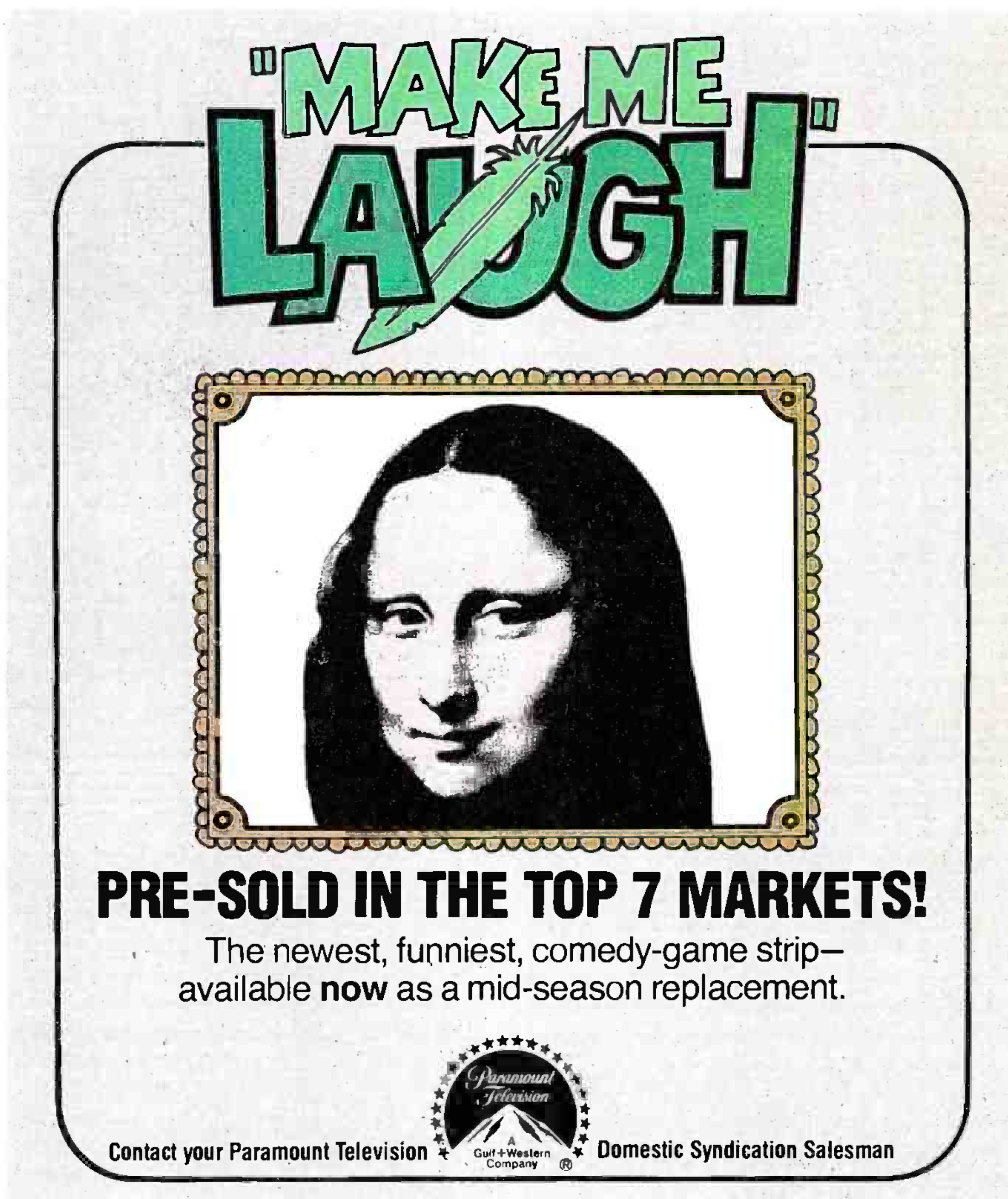
Official count on radio's best year:
$2.3 billion sales, $246 million profits

Broadcasting Dec 11

The newsweekly of broadcasting and allied arts

Our 48th Year 1978



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Baltimore, WMAR-TV
Denver, KWGN-TV
Philadelphia, WKBS-TV
Houston, KRIV-TV
Hartford, WFSB-TV
Jacksonville, WJXT-TV
Cincinnati, WXIX-TV
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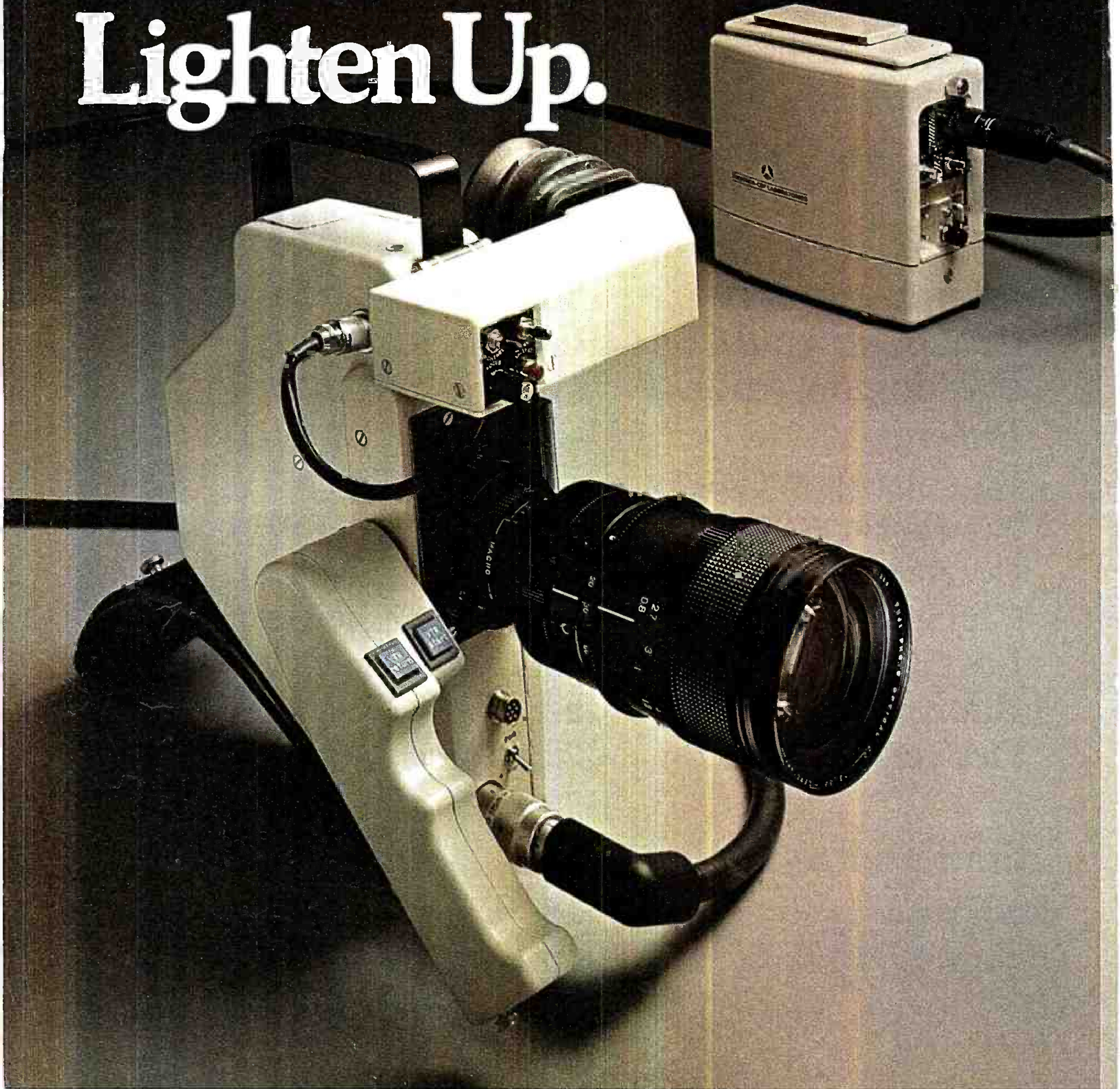

