball/hockey teams. Six years college and high school experience. Currently Sports Director/PBP ECAC Division II/Salesman in NE small market. Contact Peter Cooney 802-388-6077.

Middle/Market Newsmen with strong sports background wants to work in Ohio, 216-724-3876 Dave Geraci, 1563 Sunset Ave., Akron, O. 44301.

Newscaster/Reporter, West or Central. Experienced in news, production, copywriting. Intern KBON, WMMM. News Director KUQR. BA Communications, 3rd phone. Douglas Clark, 5 Hyde Ridge, Weston, CT 06883, 203-227-1441.

A Solid Professional with thirteen years' broadcast news experience seeks a shot at a Top-Ten Market! Steady, highly-reliable performer, who's looking toward an eventual news directorship or editor's position in a Large Market! Will offer the best credentials, references, and background! Please reply to Box K-65.

All News sounds good. Ten years radio news experience, can report, write, edit or anchor with skill. Prefer Northeast, am used to good salary with station serious about news. Box K-77.

Experienced in gathering and reading news. Good delivery. Prefer medium Southeast market. Box K-83.

Help me pull the switch to broadcast news. I've got eight years of award-winning reporting and photo experience on two large daily newspapers, plus some on-air work. Strong on courts, sports and offbeat shorts. Box K-94.

Hard worker with B.A. in Broadcast Communications seeks any immediate starting News-Sports position in D.C. metropolitan area. Al Gonzales, 1647 West Pratt, Chicago, IL 60626, or call evenings 312-761-5346.

Free Lance Play By Play. Twelve years major college experience. Big Ten, SEC and independent. Available for weekend assignments. Radio or television. Bill Sorrell, WCKY, Cincinnati. 513-271-2927.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Sell More Commercial time and make more friends, (better known as listeners) over the air with this production pro. 12 years experience in Radio and Television production plus degree can fine tune your station. Strong point is turning stations around and keeping them Number One. Write now at the following Box Number and I will send you a production tape and resume. Management experience in live and automation stations. Box K-70.

Ten Year Vet DJ, production, copy, news, music seeking major market FM rocker. First phone, delightful tape, knockout resume. 312-871-8165.

Producer/Director type desires position, P.O. Box 202, Tempe, AZ 85281.

TELEVISION

HELP WANTED MANAGEMENT

General Manager Wanted for new startup. UHF Television Station—Channel 15. Must have past management experience in UHF or VHF Television operation. Send resume to Box J-97.

Controller to establish and monitor detailed cost-control systems and simultaneously provide innovative input at top management level of widespread tv and radio group. Demanding but rewarding job with considerable travel involved. Reply Box K-43.

Promotion Manager. Top 40 network affiliate in the Sun Belt is looking for a creative individual to manage an aggressive advertising and promotion program. The individual should have a knowledge of marketing and its application to television promotion. A strong production background is necessary. An Equal Opportunity Employer. Send resume to: Box K-97.

Acquisitions Person. Privately held broadcasting/CATV company growing at 30% plus rate per year needs person capable of working with president to prospect, analyze, negotiate and finance acquisitions. Strong analytical skills paramount, but must have interpersonal skills to deal with top managements and professionals representing sellers of TV stations or CATV's. Compensation to match ability. Potential opportunity to shift to management of acquisition. Replies held in confidence. Write Box K-102.

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.

Top 50. No. 1 Net Affiliate seeks Sales Manager with Local/National experience. Group owned. Northeast. An Equal Opportunity Employer. Reply Box J-41.

Top Level Contact. President of privately held broadcasting/CATV company whose major responsibility is acquisition desires to develop relationship with prominent industry executive with broad contacts and solid reputation to help in generating leads. Substantial per month retainer plus large bonus for completed transactions plus liberal expense account. Represent company at network and trade meetings. No need to move. Perfect for retired or part time executive. Write Box K-108.

HELP WANTED SALES

National Sales Manager. For North Central Network Affiliates—strong inventory management and rapid rate growth plus sales development. Experience and salary history to Box K-74.

HELP WANTED TECHNICAL

Chief Engineer for University telecommunications center. Will have technical responsibility for modern broadcast TV, FM and CCTV facility. Minimum qualifications include: BS in related field, demonstrated state of the art technical knowledge, leadership ability, and FCC first. Equal Opportunity Employer. Send resume, references and salary requirements to: Box J-51.

HELP WANTED TECHNICAL CONTINUED

Videotape Maintenance Engineer for quad VTR's and other related equipment for post production and duplication house. Prefer FCC 1st and at least one year's experience. Call collect 313-971-3600, or send resume to Robert Stapleton, NET Television, 2715 Packard, Ann Arbor, MI 48104.

Working Chief for Southern California ITFS Television System and Public radio Station with satellite earth terminal. 2st Ticket. Strong in maintenance as well as planning, coordinating, supervising. Excellent working conditions and benefits. Salary to low/mid 20's. Classified personnel, Long Beach Unified School District, 701 Locust Ave., Long Beach, CA 90813.

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, with university benefits. Must relate well with students and faculty. apply by Sept. 1 to Ed Paulin, Chairman RTVF, Oklahoma State University, Stillwater, OK 74074. Equal opportunity employer.

Chief Engineer—Promotion within broadcast group has created opening for qualified Chief Engineer. Must be experienced in administration, maintenance and operations. An Equal Opportunity Employer. Send resume to: Ray J. Chumley, WSTV-TV, 320 Market St., Steubenville, OH 43952.

Maintenance - Operating Engineers wanted for expanding major market ABC affiliate. Minimum five years experience in television broadcast engineering. Prefer Certified Broadcast Engineer who is well established in maintenance and automated operations. First phone a must. Send resume, references and salary requirement to Box K-95. Equal Opportunity Employer.

Production Engineering Supervisor, for KETC-TV. The applicant must possess extensive background in electronic engineering, plus a valid First Class FCC License. Extensive knowledge of broadcast/production equipment maintenance is essential. Previous supervisory experience in television desired. Duties include the ability to perform and administer all the technical operations and engineering functions of the Production Engineering Department. Send resume to P.O. Box 24130, St. Louis, MO 63130, by September 1, 1978. An Equal Opportunity Employer.