The Week in Brief

WEEK OF THE BIG DEALS □ Newhouse can't stand the crossownership heat and is getting out of the TV kitchen; Storer is taking all its chips off radio and putting them on cable, and Larry Israel group sets acquisitive sights on SJR Communications. **PAGE 29.**

BROWN ON FREEDOM □ The FCC commissioner comes out forcefully for deregulation of radio and cable. **PAGE 31.**

BLACK OR WHITE HAT? □ At a Washington law conference the FTC staff painted the commission as a vigorous promoter of free enterprise. But other participants described it as a trespasser that is exceeding its regulatory authority. **PAGE 32.**

TRADE-OFF □ Van Deerlin tells cablecasters that in the next rewrite, they'll be freed of importation rules, but they'll have to pay higher copyright for the privilege. **PAGE 33.**

GOOD TIMES IN ANAHEIM □ Programing and satellites were center stage as the Western Cable TV Show got under way last week. They tied in with announcements from Showtime, HBO, Turner Communications and others at the largest-ever Western show. **PAGE 33.**

ANOTHER VINTAGE YEAR □ The FCC officially reports that radio in 1977 had $246 million in pretax profits, almost 38% more than in 1976. The commission's annual financial figures showed revenues passed the $2.2 billion mark and that FM logged its second straight profit-making year. In addition, the radio networks posted their first profit in five years. **PAGE 36.**

CBS MAKES ITS MOVE □ The TV network announces its revised prime-time line-up for the second season. There will be emphasis on comedy and some aggressive counterprograming moves. **PAGE 68.**

PAY FOR PHOENIX □ Oak Industries plans to put an STV outlet on the air there by July and eyes other markets for like operations. **PAGE 74.**

ALL-CABLE SATCOM □ That's on RCA's mind as it asks the FCC to approve the company's launch of a third satellite. **PAGE 78.**

THE WHITE HOUSE'S LATEST □ The President's audio press release—feeds to radio stations—gets off to a critical start. Some applaud it, others cry "propaganda." **PAGE 84.**

WARC'ers. The FCC has completed work on the U.S. position for the international telecommunications conference in Geneva next September, and last week the commission and NTIA staff members who worked on WARC met with the press and explained the essence of that position, including expansion of AM and UHF spectrum sharing. **PAGE 77.**

MEDIA CONCENTRATION □ The FCC will hold its Washington symposium this week to explore that subject. But already there are some sputters: A newspaper group declines to attend; NOW complains about the lack of women on agenda. **PAGE 86.**

ANOTHER LOOK, PLEASE □ The NAB exhorts the FCC to review a Hibbing, Minn., case in which a radio station was forced to sell five-minute blocks to a politician at special rate. **PAGE 87.**

SHORT-CHANGING □ Complaints to the FCC about the refund system cite the penalities suffered as the result of the protracted hassling. **PAGE 87.**

'SELLING' THE GOSPEL □ Dr. Paul Stevens protests the ploys of those individuals who buy time for religious shows merely to solicit money or for personal gain. **PAGE 89.**

GABBERT'S MARCH □ The NRBA president asks broadcasters to gather in Washington next March to protest growing government regulation. **PAGE 92.**

THE DORKIN TOUCH □ Lou Dorkin, who masterminds the annual placement of more than $150 million in network television, maintains that TV buying becomes more difficult each year. He should know. As a 25-year veteran at Dancer-Fitzgerald-Sample, TV buying is his constant challenge as senior vice president and director of network TV/programing department. **PAGE 113.**

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Broadcasting is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C. and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $35, two years $65, three years $90. Canadian and other international subscriptions add $12 per year. U.S. and possessions add $140 yearly for special delivery, $90 for first class. Subscriber's occupation required. Annually: Broadcasting Yearbook $37.50. Cable Sourcebook $20. Across the Dial-Around the Channels $2.25 (by mail, prepaid only, $3).

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Insider report: behind the scene, before the fact

Sunday school

FCC Chairman Charles D. Ferris and several aides held three-hour briefing session at FCC on Sunday (Dec. 3) for Anne P. Jones, President Carter's choice to succeed Margita White as commission member. Miss Jones, now general counsel to Federal Home Loan Bank Board, has begun to familiarize herself with commission issues. Chairman said he, along with General Counsel Robert Bruce, Nina Cornell, chief of Office of Plans and Policy, and members of his personal staff including Frank Lloyd and Frank Washington, discussed "concepts," such as syndicated exclusivity.

Miss Jones will vary her contacts at FCC. Last week she made lunch dates with Commissioners Abbott Washburn and Robert E. Lee. It's also learned she recently met with officials of AT&T and National Cable Television Association. Earlier luncheon with officials of National Association of Broadcasters has been reported ("Closed Circuit," Dec. 4).

Thompson deposed

After 21 years as kingpin agency in TV-radio billings, J. Walter Thompson Co., New York, has been replaced by Young & Rubicam, New York, according to preliminary findings in BROADCASTING's 27th annual survey of top 50 agencies, to be published Dec. 18. Y&R is finishing 1978 with broadcast billings of $525 million, as against $495 million for JWT. Y&R's growth is culmination of aggressive agency acquisition spree over past few years, which has included Wunderman, Ricotta & Kline, New York (domestic billings: $70 million); Sudler & Hennessy, New York; Brewer Advertising, Kansas City, Mo., and Sive Associates, Cincinnati.

Day dreams?

Daytime Broadcasters Association has informally sent FCC members proposal to obtain 14 new AM radio channels by shrinking AM channels from present 10 khz to nine. Daytimers estimate 2,352 new full-time facilities could be created, more than enough to accommodate 2,250 daytimers now on air. Plan would also require slight expansion of AM band from present 535 khz-1605 khz to 530-1610, much less than expansion that FCC wants U.S. to propose at next year's World Administrative Radio Conference (see page 77).

Daytimers oppose FCC's expansion plan on grounds they could move to full-time operation only in expanded portion of AM band, which present radio sets could not receive. They say their program of channel shrinkage would keep all AM service within capacity of sets now in use. Narrower AM channels are now used by some European countries.

Shields in the making

Supreme Court's refusal to review contempt convictions of *New York Times* and reporter Myron Farber (BROADCASTING, Dec. 4) has intensified congressional interest in legislation to reassert reporters' rights to protect confidentiality of sources. Senator Birch Bayh (D-Ind.) has tentative plans to reopen hearings Dec. 19 on his bill to require use of court-approved subpoenas for police searches of newsrooms and other places. Bill was introduced after Supreme Court upheld legality of police search of *Stanford Daily* offices (BROADCASTING, June 5). Primary witness on Dec. 19 list is Justice Department, which has been asked for legislative recommendations.

Mr. Bayh, chairman of Judiciary Subcommittee on Constitution, also plans to introduce legislation next year to protect journalists against sweeping demands for information by courts, of kind Mr. Farber went to jail for resisting. On that, Mr. Bayh will hold hearings in effort to derive consensus among news people on legislative course to take.

Are figures lying?

There's mysterious discrepancy between third-quarter spot TV billings compiled by Broadcast Advertisers Reports and released today (Dec. 11) by Television Bureau of Advertising and estimates from other sources. BAR puts spot at $551.3 million, up only 7% over third quarter of last year. TVB's own survey of station reps and stations puts increase in 26-28% range.

BAR is said to be checking rate data that it gets from major advertising agency to put dollar figures on commercial time it monitors. Agency isn't identified, but is said to be BBDO. If BBDO has lowered rate estimates, it could mean new BAR dollar figures wouldn't be comparable with those of past.

Loyal audience

Are network scheduling maneuvers in prime time turning off viewers? Homes using television (HUT) figures this fall indicate not. A.C. Nielsen analysis shows prime-time HUT's in September up 5% from both year ago and two years ago. In October, numbers were 2% higher than year ago, 1% lower than two years ago, both statistically insignificant variations. (Researchers start taking notice at fluctuations of 5% or so.) And in November, HUT's were up 1% from levels of both 1977 and 1976. At same time, networks' share of audience has also remained steady, Nielsen said.