Seattle VHF needs three maintenance/operations engineers to fill newly established positions. Must have at least two years experience in maintenance and operation of modern studio equipment. First phone required. Join an expanding studio and mobile operation which offers excellent benefits and retirement programs. To receive official application forms contact Cheri Hayes, University of Washington Staff Employment Office 1415 NE 45th, Seattle WA 98105, 206-543-0383. Equal Opportunity Affirmative Action Employer.

Chief Engineer—Media Services, Univ. of Alaska, Anchorage. Engineering position with management responsibilities. Operation and maintenance of full color television production center; new facilities design and installation; equipment evaluation and specification; engineering for satellite telecommunications systems and cable distribution systems; supervision of system of preventative maintenance and repair of audio-visual instruction equipment; assist in development/instruction of undergraduate broadcast electronics courses; provide liaison with engineering staff of public broadcasting station located on campus. BS, Electrical Engineering or equivalent. First Class FCC license and broadcast engineering experience required. Demonstrated successful management experience. Send application, resume, 3 letters of recommendation: Department Head, Media Services, University of Alaska, Anchorage, 3211 Providence Drive, Anchorage, AK 99504 before September 30, 1978. An equal opportunity employer.

Maintenance Engineer for Public Broadcasting TV, AM and FM. Requires First Class FCC License, plus 2 years experience in maintenance of color cameras, VTRS, remote and ENG equipment. Excellent benefits, vacation and holiday pay. Send resume to Assistant Director for Engineering, KUAT-TV-AM/FM, University of Arizona, Tucson AZ. 85721. An Equal opportunity/affirmative action title IX section 504 Employer.

KPBS-TV seeks: Maintenance Supervisor, responsible for all studio equipment. Must be familiar with many helical formats, quad, color cameras, TBC's, ITFS, CCTV, equipment. Supervisory experience and First Phone required. Salary: \$17,088-\$20,580/yr. Apply before 9/1/78 to Employment Division, San Diego State University, San Diego CA 92182. Hiring will be contingent upon budgetary release of this position. An Equal Opportunity/Affirmative Action/Title IX Employer.

Maintenance Engineer. Top 25 market network affiliate in sun belt seeks person with minimum 3 years in-depth studio maintenance experience. New, aggressive management has already invested 1.5 million in new equipment and is committed to much more. A unique chance to get away from long cold winters and big city hassle yet have the challenge and opportunities of a group-owned major market operation and competitive salaries. Qualified persons should send complete resume to Director of Engineering, WLCY-TV, P.O. Box 14000, St. Petersburg, FL 33733. An Equal Opportunity Employer.

Videotape Engineers for quad VTR's, Computer Editors and Color Cameras. Operation and maintenance experience required. Major Midwest Production Facility. Call Lee Short, General Television Network-Detroit, Michigan 313-548-2500 Collect.

First Phone Control Room Operator needed immediately. Call 806-383-3321 Robert Hardie, Channel 4, Amarillo, TX.

HELP WANTED NEWS

Weather talent. Need someone with TV experience and personable delivery to take over a fully equipped weather office. Upper Midwest medium market with strong news commitment. EOE. Box J-93.

Weather conscious sunbelt dominant VHF wants to upgrade service. Needs weather pro/personality who can do crack reporting in that and related fields. If you can't make those dull statistics mean something, don't apply. Box K-15.

Immediate opening for polished anchorperson and capable news writer. Salary negotiable. Southern U.S. Send resume to Box K-26.

News Director, Medium Market, Southeast. Good job and good pay. Experience necessary. Send resume to Box K-34.

Anchor needed—Experience necessary. Must be bright and energetic. EOE. Fast growing sun belt area. Send video-cassette and resume to Art Angelo, VP, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

Investigative Reporter. Experienced television reporter with proven investigative skills. Ability to identify and develop major stories behind the stories necessary. Must have track record in research, in-depth probing and television presentation with impact. We're an Equal Opportunity Employer in the top five markets. Box K-101.

Two Openings. Top 50 market station has two openings for Anchor-Reporter. Equal Opportunity Employer. Send VTR and resume to Bob Brunner, WSAZ TV, Box 2115, Huntington, WV 25721. No calls please.

Film and Videotape Editor needed immediately. Must be familiar with 3/4" videotape and double-system film production. Commercial TV news experience strongly preferred. Send resume and vtr of work to Scott Lynch, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. Equal opportunity employer.

News Reporter who can also handle newscasts. Immediate opening at WKZO-TV, 590 W. Maple St., Kalamazoo, MI 49008. Experience required. Send resume, aircheck, references to News Director, Fred Douglas. No phone calls. An equal opportunity employer.

TV News Producer. Must have excellent writing and editing skills, be able to direct people, and organize fast-paced, highly visual news shows. Experienced news producers send resume and writing samples to: News Director, WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. We're an Equal Opportunity Employer.

TV Meteorologist. Mid 30's market, Southeast, top rated net affiliate. EOE. Resume to Box K-104.

News Producer and News Photographer: Two Positions. Producer to handle 6 and 11 p.m. news programs. Must have solid news credentials and experience in producing and formatting. ENG editing knowledge desired. Minimum 2 years' TV experience. Photographer must be able to use both film and ENG cameras. Minimum 2 years' experience. Applicants for both positions should send resume, salary requirements and 3/4" videotape to Hugh L. Smith: News Director, WTVT, P.O. Box 22013, Tampa, FL 33622. No phone calls, please. E.O.E.

We produce a monthly News Magazine of statewide affairs and are currently reviewing resumes and tapes of host-producers of this format. Send original information to Box J-100.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Director: Top 25 Market: excellent opportunity for Producer/Director with minimum 3 yrs. experience in this capacity. Requires knowledge/experience in studio lighting, set construction, photographic composition. Must be able to efficiently operate video switcher, audio board, IV cameras, et. al. Needs proven ability to work creatively and effectively with clients/station personnel under pressure. Salary commensurate with ability/experience. An Equal Opportunity Employer. Resume reply Box K-42.

Announcer and Announcer/Director wanted: Top 50 VHF in Great Lakes region seeks announcer capable of interviews, weather and general assignments. Directing capabilities desirable but not essential. Experience required. Equal Opportunity Employer. Box K-1.

Executive Producer—Top 10 Independent Group owned needs take charge individual to be responsible for program development, content and production quality of all locally originated programs. Must have broad experience in programming, talent, public affairs with ability to lead, motivate and administrate. An Equal Opportunity Employer. M/F. Send resume to Box K-19.

Creative Services Director: must have the ability to write and produce television commercials and communicate directly with clients as to concepts; must have the ability to see a project through completion. At least two years' directing experience required. Contact: Program Manager, WJAR-TV, Box 10, Providence, RI 02903. An Equal Opportunity Employer.

TV Writer needed by international accounting firm for full-time writing of videotape scripts on accounting and business subjects used for professional education. Position requires ability to work with instructional designers, subject matter experts, and inhouse production staff with broadcast-quality equipment. Writer transforms subject matter into well-organized and visually interesting presentation. Minimum of 3 years (or 20-30 full-length TV or film scripts) experience required. We are an Equal Opportunity Employer. Qualified writers only should send resume to Box K-81.

Major market UHF network affiliated station looking for commercial writer/director. Applicant must have minimum of 3 years experience in another commercial TV facility. Should be experienced in all phases of TV directing. Contact: Phil Mikan, Production Supervisor, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. An Equal Opportunity Employer.

Graphic Artist: Work with Producer/Director in developing ideas into television program designs. Work with Promotion Director in developing promotional and fundraising campaigns. Design and produce print ads, publications, posters, sets, program opens and closes. Must have working knowledge of graphic production, B/W and color photography (35 & 16 mm), cell, computer assisted, and computer generated animation. Minimum requirements: College degree in graphics, art design or related field. Experience in public broadcasting or graphics related areas may be substituted. Contact: Employment Supervisor, Northern Michigan University, Room 202 Cohodas Administrative Center, Marquette, MI 49855. Application deadline: September 1, 1978. An Equal Opportunity/Affirmative Action Employer.

SITUATION WANTED MANAGEMENT

Radio Station Manager doubling as Sales Manager. Formerly TV Anchor. Looking for new opportunity. Billing is \$33,000 per month higher than same month last year. TV ratings highest ever in market. 160,000 metro. Box K-105.

SITUATIONS WANTED ANNOUNCERS

Television Husband-Wife Duo. Looking for the right television opportunity. Talk-variety show experience from sales, promotion, production to performance. Experience in Tampa/St. Petersburg and Los Angeles Market. Interested in other management responsibilities as well. Only interested in those replies that guarantee a future. Box K-73.

Mature DJ-Anchorman: 20 Yrs. Radio-TV. Resume-Tape. Ed Davis, 3536 Cheshire, Sarasota, FL 33577. 813-366-5842.

SITUATIONS WANTED TECHNICAL

First Phone Trainee. Not looking for moon. 600 hours-electronics education. Opportunity primary, salary secondary. Box K-14.

Engineer (Radio) desires position in television. Experienced: High-power radio transmitters; video, film, graphics, photography. First Class FCC. Reply: Meg Gaydosik, 5809 Hobart St., Pittsburgh, PA 15217.

SITUATIONS WANTED NEWS

Experienced Female TV Reporter. 28, will relocate, call Lesley 213-476-7853 or write Box J-86.

Young Black Female Reporter, ready to move to Medium or Major Market. TV Reporting/ENG & Film editing experience. Strong point: creating news stories. Looking for a station with a strong news commitment. I don't complain about long hours. Box K-4.

Anchor in large market will combine good reporting skills with prime anchor role in your top 40 market. Box K-5.

News Director, credible Anchor, strong Field Reporter seeks larger challenge in larger market; ENG experienced. Knows news and people management. Box K-39.

Attractive, Spanish, surnamed young woman seeking entry level position in broadcast journalism. BA. Published writer. Highly articulate, resourceful. Tireless worker. Quick to learn any aspect of broadcast journalism. Relocate anywhere. Virginia Perez, 109 Hungerford Street, Hartford, CT. 1-203-524-0794.

Network Field Producer/Assignment Manager seeking reporter or producer position on documentary-type program. Top ten public or commercial TV market. Prefer Northeast. Box K-63.

News Director-Ancor. Dedicated professional. Strong leader. Competent administrator. Excellent ratings. Awards. Degree. 10 years TV experience. Box K-85.

Reporter-Producer equally skilled at hardest news and softest features needs new challenge in Northeast. Emphasis on good writing. Ten years experience. Box K-88.

News Director. Record of accomplishment in medium market. Background in large market reporting, documentaries, public affairs. Superb credentials. Box J-67.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Operations/Program Manager seeks challenge in major market, or station manager in small/medium market. 15 years experience; all phases of TV operations, production, programming, sales, promotion. Radio-TV degree. Box K-9.

Experienced Production/Promotion Manager. 5 years in television, creative, positive, self starter, desires possession on West Coast. Box K-49.

Need Help With Your ENG? I will produce, shoot, and edit. 3 yrs exp. Phone Bob Hickey 301-926-1729. 9421 Hickory View Pl. Gaithersburg, MD 20760.

Qube Veteran seeking new worlds to conquer. Box K-60.

Look no further if you need a director who does his own switching and can switch in master control. Also experienced in other phases of production. Am in late 20's, married, and stable. Box K-69.

Cinematographer/Editor. Experienced in all phases of TV News gathering. ENG and documentary experience. Call or write 162 Poinciana Pkwy, Buffalo NY 14225, 716-684-3882.

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We Need 5 Super, Aggressive, Radio Salespeople who are fed up with "peanut" money, to train as regional managers for the U.S. and Canada. Extensive travel—Big Earnings—40K to 60K annually on commissions basis. Only "street fighters" need reply: Box H-114.

Professional Salesperson. Leading support arm of the Broadcast Industry looking for mature pro, willing to travel extensively, presenting the best products in the industry. Call Keith Lee, collect at 901-320-4340.

TV production facility needs sharp, aggressive, self-starting salesperson to help with marketing strategy and development of new accounts. Production-oriented TV background helpful. Unlimited potential. Resume to: Sunbird Teleproductions, 877 Hopkins Road, Williamsville, NY 14221.