Drop or not

With approach of Dec. 21, date on which FCC is scheduled to consider four VHF drop-ins, speculation as to commission's decision is mounting. Vote is expected to be close, and even staff may be split. Engineering evidence in record indicates that four proposals would cause interference to co-channel stations and affect them to point where they could not match service contours of other V's in market.

In addition, there is concern proposed V in Salt Lake City would harm new UHF there. To Broadcast Bureau, which has appeared to be no fan of drop-ins, this might constitute one message; to Chief Engineer's Office, which has been more sympathetic to concept, it might be another.

Retreat from ranking?

FCC is expected to have at least one more meeting on proposed modification of form 395 (employment reporting) that has caused wave of protest from broadcasters. And Commissioner Margita White, who has spearheaded modification of form in effort to provide commission with more accurate picture of jobs held by minorities and women, is attempting to regain leadership on issue that has broadcasters up in arms—to require ranking of employes by salary (though without mentioning salaries) as means of determining importance of their jobs. Staff has proposed three alternatives, but she is dissatisfied with all of them, and is espousing her original proposal.

She would simply require list of all employes by job title, sex, race, as well as by job categories listed in report. Matter is expected to be discussed at meeting Dec. 21.

Search for position

Radio Advertising Bureau has retained Ries, Cappiello Colwell, New York, known as "the positioning agency," to develop concept for possible paid advertising campaign to sell radio. If RAB board approves, bureau would then start fund-raising effort to finance campaign in publications such as *Wall Street Journal, Newsweek, Time* and business press. Radio stations would also be used, on voluntary basis as in past.

Business Briefly

TV only

Dairy Queen □ Food service centers launch 52-week TV campaign this month. Cash Plus, Minneapolis, is arranging spots in 30 markets during fringe, prime and prime-access time. Target: adults, 18-49.

Krystal □ Fast food outlet schedules 50-weekTV buy beginning in early January. Cargill, Wilson & Acree, Atlanta, will arrange spots in 21 markets during fringe, prime and prime access time. Target: adults, 18-49.

Sentry □ Hardware stores slate 10-month TV campaign starting in late February. Oliver Advertising, Kansas City, Mo., will pick spots in six markets during all dayparts. Target: adults, 25-54.

Sears, Roebuck & Co. □ Photo division schedules six-month TV promotion for its portrait studios beginning in January. C.P.I. Advertising, St. Louis, will arrange spots in about 150 markets during all dayparts. Target: women, 18-34.

Kroger □ Supermarket chain slates five-month TV promotion beginning in late January. Campbell-Mithun, Chicago, will handle spots in at least 60 markets during day, fringe and prime time. Target: women, 18-49.

Menley & James □ Company features its Contac cold remedy in 15-week TV promotion beginning in early January. SFM Media, New York, will schedule spots in about 25 markets during fringe time. Target: adults, 18-34.

Revco □ Discount drug store chain launches four-month spot-TV campaign in January. Nelson Stern, Beachwood, Ohio, will buy spots in 60 markets during day, prime and late fringe time. Target: women, 25-49.

Hershey Foods □ Chocolate and confectionery division features its Hershey After 8 mints in three-month TV buy starting in early January. Ogilvy & Mather, New York, will buy spots in 16 markets during day and fringe time. Target: total women.

3M □ Scotch recording tape receives first-quarter TV campaign starting in January. BBDO, Minneapolis, will select spots in 20 markets during fringe time. Target: adults, 18-34.

New season, bigger billings. Advertisers spent $342.5 million in network television in September, pushing the network total close to the $3-billion mark for the first nine months of 1978, according to estimates compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising.

The September total represented a 19.9% increase over September 1977, and the nine-month total of $2,812,660,000 was $13.4% higher than in the 1977 nine-month period. In September the daypart with greatest growth was Saturday-Sunday daytime, which climbed 48% primarily on the strength of one additional weekend day. Total daytime was up 20.4% and nighttime almost as much, 19.6%. For the first nine months, weekend daytime again showed the greatest growth, 14.9%, followed by nighttime at 13.9% and total daytime at 12.5%.

September billings put ABC-TV over the billion-dollar mark for the year. It had 36.5% of the networks' nine-month total while CBS-TV had 32.8% and NBC-TV 30.7%.

	September			January-September		
	1977	1978	% chg.	1977	1978	% chg.
Daytime	$99,205,800	$119,485,200	+20.4	$860,680,200	$968,150,700	+12.5
Mon.-Fri.	65,755,700	69,974,000	+ 6.4	596,417,400	664,632,100	+11.4
Sat.-Sun.	33,450,100	49,511,200	+48.0	264,262,800	303,518,600	+14.9
Nighttime	186,505,000	223,010,800	+19.6	1,618,990,100	1,844,509,300	+13.9
Total	$285,710,800	342,496,000	+19.9	2,479,670,300	2,812,660,000	+13.4

	ABC	CBS	NBC	Total
January	$114,555,900	$110,403,600	$96,308,100	$321,267,600
February	109,602,700	98,030,500	89,012,500	296,645,700
March	115,521,500	108,925,100	98,836,800	323,283,400
April	125,202,200	112,389,600	104,784,200	342,376,000
May	130,286,400	118,414,100	104,895,800	353,596,600
June	111,086,400	95,936,400	94,942,500	301,965,300
July	95,471,700	85,430,900	84,197,700	265,100,300
August (revised)	94,915,600	85,796,200	85,217,300	265,929,100
September	130,301,900	108,312,200	103,881,900	342,496,000
Year to date	$1,026,944,600	$923,638,600	$862,076,800	$2,812,660,000

Rep appointments

- □ KXON-TV Mitchell, S.D.: Adam Young Inc., New York.
- □ WGMA(AM) Fort Lauderdale, Fla.; KQID(FM) Alexandria, La.; WHAT(AM)-WWDB(FM) Philadelphia, and KOUL(FM) Sinton, Tex.: Savalli/Gates Inc., New York.
- □ WKQS(FM) Boca Raton, Fla. (formerly WWOG[FM]): Buckley Radio Sales, New York.
- □ WKGN(AM) Knoxville, Tenn.: Schutz & Co., New York.

Allen Products □ Pet food group arranges three-month TV promotion for its Alpo beef-flavored dinner beginning in early January. Weightman Advertising, Philadelphia, will schedule spots in 29 markets during early fringe time. Target: women, 25-49.

Curtis Mathes □ Radio, TV and stereo manufacturer launches three-month TV campaign in January. Curtis Mathes (in-house agency), Dallas, will buy spots in 140 markets during fringe and prime time. Target: total men.

Colgate-Palmolive □ Company highlights its Fresh Start laundry detergent in first-quarter TV buy beginning in January. Kenyon & Eckhardt, New York, will handle spots in 135 markets during day, access, prime and late-news time. Target: total women.

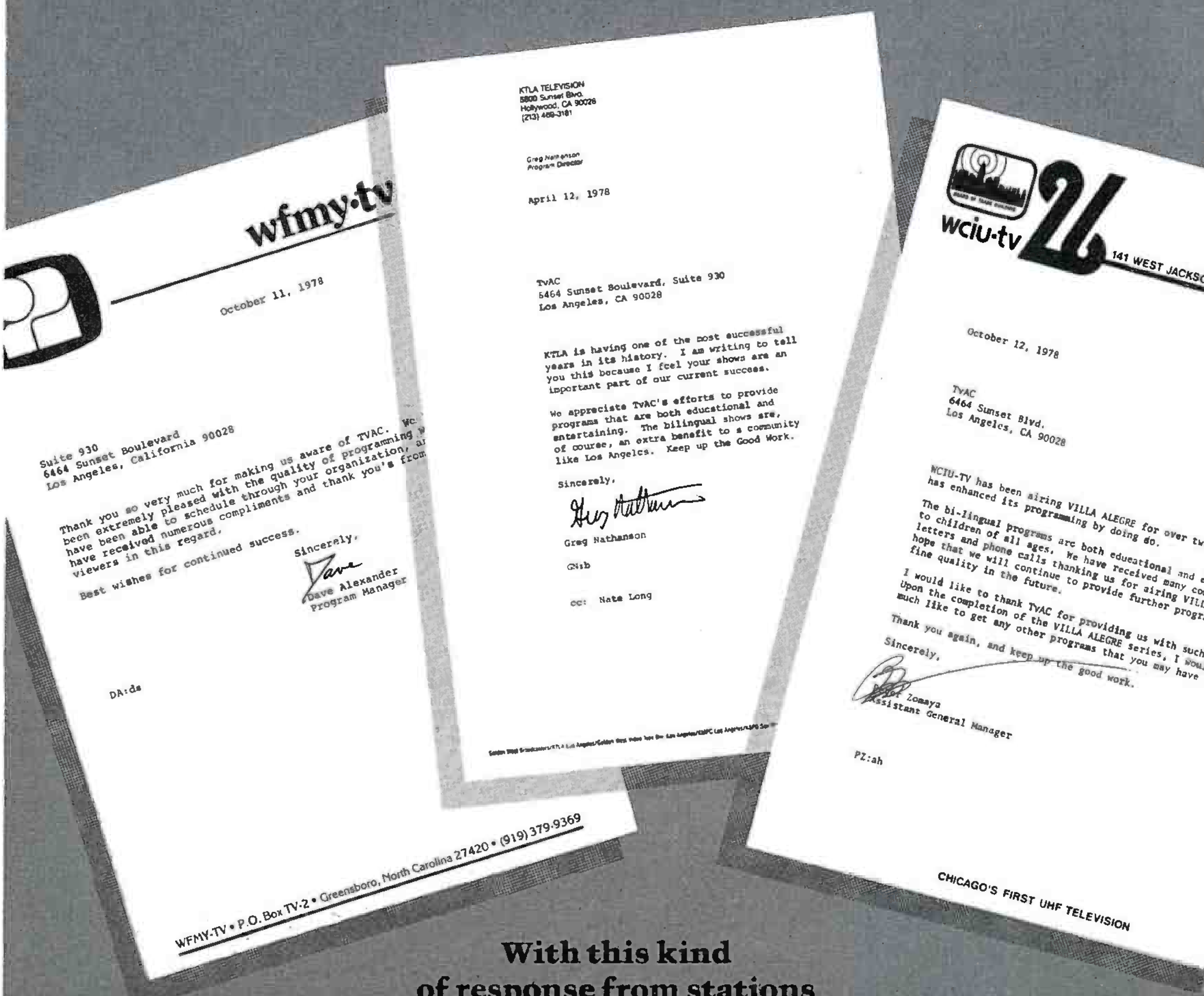
Gillette □ Personal-care products division arranges first-quarter TV buy for its Dry Idea deodorant beginning in January. Grey-North, Chicago, will place spots during fringe and daytime. Target: women, 18-49.

Society Hill Furniture □ Retail chain schedules 12-week TV promotion beginning in January. Wharton & Wharton Advertising, Cherry Hill, N.J., will arrange spots in early fringe, day and late fringe time. Target: adults 18-54.

Wendy's □ Restaurant chain plans 11-week TV drive starting in early January. Stockton West Burkhart, Cincinnati, will select spots in 50 markets during all dayparts. Target: adults, 18-34.

Elanco □ Agricultural chemical division places seven-week TV buy for its Treflan herbicide beginning in early January. Creswell, Munsell, Schubert & Zirbel, Cedar Rapids, Iowa, will select spots in 24 markets during day, prime and early fringe time. Target: men, 18 and over.

The Word on TvAC is . . .



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Champion Labs ☐ Automotive accessories manufacturer features its Ace air and oil filters in six-week TV flight starting in mid-March. Keller-Crescent, Evansville, Ind., will place spots in 19 markets during prime time. Target: men, 18-49.

Mrs. Paul's ☐ Food product group focuses on its Mrs. Paul's supreme glaze fish sticks in five-week TV flight starting in mid-January SFM Media, New York, will arrange spots in 30 markets during fringe time. Target: women, 18-49.

Vidal Sassoon ☐ Hair products group prepares six-week TV push for its Brown line hair preparations beginning in late January SFM Media, New York, will pick spots in 30 markets during day and fringe time. Target: women, 18-49.

Pioneer Hi-Bred ☐ Seed manufacturer begins five-week TV flight in early January. Creswell, Munsell, Schubert & Zirbel, Cedar Rapids, Iowa, will buy spots in 12 markets during news and early fringe time. Target: men, 18-49.

Stokely-Van Camp ☐ Company features its Gatorade drink in five-week TV flight beginning in January. Clinton E. Frank, Chicago, will schedule spots in 62 markets during all dayparts. Target: women, 25-49.

Winchell's ☐ Doughnut division prepares four-week TV drive beginning in early January. Foote, Cone & Belding/Honig, Los Angeles, will buy spots in 25 markets during day, fringe and prime time. Target: women, 25-49.

Ralston Purina ☐ Pet food division plans four-week TV buy for its cat chow beginning in early January. Della Femina, Travisano & Partners, New York, will buy spots in four markets during fringe time. Target: women, 18 and over.

Ameron ☐ Automotive centers kick off four-week TV promotion beginning in early January. Kenrick Adv., St. Louis, will place spots in six markets during fringe and prime time. Target: total men.

Heinz ☐ Food products group features its Heinz 57 sauce in four-week TV flight beginning in early January. Ketchum, MacLeod & Grove, Pittsburgh, will select spots in 55 markets during fringe time. Target: women, 18-49.

Bryan Packing ☐ Meat products company plans two-week TV push starting this month. Maris, West & Baker, Jackson, Miss., will seek spots in 13 markets during fringe, prime and prime-access time. Target: women, 18-49.

K-Mart ☐ Department store chain slates two-week TV push starting this month. Ross Roy, Detroit, is handling in 150 markets during day, fringe and prime time. Target: adults, 18-49.

Radio only

Mobil ☐ Agricultural chemical division features its Mo-Down crop chemical in 10-week radio flight starting in late January. The Martin Agency, Richmond, Va., will seek spots in 10 Midwest markets. Target: farmers.

Rusty Jones ☐ Auto-rustproofing dealers launch eight-week radio drive in early January. Dawson Johns Black, Chicago, will handle spots in eight markets including Milwaukee. Target: men, 25-49.

Associates Financial Services ☐ Financial service group arranges six-week spot-radio push beginning in mid-January. Bozell & Jacobs, Chicago, will schedule spots in 10 markets including Cleveland, Louisville, Ky., and Milwaukee. Target: men, 18-49.