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Sales Engineer For TV Broadcast Equipment wanted for expanding broadcast manufacturers' representative organization. Sales experience calling on TV stations desired, but will consider broadcast engineer wishing to pursue a sales career. Must be aggressive and willing to travel throughout the New England states. Degree helpful. Excellent salary with a fantastic opportunity for the right person. Send resume to Box K-41.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Top ten independent video tape production house recruiting a creative, talented director and Ad. Film background helpful. Must prove you are worth good money. Stability and cooperation a must. Equal Opportunity Employer, Box K-6.

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Wanting 250,500,1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Haredo, TX 78040. Manuel Flores 512-723-3331.

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3 to 5 years experience required. Journalistic background preferred for 7 PM-11 PM time period.

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AM Full-Time

Family owned, Central Pennsylvania, AM Full-time Station. Large, Medium size, single station market. Terms Available. Box K-103.



THE
KEITH W. HORTON
COMPANY

P.O. Box 948
Elmira, N.Y.
14902
(607) 733-7138

BROKERS AND
CONSULTANTS
TO THE
COMMUNICATIONS
INDUSTRY

- UHF TV construction permit. Southern Michigan. Covering about 1,000,000. \$350,000 or lower as approved by FCC.
- Fulltime in Kodiak Alaska covering 150 mile radius. Only commercial station in area. Billing \$10,000 per month on telephone-no salesmen. Low overhead, real estate. \$260,000. Terms.
- Fulltime. City in Kentucky. Billing \$200,000. Good buy. \$500,000.
- AM/FM in New Hampshire. Real Estate. Profitable. \$460,000.
- Daytimer. Ethnic. SE North Carolina. \$180,000.
- Fulltime in coastal Georgia. Good billing. \$550,000.
- 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.
- Class "A" FM in Georgia city. An excellent buy for \$460,000.
- 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.
- Fulltime in S.E. Missouri. Profitable single station. \$280,000.
- 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 Aug 16	Closing Wed Aug 9		Net change in week	% change in week		1978	Low	PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)
								High					
Broadcasting													
ABC	ABC	N	61 5/8	61 1/8	+	1/2	+	.81	61 5/8	35 3/8	10	18,315	1,128,661
CAPITAL CITIES	CCB	N	44 5/8	44 3/4	-	1/8	-	.27	75	42 1/2	7	14,230	635,013
CBS	CBS	N	62 5/8	64	-	1 3/8	-	2.14	64	43 7/8	10	28,100	1,759,762
COX	CDX	N	47	46 7/8	+	1/8	+	.26	47	25 1/2	12	6,637	311,939
GROSS TELECASTING	GGG	A	22 3/4	22 1/2	+	1/4	+	1.11	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	41 1/4	42 3/4	-	1 1/2	-	3.50	42 3/4	16 1/2	13	2,801	115,541
MOONEY	MOON	J	4 1/4	4 1/4					5 1/2	1 7/8		425	1,806
RAHALL	RAHL	O	20	20					21 1/4	8 5/8	22	1,264	25,280
SCRIPPS-HOWARD	SCRIP	O	52	52					52	30 1/2	11	2,589	134,628
STARR	SBG	M	13 1/2	13 3/8	+	1/8	+	.93	13 1/2		13	1,512	20,412
STORER	SBK	N	34	33	+	1	+	3.03	34	19 3/8	11	4,884	166,056
TAFT***	TFB	N	24	24					24 1/2	12 1/4	5	8,498	203,952
TOTAL												90,517	4,526,563

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	10 3/8	8 7/8	+	1 1/2	+	16.90	10 3/8	3 3/4	10	1,233	12,792
AMERICAN FAMILY	AFL	N	13 1/4	14 1/4	-	1	-	7.01	17 1/9	11 3/8	2	10,536	139,602
JOHN BLAIR	BJ	N	30 3/8	31 1/4	-	7/8	-	2.80	31 1/4	11 1/8	8	2,427	73,720
CHARTER CO.	CHR	N	6 1/4	5 5/8	+	5/8	+	11.11	8	3 7/8	7	17,573	109,831
CHRIS-CRAFT	CCN	N	11 1/8	10 7/8	+	1/4	+	2.29	11 3/8	4 1/2	26	4,413	49,094
COCA-COLA NEW YORK	KNY	N	8 1/8	8	+	1/8	+	1.56	9 1/4	7 3/4	1	17,641	143,333
COMBINED COMM.	CCA	N	33 7/8	34 3/4	-	7/8	-	2.51	45 1/8	19	15	10,551	357,415
COWLES	CWL	N	24 1/8	24 7/8	-	3/4	-	3.01	25 1/4	12 1/2	23	3,969	95,752
DUN & BRADSTREET	DNB	N	37	35 3/8	+	1 5/8	+	4.59	37	26 1/4	17	27,869	1,031,153
FAIRCHILD IND.	FEN	N	32	33 7/8	-	1 7/8	-	5.53	34 1/4	9 1/2	12	5,708	182,656
FUDUA	FQA	N	12 1/4	12 3/8	-	1/8	-	1.01	13	8	8	9,396	115,101
GANNETT CO.	GCI	N	47 5/8	48 3/4	-	1 1/8	-	2.30	49	32 3/4	18	22,430	1,068,228
GENERAL TIRE	GY	N	28 1/4	27 3/4	+	1/2	+	1.80	29 1/4	22 3/8	6	22,707	641,472
GLOBE BROADCASTING*	GLBTA	O	4 3/4	4 3/4					4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	O	24	23	+	1	+	4.34	24	8		9	475	11,400
HARTE-HANKS	HHN	N	48 3/4	42 3/4	+	6	+	14.03	48 3/4	26	16	4,540	221,325
JEFFERSON-PILOT	JP	N	33	33 1/4	-	1/4	-	.75	33 1/4	26 5/8	10	23,224	766,392
MARVIN JOSEPHSON	MRVN	O	14	14					17 1/4	10 1/4	8	1,978	27,692
KANSAS STATE NET.	KSN	O	12	11 7/8	+	1/8	+	1.05	13 3/8	4 3/4	11	1,727	20,724
KNIGHT-RIDDER	KRN	N	51	52 1/2	-	1 1/2	-	2.85	52 1/2	37 3/4	13	16,000	810,000
LEE ENTERPRISES	LNT	N	28 3/8	28 3/8					35 7/8	22 1/4	11	4,895	138,895
LIBERTY	LC	N	31 1/4	31 3/8	-	1/8	-	.39	31 3/8	18	8	6,762	211,312
MCGRAW-HILL	MHP	N	23 7/8	24 3/4	-	7/8	-	3.53	24 7/8	15 5/8	11	24,682	589,282
MEDIA GENERAL	MEG	A	21 7/8	22 1/2	-	5/8	-	2.77	22 1/2	13 5/8	12	7,451	162,990
MEREDITH	MOP	N	39 1/4	40 1/4	-	1	-	2.48	40 1/4	17 3/8	9	3,074	120,654
METROMEDIA	MET	N	62	61 1/4	+	3/4	+	1.22	64 1/2	25 1/4	12	4,815	298,530
MULTIMEDIA	MMED	O	28 1/4	27 3/4	+	1/2	+	1.80	25 1/4	16 1/4	15	6,624	197,128
NEW YORK TIMES CO.	NYKA	A	27 3/4	30 1/4	-	2 1/2	-	8.26	31 5/8	15 3/4	12	11,599	321,872
OUTLET CO.	OTU	N	30	28 1/2	+	1 1/2	+	5.26	30	16 5/8	8	2,415	72,450
POST CORP.	POST	O	38 1/4	38 3/4	-	1/2	-	1.29	38 3/4	16 1/4	11	867	33,162
REEVES TELECOM	RBT	A	3	3					3 3/8	1 3/4	43	2,388	7,164
ROLLINS	RGL	N	22 5/8	21 5/8	+	1	+	4.62	24 1/4	14 7/8	12	33,007	746,625
RUST CRAFT	RUS	A	28	29 1/2	-	1 1/2	-	1.75	29 1/2	8 1/2	17	2,297	64,316
SAN JUAN RACING	SJR	N	12 1/4	12 1/4					14 1/5	7 5/3	18	2,509	30,735
SCHERING-PLOUGH	SGP	N	37 3/8	37 3/4	-	3/8	-	.99	44 3/4	26 3/8	12	53,970	2,013,391
SUNDERLING	SDS	A	21 5/8	21	+	5/8	+	2.97	21 5/8	8 3/8	9	1,105	23,895
TECH OPERATIONS	TC	A	7	7					7 3/3	2 3/8	175	1,344	9,408
TIMES MIRROR CO.	TMC	N	32 1/2	34	-	1 1/2	-	4.41	34	20 3/4	11	34,811	1,131,357
TURNER COMM.*	TG	O	12 1/2	12 1/2					12 1/2	5		3,800	47,500
WASHINGTON POST CO.*	WPO	A	47 5/8	46 5/8	+	1	+	2.14	47 5/8	21 3/4	11	8,200	390,525
WOMETCO	WOM	N	18	17 3/8	+	5/8	+	3.59	18	10 7/8	11	9,554	171,972
TOTAL												433,231	12,670,012