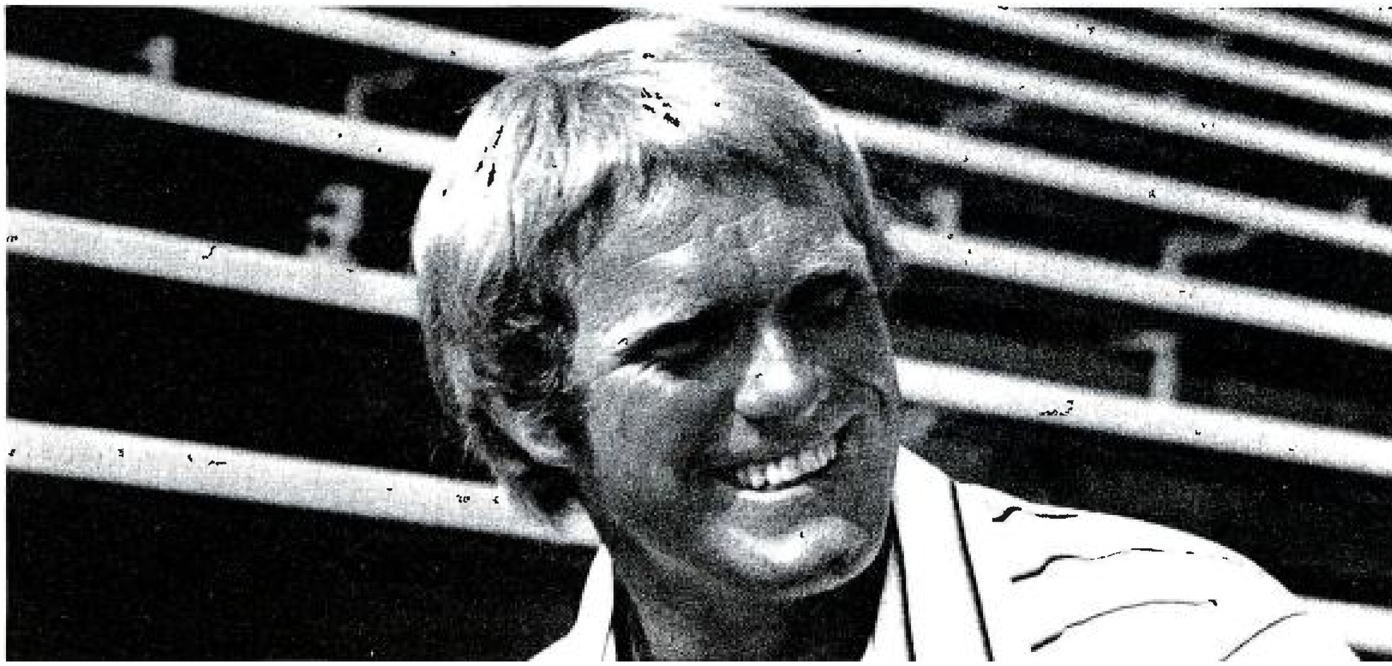
BAR reports television-network sales as of Nov. 19

ABC $1,291,941,200 (36.4%) ☐ CBS $1,163,917,800 (32.7%) ☐ NBC $1,093,682,200 (30.8%)

Day parts	*Total minutes week ended Nov. 19*	*Total dollars week ended Nov. 19*	*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.	180	$1,627,000	6,940	$51,612,300	$44,432,000	+16.2
Monday-Friday 10 a.m.-6 p.m.	1,051	19,816,600	46,952	756,862,500	689,590,800	+9.8
Saturday-Sunday Sign-on-6 p.m.	298	14,730,600	14,087	410,390,900	358,330,000	+14.5
Monday-Saturday 6 p.m.-7:30 p.m.	102	6,054,000	4,720	201,396,100	175,144,200	+15.0
Sunday 6 p.m.-7:30 p.m.	21	1,964,900	978	62,379,600	51,180,600	+21.9
Monday-Sunday 7:30 p.m.-11 p.m.	420	53,002,000	19,143	1,815,882,500	1,610,256,500	+12.8
Monday-Sunday 11 p.m.-Sign-off	226	6,613,200	10,375	251,017,300	218,752,500	+14.7
Total	2,298	$103,808,300	103,195	$3,549,541,200	$3,147,686,600	+12.8

Source: Broadcast Advertisers Reports

Does Terry Bradshaw have to be NO.1?



TERRY BRADSHAW, one of the NFL's premier quarterbacks, responds to this question in the first of four TV half-hours which examine America's preoccupation with being number one. You'd expect Terry Bradshaw to reflect on being number one in terms of professional football...but in this unique probe he also focuses on being number one in terms of society and its values. Terry is joined in this fast moving program, featuring NFL action, by leading professionals in business, government, medicine, and the academic world.

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1568 Eustis St. • St. Paul, MN 55108

Monday Memo®

A broadcast advertising commentary from Daniel G. Pollick, senior vice president and Denver office manager, Tracy-Locke Inc.

TV's aims for 1979: more research, better shows, less clutter

There is at least one key point concerning 1979 on which advertising agencies and the television industry are in complete agreement: The medium will flourish.

Next year will indeed be a good one for the TV industry, with no decline in national or spot TV spending predicted. There will be the added vigor of new activity in local business and renewed attention paid to spot market overlays by major advertisers.

The year ahead looks good to those of us on the agency side, too. Moderate—a term not generally used in the same sentence with TV these past few years—price hikes are forecast. It will be less than 10% for this important medium. And most advertisers are now very much aware of and are well educated in the dynamics of television.

Next year could well be a "breather year" for television and for agencies. However, none of us can afford to relax; now is the time for all, jointly and separately, to address many of the present and potential problem areas that have been ignored while we've wrestled with justification of the higher cost of doing day-to-day advertising business.

If we spend our "down time" profitably from now through 1979, we may forestall or resolve many of the problems lurking around the corner—problems that will be compounded in 1980 by television's coverage of national elections, the Olympics and who-knows-what else.

I'd like to discuss some of the critical issues that must be confronted in the immediate future by the TV industry and by advertising agencies.

One, research. Not just quantity but quality research. The advertising budgets of most clients are their single largest business expense—and they are becoming more aware of the need to know what those ever-increasing budgets are actually delivering in terms of target prospects, message impact and sales effectiveness.

Advertisers can and do see real results via shelf movement, warehouse depletion and coupon redemption at the cash register. But more and more, advertisers don't want to wait until the cash register ring reassures them. They want to know in advance what to expect.

Clients are reassessing the old criteria of reach and frequency, C-P-M's and rating points. They are more frequently asking: "How much is enough? When do I reach the saturation point with my target?"

Neither agencies nor the TV industry can afford any longer to shrug and answer:

Daniel G. Pollick, with Tracy-Locke, Denver, since 1971, was named Denver office manager in 1972. He has been in advertising and marketing in Ohio and Colorado for 19 years, including positions of account executive and vice president and group supervisor at Marshalk Co. Mr. Pollick also held sales promotional and advertising posts with Cole National Corp. and General Electric Co.

"We don't know." It's time to join forces and find out, bury guesstimates through creditable, reliable research on consumer motivation and attitudes—how to keep the key prospects from going to the bar or the bathroom during TV commercial breaks, how commercials in the various break positions perform in terms of audience noting and recall.

Agencies like Tracy-Locke have spent hundreds of thousands of dollars to establish research departments—departments that function as cost-centers to confirm or disprove advertising campaign objectives versus results. And we realize that the television industry spends as much on broad-stroke audience factors to tell us ratings, shares by key age demographics. That data no longer suffices, and it's time agency and industry join forces to produce better, more definitive information on the qualitative nature of the television audience.

The second problem is program content. Summing up the comments I've picked up from co-workers at the agency, peers here and elsewhere, plus unsolicited remarks by friends and family, the new fall '78 season is viewed as "more of the same." New faces—as well as *more* exposure of *other* anatomical parts—slight variations of the same basic themes and plots—more miniseries, docuseries, seasonal specials, violence and sex, to a greater or lesser illustrated degree, are still present in programs ranging from *Starsky and Hutch* to movie premieres.

We on the agency end are getting weary of having TV's ever-decreasing commercial inventory further depleted by programing unacceptable to our advertisers and to us from a content point of view. Surely the TV industry also is tired of answering or ignoring criticisms by consumer pressure groups, and the constant indictments of television's negative impact on our morals and mores. In addition, the threat of government intervention and control is overwhelming for us all.

The day is near when, if the TV industry doesn't look to upgrading standards of the medium, it will happen anyway. And the controls will not be with stations and network leaders. And, hey—don't tell me that ratings indicate audiences want sex and violence; that's a complete cop-out. Given a choice that isn't a product of senseless network counterprograming, and denied the violence-for-its-own-sake fare, audiences will watch a better product—provided that the TV medium provides it. Television is a trend-setter in so many areas; it's axiomatic the industry can change viewing habits and tastes.

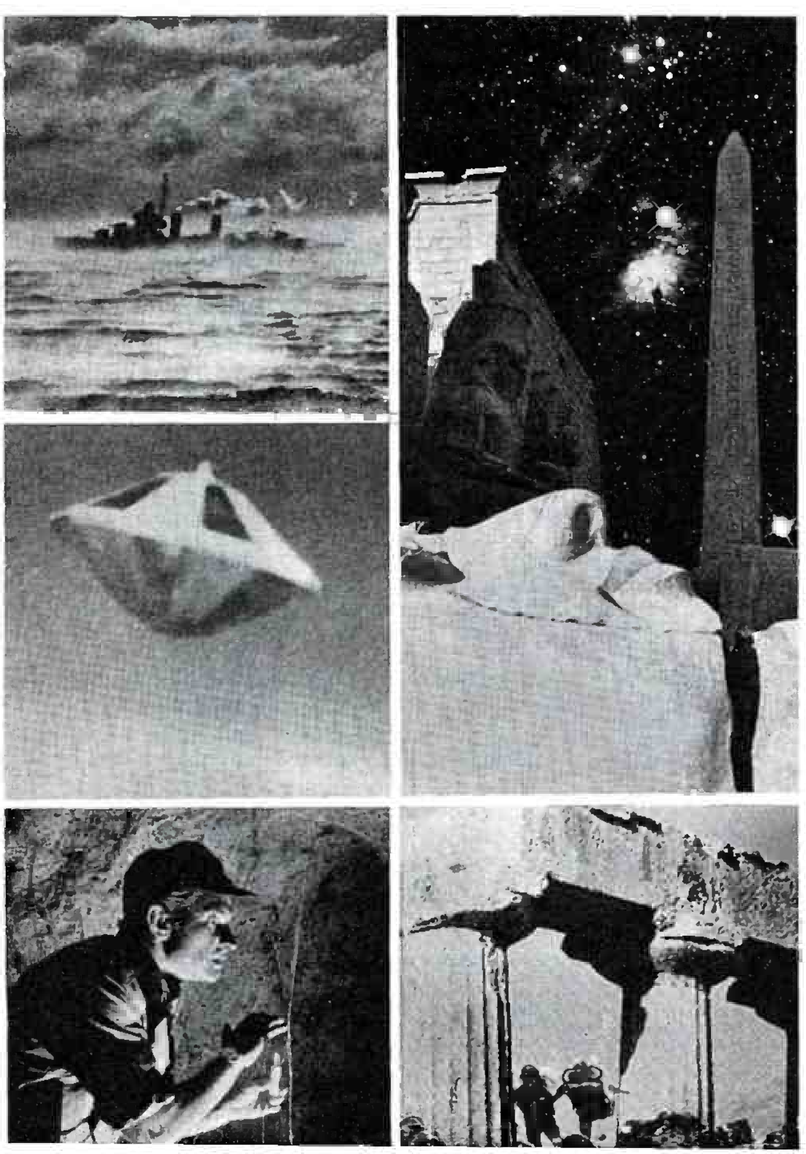
A third problem is clutter. I recently heard someone comment on clutter: "We interrupt these commercials to bring you a word from our program." Viewers are becoming used to the long and frequent commercial breaks. They have time to diaper the baby, walk the dog, mix a drink, call Aunt Sally—anything except sit still and pay attention to my clients' commercials!

Many stations simply refuse to face this growing problem, although advertising research performed in recent years supports the suspicion long held by agencies and advertisers that position in commercial breaks is critical to recall, that consumer recall declines with each successive "announcement."

I am well aware that the National Association of Broadcasters code regulates the total duration of commercial messages in a given program or time period. But average viewers see only quantity—promos for the next program, station ID's and commercials that soon run together in their minds. They do not make a distinction between "national" and "local," between "commercial" and "promotional." And let me point out that network and local station use of the "newsbreak" or "news update" vignette has made the clutter situation appear worse.

That pretty well covers the major current problems facing television. If progress can be made in these areas in the next year, the medium—whose positive aspects make it an exciting industry to sell, to buy, to see and to be a part of—will flourish, not only in 1979, but in the years beyond.

THE BETA CHRONICLES IS A NEW PHENOMENON.



THE BETA CHRONICLES is a package of 12 first run features that take your audience in pursuit of the most sought after mysteries of our time. From the depths of the Bermuda Triangle to distant galaxies, BETA continues the phenomenon started by THE ALPHA CHRONICLES.

The appeal of these mysteries is universal. With documented ratings success against sports, movies and other programs, the Chronicles have already been sold to stations in the following leading groups:

ABC O&O's	Hubbard Broadcasting
CBS O&O's	GE Broadcasting
Capital Cities	Group W
Chris Craft	Meredith Broadcasting
Combined Communications	Metromedia
Cox Broadcasting	Scripts-Howard...
Gaylord Broadcasting	and many others.

Take the mystery out of your programming with THE BETA CHRONICLES. For phenomenal success in any of your key time periods. *Available now.*

GOLD KEY ENTERTAINMENT
A division of
The Vidtronics Company, Inc.
Tower 53, 159 West 53rd Street
New York, N.Y. 10019 (212) 486-9116
Hollywood Toronto Tokyo

Datebook®

■ indicates new or revised listing

This week

Dec. 11—Deadline for comments on *FCC* inquiry into role of low power television broadcasting, including television translators, in over-all national telecommunications system (Docket 78-253).

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

Dec. 14-15—*Federal Trade Commission* public symposium on media concentration. Panelists on Thursday session dealing with electornic media will include Glen O. Robinson, head of U.S. delegation to World Administrative Radio Conference; George Gerbner of Annenberg School of Communications; Stanley Besen, FCC network inquiry; Robert Schmidt, National Cable Television Association, and David M. Blank, CBS Inc. Panlists on local cross-ownership session will be John A. Dimling Jr., National Association of Broadcasters, and William Gormley, State University of New York at Stoney Brook. Washington Hilton, Washington.

Dec. 15—Comments due in *FCC* inquiry and rulemaking proceeding on applicability of fairness doctrine and personal attack rule to use of broadcast facilities by political candidates under section 315 of the Communications Act. (Docket 78-291). Replies are due Jan. 16.

Dec. 15—Deadline for entries in competition for annual RIM Awards of *Religion in Media Association*. Information: Mary Dorr, executive director, 1776 North Gower Street, Hollywood 90028; (213) 466-3342.

Also in December

Dec. 18—Deadline for filing comments in *FCC's* proposed amendment of cable television rules to provide that systems need not provide nonduplication protection to any program of 30 minutes or less (Docket 78-233). Replies are due Jan. 17.

■ **Dec. 20**—*Federal Communications Bar Association* luncheon. Nina Cornell, chief of FCC's Office of Plans and Policy, will speak. Capitol Hilton, Washington.

Dec. 26—Deadline for comments in *FCC* inquiry to consider broadening program definitions to include "community service" program category (Docket 78-335) Replies are due Jan. 25.

Dec. 29—Deadline for comments on *FCC* proposal for standards for AM stereophonic broadcasting, to consider, among other things, effect of AM stereo signal on adjacent channel protection ratios, skywave service and out-of-band emissions (Docket 21313). Replies are due Jan. 31.

January 1979

Jan. 2—Comments due on *FCC* proposals to restrict amount of time devoted to on-air auctions and non-auction fund-raising programing, other educational broadcasting proposals (Docket 21136). Replies are due Feb. 1.

Jan. 6-9—International Winter Consumer Electronics Show, sponsored by *Electronic Industries Association/Consumer Electronic Group*. Las Vegas Convention Center, Hilton hotel and Jockey Club hotel.

Jan. 7-9—*California Broadcasters Association* midwinter meeting. Vincent Wasilewski, National Association of Broadcasters president, and author Alex Haley will speak. Palm Springs Spa hotel, Palm Springs, Calif.

Jan. 8—Deadline for entries for The 1978 Media Awards for the Advancement of Economic Understanding sponsored by *Champion International Corp.*, Stamford, Conn., and administered by Amos Tuck School of Business Administration of Dartmouth College. Total of $105,000 in 14 media categories will be awarded reporting on economics that is stimulating and understandable and which was presented during the 1978 calendar year. Information: Program administrator, Media Awards for the Advancement of Economic Understanding, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H., 03755; (603) 646-2084.

Jan. 8—Deadline for comments on *FCC* inquiry for future fee program and refund of fees collected between Aug. 1, 1970, and Jan. 1, 1977, including possibility of imposing fee on all users of the spectrum—possibly on lease or auction basis (Docket 78-316).