Cablecasting

ACTION CORP.	ATN	A	10 7/8	11 1/4	-	3/8	-	3.33	11 1/4	3 1/8	9	2,710	29,471
AMFCO*	ACO	O							1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	51	51 1/2	-	1/2	-	.97	51 1/2	19 3/4	22	3,996	203,796
ATHENA COMM.		O	3 1/2	3	+	1/2	+	16.66	4 3/4	1/8		2,125	7,437
BURNUP & SIMS	JSIM	O	5	5 1/4	-	1/4	-	4.76	6 1/8	3 1/8	23	8,381	41,905
CABLE INFO.*		O	1/4	1/4					1 1/2	1/4	1	663	165
COMCAST		O	9 3/4	10 1/4	-	1/2	-	4.87	11 1/2	3 3/4	13	1,583	15,434
COMMUN. PROPERTIES	COMU	O	15 1/8	15 1/8					15 1/4	3 5/8	19	4,839	73,189
ENTRON	ENT	O	3 1/2	1 1/4	+	2 1/4	+	180.00	3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRI	N	35	34 1/8	+	7/8	+	2.56	35	17 5/8	12	7,581	265,335
GENVE CORP.	GENV	O	15 1/2	15 3/4	-	1/4	-	1.58	15 3/4	7 1/2	8	1,121	17,375
TELECOMMUNICATIONS	TCOM	O	16 3/4	16 7/8	-	1/8	-	.74	19	2 7/8	239	5,281	88,456
TELEPROPTER	TP	N	12	12 1/4	-	1/4	-	2.04	13 1/8	6 3/4	22	16,926	203,112
TEXSCAN	TEXS	O	2 7/8	1 5/8	+	1 1/4	+	76.92	2 7/8	1 1/4	17	786	2,259
TIME INC.	TL	N	49 3/4	49 5/8	+	1/8	+	.25	49 3/4	31 3/4	11	20,450	1,017,387
TOCOM	TOCM	O	9	8 1/2	+	1/2	+	5.88	9 1/4	2 1/4	19	894	8,046
UA-COLUMBIA CABLE	UACC	O	35 1/2	31 3/4	+	3 3/4	+	11.81	35 1/2	15 1/2	21	1,679	59,604
UNITED CABLE TV	UCTV	O	21	19 7/8	+	1 1/8	+	5.66	21	3 7/8	26	1,915	40,215
VIACOM	VIA	N	23 3/4	23 1/8	+	5/8	+	2.70	23 3/4	9 1/2	15	3,795	90,131
TOTAL										86,904	2,166,743		