Jan. 8—Deadline for entries in 39th annual Peabody Radio and Television Awards, to recognize distinguished achievement and meritorious public service by networks, producing organizations, stations and individuals. Awards are administered by *Henry W. Grady School of Journalism and Mass Communications, University of Georgia*. Athens, Ga. 30602; (404) 542-3785.

Jan. 8-9—Pacific Telecommunications Conference, featuring technology of communications and economic, social and regulatory aspects of communications. Ilikai hotel, Honolulu.

Jan. 8-9—Regional technical conference of the *Society of Cable Television Engineers*. Emphasis will be on antennas, towers and power surges. Holiday Inn East, Melbourne, Fla. Contact: Mila Albertson, (202) 659-2131.

Jan. 8-12—Technical seminar on *Hughes Aircraft Co.*'s amplitude modulated link local distribution microwave equipment. Hughes Aircraft; Torrance, Calif. Information: (213) 534-2146, ext. 2763.

Jan. 9—*Nebraska Broadcasters Association* legislature dinner. NBA Hall of Fame presentation is also on program. National Bank of Commerce building, Lincoln, Neb.

Jan. 10—*New England Cable Television Association* winter meeting. Radisson Ferncroft hotel and Country Club, Danvers, Mass. Information: Bill Kenny, NECTA, (603) 286-4473.

Jan. 12-13—*Utah Broadcasters Association* convention. Hilton Inn, Salt Lake City.

Jan. 14-19—*National Association of Broadcasters* joint board meeting. Wailea Beach hotel, Maui, Hawaii.

Jan. 15—Revised date for *Federal Trade Commission* hearing on children's advertising. Former date was Nov. 6. San Francisco.

Jan. 15—New deadline for comments on *FCC* inquiry into children's television programing and advertising practices to revisit voluntary compliance by television broadcasters with guidelines in its Children's Television Report and Policy Statement, adopted 1974. (Docket 19142). Replies are due March 1.

Jan. 16-18—*Cable Television Administration and Marketing Society* annual operations seminar, "Managing the Modern Cable Business Office," with sessions on advanced data handling systems, recruiting, training and motivation. St. Francis hotel, San Francisco. Questions on program content of conference, limited to 200 registrants, may be addressed to Sheldon Satin, Sheldon Satin Associates, 342 Madison Avenue, New York, N.Y. 10017, telephone (212) 986-1300, or Trygve Myhren, American Television & Communications Corp., 20 Inverness Place East, Englewood, Colo. 80112, telephone (303) 773-3411.

Jan. 17-19—First U.S./African Telecommunications Conference, sponsored by the *Electronics Industries Association's communications division*. FCC Chief Engineer Raymond E. Spence will be keynote speaker. Nairobi, Kenya.

Jan. 18-19—*Florida Cable Television Association* midwinter conference. Plantation Inn at Crystal River, Florida Gulf Coast.

Jan. 18-20—*Alabama Broadcasters Association* winter conference. Downtowner Motor Inn, Montgomery, Ala.

■ **Jan. 19**—Open board meeting of *National Public Radio* board of directors; Mayo hotel, Tulsa, Okla. Persons wishing to participate must write NPR (2025 M St., N.W., Washington 20036) by Jan. 5.

Jan. 21-23—Convention of *NBC Radio affiliates*. Royal Orleans hotel, New Orleans.

Jan. 21-24—*National Religious Broadcasters* 36th annual convention. Washington Hilton.

Jan. 22—Deadline for comments in *FCC* inquiry into the encouragement of parttime operation of broadcast facilities by minority entrepreneurs under time brokering arrangements (Docket 78-355). Replies are due Feb. 23.

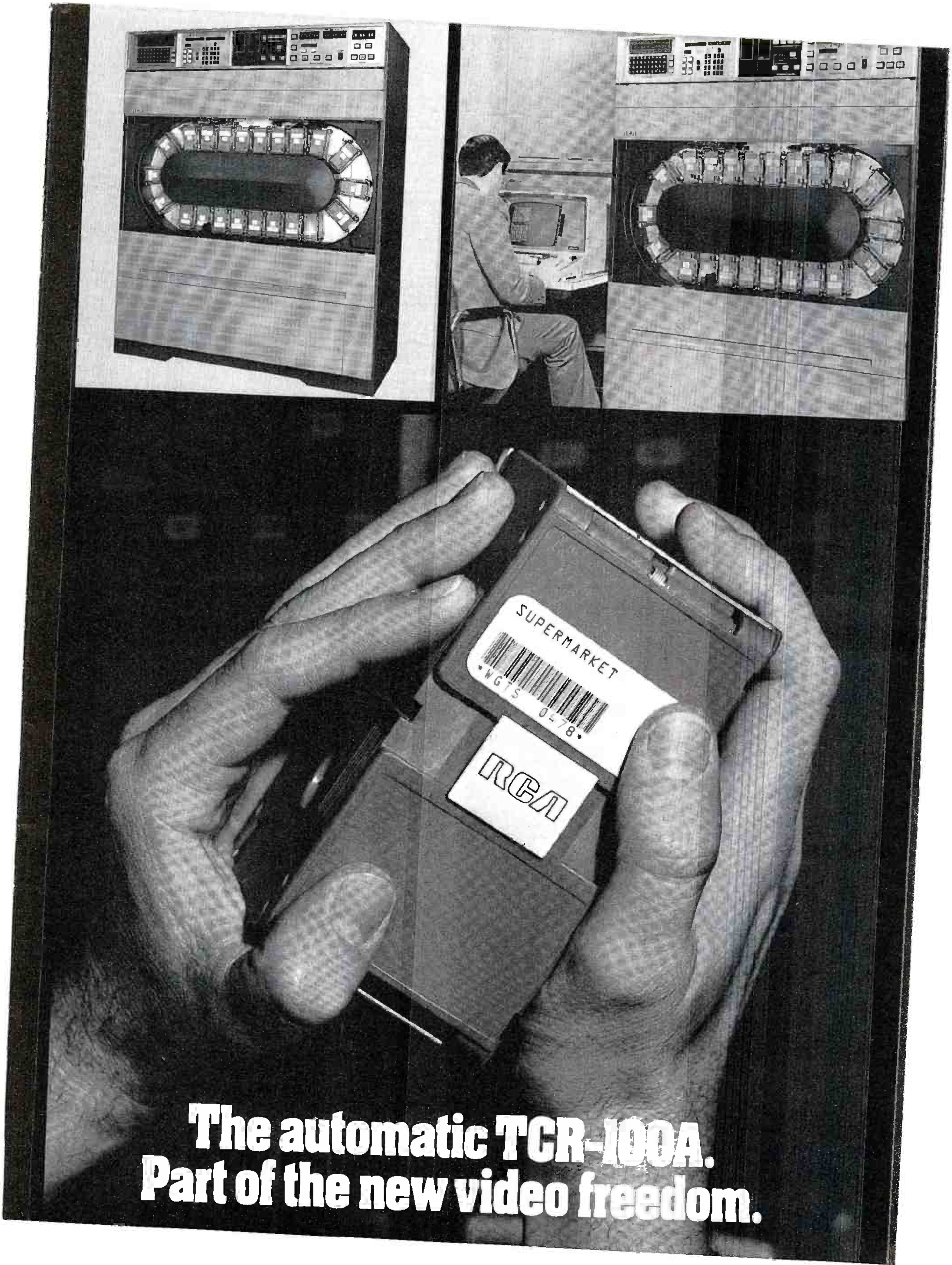
Jan. 23-25—*South Carolina Broadcasters Association* winter convention. Carolina Inn, Columbia, S.C.

Jan. 24—*Ohio Association of Broadcasters* license renewal workshop. Fawcett Center, Columbus, Ohio.

■ **Jan. 24**—*South Dakota Broadcasters Association* legislative luncheon. Elks Club, on Route 34, East of Pierre, S.D.

Jan. 25—*New Jersey Broadcasters Association* midwinter managers conference. Woodlawn, Eagleton Institute of Politics, Rutgers, The State University of New Jersey, Brunswick.