	Stock symbol	Exch.	Closing Wed Aug 16	Closing Wed Aug 9	Net change in week	% change in week	High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Programming											
COLUMBIA PICTURES	CPS	N	21 3/8	21 5/8	- 1/4	- 1.15	22 1/8	7 3/8	5	9,254	197,804
DISNEY	DIS	N	46 1/2	45 1/2	+ 1	+ 2.19	47 5/8	32 1/2	17	32,380	1,505,670
FILMWAYS	FWY	N	16	16 3/8	- 3/8	- 2.29	16 3/8	6 7/8	12	4,258	69,128
FOUR STAR*			1 1/4	1 1/4			1 1/4	1/2	13	666	832
GULF + WESTERN	GW	N	15 5/8	16 1/8	- 1/2	- 3.10	18 3/8	10 1/4	6	48,215	753,359
MCA	MCA	N	58	57 1/4	+ 3/4	+ 1.31	58	32	11	18,619	1,079,902
MGM	MGM	N	43 3/4	43 1/4	+ 1/2	+ 1.15	43 3/4	16	17	14,551	636,606
TRANSAMERICA	TA	N	18 1/4	18	+ 1/4	+ 1.38	19 1/4	13 1/4	7	65,781	1,218,753
20TH CENTURY-FOX	TF	N	39	39 3/8	- 3/8	- .95	39 3/8	10	5	7,907	308,373
VIDEO CORP. OF AMER		O	5 3/4	6	- 1/4	- 4.16	9 3/4	3 1/2	11	989	5,681
WARNER	WCI	N	53	51 7/8	+ 1 1/8	+ 2.16	53	25 3/4	10	14,458	766,274
WRATHER	WCO	A	11 5/8	11 7/8	- 1/4	- 2.10	13 3/8	4 1/2	29	2,243	26,074
TOTAL										220,327	6,567,456

Service

BBDO INC.	BBDO	O	37 3/4	38 3/4	- 1	- 2.58	38 3/4	22 1/2	10	2,513	94,865
COMSAT	CO	N	45 3/8	44 7/8	+ 1/2	+ 1.11	45 7/8	28 3/4	14	10,000	453,750
DOYLE DANE BERNBACH	DOYL	O	29 5/8	29	+ 5/8	+ 2.15	29 5/8	16 3/4	8	1,776	52,614
FOOTE CONE & BELDING	FCB	N	23 1/8	22 1/8	+ 1	+ 4.51	23 1/8	14 3/4	8	2,304	53,280
GREY ADVERTISING	GREY	O	32	32			34	16 1/2	5	624	19,968
INTERPUBLIC GROUP	IPG	N	38 1/8	37 3/4	+ 3/8	+ .99	39 1/4	22 1/2	9	2,387	91,004
MCI COMMUNICATIONS	MCIC	O	4 7/8	4 1/8	+ 3/4	+ 13.18	4 7/8	7/8	49	20,159	98,275
MOVIELAB	MOV	A	2 1/2	2 5/8	- 1/8	- 4.76	3	1	15	1,414	3,535
MPO VIDEOTECHNICS	MPV	A	5	5 1/8	- 1/8	- 2.43	65 3/8	4	6	520	2,600
A. C. NIELSEN	NIEL8	U	28 1/2	27 5/8	+ 7/8	+ 3.16	28 1/2	18 7/8	14	10,832	308,712
OGILVY & MATHER	OGIL	O	26 1/2	27 1/4	- 3/4	- 2.75	56 1/2	26 1/2	5	3,610	95,665
TPC COMMUNICATIONS	TPCC	O	7 3/8	6	+ 1 3/8	+ 22.91	7 3/8	2 1/4	1	925	6,821
J. WALTER THOMPSON	JWT	N	32 1/2	32 7/8	- 3/8	- 1.14	32 7/8	15 1/8	9	2,649	86,092
WESTERN UNION	WU	N	20 5/8	19 1/2	+ 1 1/8	+ 5.76	20 5/8	15 3/4	9	15,177	313,025
TOTAL										74,890	1,690,206

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	7 3/4	8	- 1/4	- 3.12	9 1/8	2 3/8	7	1,672	12,958
AMPEX	APX	N	16 7/8	16	+ 7/8	+ 5.46	17 1/4	7 3/8	15	10,929	184,410
ARVIN INDUSTRIES	ARV	N	17 1/2	17 3/8	+ 1/8	+ .71	22 1/2	14 1/2	4	5,959	104,282
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	4 3/8	4 3/8			5 3/8	1 3/4	11	2,127	9,305
COHU	COH	A	3 3/4	3 1/4	+ 1/2	+ 15.38	4 1/2	2 1/8	11	1,733	5,498
CONRAC	CAX	N	23 3/4	23 1/2	+ 1/4	+ 1.06	27 1/4	19 1/4	9	2,030	48,212
EASTMAN KODAK	EASKD	N	67 3/4	65 3/8	+ 2 3/8	+ 3.63	86 3/4	42	16	161,379	10,932,817
FARINON	FARN	O	15	13 3/4	+ 1 1/4	+ 9.09	15	8	15	4,754	71,310
GENERAL ELECTRIC	GE	N	56 1/4	56 1/4			56 5/8	44 1/2	11	184,581	10,382,681
HARRIS CORP.	HPS	N	67 3/8	66 3/8	+ 1	+ 1.50	67 3/8	28	17	12,455	839,155
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.*	IVCP	O	1 7/8	1 7/8			2 5/8	1/4		2,701	5,064
M/A COM. INC.	MAI	N	39 1/4	38 3/4	+ 1/2	+ 1.29	41 7/8	20 1/4	20	1,320	51,310
3M	MMM	N	63 3/4	62 1/4	+ 1 1/2	+ 2.40	63 3/4	43 1/2	17	115,265	7,348,143
MOTOROLA	MOT	N	53	54 1/2	- 1 1/2	- 2.75	56 7/8	34 1/4	15	28,544	1,512,832
N. AMERICAN PHILIPS	NPH	N	30 1/4	30 3/8	- 1/8	- .41	35	24 3/4	6	12,033	363,998
OAK INDUSTRIES	OAK	N	31 1/8	32 7/8	- 1 3/4	- 5.32	34 1/8	9 5/8	47	1,801	56,056
RCA	RCA	N	32 5/8	31 1/2	+ 1 1/8	+ 3.57	32 5/8	22 3/4	10	74,817	2,440,904
ROCKWELL INTL.	ROK	N	35	35 1/4	- 1/4	- .70	36 3/4	28 1/4	8	33,600	1,176,000
RSC INDUSTRIES	RSC	A	3 1/4	2 7/8	+ 3/8	+ 13.04	3 1/4	1 5/8	46	2,690	8,742
SCIENTIFIC-ATLANTA	SFA	A	32 3/8	34 1/4	- 1 7/8	- 5.47	34 1/4	16 3/4	17	2,429	78,638
SONY CORP.	SNE	N	8 1/8	8 1/8			10 3/8	7	14	172,500	1,401,562
TEKTRONIX	TEK	N	46 1/4	46 1/4			68 1/2	28 1/4	15	17,912	828,430
TELEMATION	TLMT	O	1 1/2	1 1/2			2 1/4	1/2	2	1,050	1,575
VARIAN ASSOCIATES	VAR	N	19 1/8	19 1/2	- 3/8	- 1.92	21	14 3/4	13	6,938	130,776
WESTINGHOUSE	WX	N	24 1/4	24 1/2	- 1/4	- 1.02	24 1/2	16 1/4	8	86,656	2,101,408
ZENITH	ZE	N	18 3/4	18 3/4			28	11 3/8	25	18,818	352,837
TOTAL										967,960	40,453,003

GRAND TOTAL 1,873,822 68,063,983

Standard & Poor's 400 Industrials Average 115.38 115.53 -.15

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 Horblower, Washington.

Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.
**No P/E ratio is computed, company
registered net loss.
***Stock split.
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earnings
figures are exclusive of extraordinary
gains or losses.

ABC's Brandon Stoddard: one with the audience

Fun. Not the usual guiding principle for an executive responsible each year for about \$25 million worth of made-for-television movies, for perhaps a dozen prime-time dramatic series worth more than \$400,000 per episode and for as many as eight miniseries projects (including, at the moment, the *Roots* sequel), some costing upwards of \$10 million each.

But to Brandon Stoddard, ABC Entertainment's vice president in charge of dramatic programs, movies and novels for television, fun is serious business. "Most successful programs, whether in daytime or children's programming or prime time or anywhere, happen because they're fun," he says. "I really believe that. Because eventually it ends up on that screen, with the audience sensing it too."

"If there has been enthusiasm throughout, it carries onto the screen. I don't mean that my tastes are quite what the viewers' are—they're not. But it isn't going to work if I hate it. It just isn't."

It seems that, to some degree, Mr. Stoddard himself isn't going to work if he hates it, either. He is not one to look on the television medium with contempt; in fact, he believes "one of TV's biggest problems" is the programmer's tendency to separate himself from the viewer—to think, "Well, I don't like this that much, but it's got all the ingredients."

To the contrary, Mr. Stoddard displays genuine excitement over many of his projects. Discussing the upcoming fantasy series, *Battlestar: Galactica*, for example, he tells of one episode in which the space ship approaches a planet that is nothing more than a 10-million pound drop of water, and another that deals with a grizzled old space prospector who talks to his ship as if it were a trusted mule. As he describes these notions, he leans forward in his seat, he giggles and his eyes actually sparkle. "It's wonderful," he says, "I love it."

He didn't feel that way about his first three professions: acting, law and advertising. Active in the Yale drama school in his undergraduate days, he delayed his entrance into Columbia Law School several times to pursue a career on the stage. When he finally did show up to register, he remembers being greeted by a crotchety administrator who peered at him over a pair of bifocals and commented, in a crusty New England accent that Mr. Stoddard still imitates with gusto, "Oh, so you're the thespian."

As he studied, Mr. Stoddard found himself visualizing the cases he read as though they were movie scripts. "I would be able to see where the little boy fell into the vat



Brandon Stoddard, senior vice president, dramatic programs, motion pictures and novels for television, ABC Entertainment; b. March 31, 1937, Bridgeport, Conn.; BA, American studies, Yale University, 1958; Columbia University Law School, 1959; program assistant, BBDO, New York, 1960-61; program operations supervisor, Grey Advertising, New York, 1962; director of daytime programs, 1966, vice president in charge of radio and television programs, 1968; director of daytime programs, ABC-TV, 1970; vice president, daytime programs, 1972; added responsibility for children's programs, 1973; vice president, motion pictures for television, 1974; added dramatic programs, 1976; present post, 1978; divorced; children—Alexandra, 11; Brooke, 8.

of sulfuric acid," he said, "which is definitely not the way lawyers are supposed to visualize cases." He dropped out after a year, breaking a professional tradition in his family that went back four generations.

Acting, although it offered the creative outlet he wanted, presented him another problem—lack of control over his own destiny. The realization hit him during an audition at MCA. He was lying on his back during a dramatic death scene, and glanced up to see one producer on the telephone making a date, another cleaning his fingernails and a third reading the paper. "I thought, 'This is it—this is my soul I'm baring, and to have some jerk taking responsibility for that is just too much.' I walked out and never went back to acting again."

Instead he joined the BBDO agency, where he cut his television teeth in the daytime program department, working under Martin Starger and Leonard Goldberg, who were later to be principal

program executives with ABC and are now in Hollywood production. He acquired some "creative credentials" there and later at Grey Advertising, where among his projects was helping Procter & Gamble develop a short-lived quiz show called *The Baby Game*, in which parents would try to predict the actions of their toddlers. But still he felt the ability to control the product was missing, and so in 1970, he snapped up an offer to become director of daytime programs for ABC.

Mr. Stoddard says he's stayed as long as he has at ABC in large part because he found there the latitude to call his own shots, at least since Fred Pierce took over as president of ABC Television and even more so since the departure of Fred Silverman. But now that Mr. Stoddard has his control, what's he done with it?

He's been successful, for one thing. ABC's made-for-TV movies averaged a 33.8 share last year, higher than its theatricals, and the lowest-rated miniseries aired under his auspices was last September's *Washington Behind Closed Doors*, which averaged a 34 share over six nights. Moreover, ABC's dramatic series are among the healthiest on the air, and its two new entries in that area, *Galactica* and *Vega\$*, are among the few new programs consistently picked as winners by the advertising agencies.

But beyond all that, Mr. Stoddard has some definite ideas about what he wants to do with the programs he puts out, and mostly they come back to that principle of fun.

He says he tries—and his associates say successfully—to foster an atmosphere of enthusiasm in his department. He rejoices in the fact that ABC's series strength gives him the flexibility to take an average of two years developing a miniseries (although at the same time he acknowledges that "the 11-ring circus of a network" leaves enough time to devote special attention to only three or four movie projects a season). And he enjoys doing something different, mentioning with particular pride the *ABC Afterschool Specials* and the *ABC Playbreaks* he helped initiate when he was head of children's and daytime programming.

But most important, in the mind of Leonard Hill, Mr. Stoddard's chief lieutenant in the TV movie area, is that Mr. Stoddard seems to care. "Brandon has a very strong feeling that television is of major consequence," Mr. Hill said, "that it affects the public in a direct way and that a responsibility stems from that."

"There is a very hip media attitude that you can sell the concept and not worry about the product. If there's one anathema to the way Brandon operates, it's that attitude."

Editorials

Getting ahead in Washington

The makings of a whole new bureaucracy, operating outside the government but supported by government funds, are discernible in the Federal Trade Commission's award of some \$150,000 to subsidize Action for Children's Television and other agitators of the agency's inquiry into children's TV advertising. Details appear elsewhere in this issue, but the subsidies may be fairly summarized as governmental underwriting of an intentionally loaded case against television and the advertisers of products that children consume.

The key figures in the FTC inquiry—Michael Pertschuk, chairman, and Tracy Westen, the staff architect of the proceeding, to name but two—have never made any pretense of impartiality. They are out to prove that television advertising is harmful to the young. Obviously they expect no damage to their plan to come from the grants for legal fees and "research" that have been made to ACT, the Center for Science and the Public Interest, Robert Choate's one-man Council on Children, Media and Merchandising, Consumer's Union, the Committee on Children's Advertising, the Center for Public Representation, the Media Access Project and the Safe Food Institute. All recipients have long records of antagonism to commercial television, if not to commerce generally.

ACT and the others are beneficiaries of a process that, unless checked at the outset, is bound to create a permanent body of "citizen groups" and "public interest lawyers." The body will grow as it succeeds in stimulating government proceedings that lead to government grants.

No one should be surprised by the FTC's awards or by the FCC's recent notice of an inquiry into the subsidization of outside participation in its affairs (BROADCASTING, July 3). Both agencies are now taking cues from influential staff members who were active on the citizen front before the Carter administration found homes for them in government.

Mr. Westen, his boss, Al Kramer, and others now at the FTC have experienced the uncertainties of living on foundation grants. They have counterparts and former colleagues at the FCC, such as Frank Lloyd, aide to the chairman. All are dedicated to the mission of institutionalizing government support for their followers in regulatory agitation.

What they want they may get: a perpetually enlarging bureaucracy of advocates acting for their private benefit but in the name of social causes. It may only be stopped by a Congress that is aware of an incipient taxpayer revolt.

A matter of perspective

ABC's announcement that it is splitting its stock and increasing its stock dividend, reported elsewhere in this issue, obviously means that business is good. It also calls to mind a couple of points that are often overlooked.

ABC has approximately 16,000 stockholders, including, of course, institutions that represent other thousands. It is a publicly held company, as are most major (and some minor) broadcasting entities. Directly or indirectly, millions of individuals have interests in their stocks.

The point is pertinent, we think, because the FCC's 1977 financial report for television, showing pretax profits at a record \$1.4 billion (BROADCASTING, Aug. 14), will undoubtedly stir up the critics again. There will inevitably be talk of bloated profits split among a few favored holders of priceless franchises from the government. The reality, of course, is otherwise.

Not only are television profits distributed as dividends to a significant percentage of the public that television serves. But that process follows a major extraction by the U.S. government in the form of corporate income tax. Uncle Sam collected about half of the \$1.4 billion in 1977 before broadcasters and their stockholders got their hands on the rest.

It is also pertinent to mention that there are individual corporations in this country that make enormously more money than the whole television broadcasting business makes. In just the first six months of 1978, General Motors, for example, reported \$574,900,000 more profit *after* taxes than all of the entities in television broadcasting took in *before* taxes in all of 1977.

Television is prosperous, to be sure. It has a long way to go, however, before it can be ranked in its totality with the big corporations of this country.

Curio

The American Federation of Musicians, a union that has had little role in modern broadcasting, suddenly sees hope for new life in the rewrite of the Communications Act. As reported here a week ago, the AFM has discovered that the so-called Lea Act, inserted as Section 506 in the existing Communications Act back in 1946, is missing from the legislative draft that emerged from the House Communications Subcommittee. The musicians want to keep things that way.

The AFM's enthusiasm for this turn of events is itself reason for broadcasters to take a new look at a section that has been in disuse since it performed its original function of ridding broadcasters of house bands they didn't need. Section 506 prohibits unions—any unions—from coercing broadcasters into hiring more employees than they need or paying for unperformed or unwanted services. It makes featherbedding a criminal act, and the mystery is why it hasn't been invoked against other unions in recent years.

Maybe labor relations have progressed to a higher plane than the AFM of James Caesar Petrillo's day fought on. Maybe later legislation, such as the Taft-Hartley Act, has distracted attention from the Lea Act. But broadcasters would be wise to read Section 506 of the Communications Act against present circumstances, while it is still law. The section ought not to be allowed to disappear by default.



Drawn for BROADCASTING by Jack Schmidt

"First they drive a basketball off a golf tee with a baseball bat, then carry a refrigerator between them to the second hole, where they kick a soccer ball through a hockey goal up to..."

WSOC NewsRadio 93 is in touch with Charlotte

WSOC NewsRadio is in touch with Charlotte, and we keep Charlotte in touch with the world. Our computerized voter projections kept our listeners "in touch" with the recent city, county and state election returns and accurately projected the winners in each contest. When Charlotte was torn in controversy over the location of a proposed belt road, NewsRadio 93 stayed in touch with the area's only live coverage of the public hearings. The determination to keep Charlotte informed, together with the largest

staff of radio news professionals in the Carolinas, has won recognition from the News Directors of the Carolinas with the presentation of six first-place awards for excellence in news reporting. WSOC NewsRadio 93 is in touch with Charlotte. And Charlotte is in touch with us.

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San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia





Seeing is Believing

Lions Club members throughout the country have been working to strengthen their Eye Institute's donor program so more blind men and women might know the miracle of sight. To help make people aware of the Institute's work, KOLN-TV/KGIN-TV invited the recipient of an eye to appear on the air. The young teacher's joyful story had a profound effect. Since the program was shown in June of last year, the number of donors in Nebraska has increased by 3,000. Five videotapes of the KOLN-TV/KGIN-TV show have been distributed to Lions Clubs over the state to help them in their work.

Informing the public about such worthwhile programs is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

	WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	
WWTB Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City