Jan. 25—Deadline for nominations for *Sigma Delta Chi* Distinguished Service Awards. Of the 16 categories, there will be three in radio and three in television: reporting, public service in journalism and editorializing. Sigma Delta Chi Awards in Journalism, 35 West


SUPERMARKET
WGTS 0478
RCA
The automatic TCR-100A.
Part of the new video freedom.

Wacker Drive, suite 3108, Chicago 60601.

Jan. 26-27—*Radio Television News Directors Association* board meeting. Caesar's Palace, Las Vegas.

Jan. 26-27—Advertising law conference, sponsored by *University of Alabama, District 7 of American Advertising Federation* and *Atlanta Advertising Club.* Peachtree Plaza, Atlanta.

Jan. 27—Deadline for entries in 11th annual *Robert F. Kennedy Journalism Awards* for outstanding coverage of the problems of the disadvantaged. Professional categories will be radio, television, print and photojournalism. Cash prizes of $1,000 will be awarded the best in each category, with an additional $2,000 grand prize for the most outstanding of the category winners. Entries from student print, broadcast and photojournalists will be judged separately with a three-month journalism internship in Washington to be awarded. Information: Ruth Dramstadter, executive director, 1035 30th Street, N.W., Washington 20007; (202) 338-7444.

Jan. 29—Continuation of *Federal Trade Commission* hearing on children's advertising. Start is in San Francisco on Jan. 15. Washington.

Jan. 30-Feb. 1—Radio-Television Institute of *Georgia Association of Broadcasters* and *University of Georgia.* Speakers will include outgoing FCC Commissioner Margita White, NBC commentator David Brinkley and Jane Pauley, *Today* hostess. Georgia Center for Continuing Education, Athens.

February 1979

Feb. 1—Deadline for comments in *FCC* inquiry to investigate ways to help consumers choose, install and operate their television sets to get best reception (Docket 78-307). Replies are due March 1.

■ **Feb. 2**—Deadline for entries in Charles Stewart Mott Awards competition for best education reporting in broadcast and print media. Information: *Education Writers Association,* P.O. Box 281, Woodstown, N.J. 08098.

Feb. 2-3—*University of California at Los Angeles* communications law symposium on "The Foreseeable Future of Television Networks." Speakers will include FCC Chairman Charles D. Ferris; Henry Geller, assistant secretary of Commerce for Communications and Information; Donald McGannon, president of Westinghouse Broadcasting Co.; Ed Bleier, vice president, Warner Communications; Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters; Bruce Owen, economist, Duke University; Richard Block, broadcast consultant; and Robert Hadl, MCA Inc. Los Angeles.

Feb. 2-3—*Society of Motion Picture and Television Engineers* 13th annual television conference. St. Francis hotel, San Francisco. Information: SMPTE, 862 Scarsdale Avenue, Scarsdale, N.Y. 10583.

Feb. 2-4—*Florida Association of Broadcasters* midwinter conference. Holiday Inn hotel and convention center, Tampa airport.

Feb. 4-7—*Association of Independent Television Stations* annual convention. Shoreham hotel, Washington.

■ **Feb. 15**—Deadline for comments to *FCC* on multiple ownership of educational broadcasting stations (Docket 78-165). Replies are due March 15.

■ **Feb. 16**—*Religion in Media's* Rim awards presentation. Convention Center, Anaheim, Calif.

Feb. 26-March 2—Intelcom '79 international exposition. Speakers will include Joseph Charyk and John A. Johnson, Comsat; Henry Geller assistant secretary of commerce for communications and information, and Dr. Mahoud Riad, secretary general, Arab Telecommunications Union. Dallas Convention Center. Information: Horizon House International, 610 Washington (800) 225-9977.

Feb. 27-28—Fourth annual CATV reliability conference, co-sponsored by the *Society of Cable Television Engineers* and the *Consumer Electronics Society of the Institute of Electrical and Electronics Engineers.* Denver Stouffer's Inn, Denver. Registration: SCTE, P.O. Box 2665, Arlington, Va. 22202.

■ **Feb. 27-28**—*Illinois Broadcasters Association* winter meeting. Forum 30 hotel, Springfield, Ill.

March 1979

■ **March 1**—Deadline for news and entertainment media entries for *American Bar Association's* Gavel

Major Meetings

Jan. 14-19, 1979—*National Association of Broadcasters* joint board meeting. Wailea Beach hotel, Maui, Hawaii.

Feb. 4-7, 1979—*Association of Independent Television Stations* annual convention. Shoreham hotel, Washington.

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 programing. Cannes, France.

May 16-19, 1979—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

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, May 25-28, 1982.

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 6-9, 1979—*Broadcast Promotion Association* 24th annual seminar. Nashville. Future seminars: June 1980, Montreal; June 1981, New York; June 1982, San Francisco; June 1983, New Orleans.

June 7-9, 1979—*Associated Press Broadcasters* convention. New Orleans Hilton. New Orleans.

June 9-13, 1979—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

Sept. 6-8, 1979—*Radio Television News Directors Association* international conference. Caesar's Palace, Las Vegas. 1980 conference will be on date to be announced, at Diplomat hotel, Hollywood-by-the-Sea, Fla.

Sept. 9-12 1979—*National Association of Broadcasters* radio programing conference. Stouffer's Riverfront Tower, St. Louis.

Sept. 16-19, 1979—*Broadcasting Financial Management Association* 19th annual conference. Waldorf-Astoria, New York. 1980 convention will be Sept. 14-17 at Town and Country hotel, San Diego.

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

Oct. 7-10, 1979—*National Radio Broadcasters Association* annual convention. Washington Hilton hotel, Washington. Future conventions: Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

PM Magazine: Bold, innovative television designed to meet the challenge of local prime-time access programming. A unique cooperative arrangement between local stations and Group W.

The Concept: *PM Magazine* is a half-hour, locally-produced program aired Monday through Friday. Combining local station segments with those provided by Group W's PM Magazine Program Service. Hosted by local personalities. Identified by the audience as a local production.

The Content: A blend of people, personalities, places. Segments from all over the country, combined with segments produced locally. Plus information on where to go, what to do, how to live better.

The Beginning: *PM Magazine* evolved from Group W's *Evening Magazine,* first programmed in the prime-time access period by KPIX, San Francisco, more than two years ago. During 1977 the other four Group W stations introduced their own versions of *Evening Magazine.*

The success of the program led to the development of Group W's PM Magazine Program Service, a unique cooperative venture offering other stations the format, resources and expertise of Group W in producing their own *PM Magazine.*

The Status: This fall, nine stations took a bold step, replacing their prime-time game shows and other syndicated programs with *PM Magazine.* And four additional stations have signed up.

First Ratings: Audience response has been outstanding. October '78 ARB ratings—now available in seven markets—show that *PM Magazine* is off to a flying start, ranking first or tying for first in five markets.*

And, compared to the programming in the prime-time access period a year ago, *PM Magazine* scores high:

- WFAA-TV, Dallas-Ft. Worth, has moved from 4th to 1st place.
- WJBK-TV, Detroit, has moved from 3rd to a 1st place tie.
- WAGA-TV, Atlanta, has jumped from 2nd to 1st place.
- WFSB-TV, Hartford-New Haven, has strengthened its #1 position.

*SOURCE: Arbitron, Oct. 1978 & Oct. 1977, ADI homes. Excludes baseball (playoffs, World Series) and Monday night football. Audience figures are estimates subject to the limitations and procedures used by the service noted.

And here's the PM Magazine story from those who know it best:

WAGA-TV, Atlanta:

"Never in my experience have we enjoyed such tremendously complimentary reaction from the audience via the mail, telephone and in person...

"Never has a local program received the kind of rave reviews that PM Magazine continues to enjoy...

"We just simply could not be happier with our total arrangement."

Paul Raymon
Vice President & General Manager

WCMH-TV, Columbus (Ohio):

"We are delighted with the reaction to PM Magazine in Columbus. It is truly innovative in both concept and content.

"PM Magazine skillfully combines elements of local interest with national resources not otherwise available. Our audience response indicates it represents a whole new dimension in service to the local community."

David E. Henderson
President,
Outlet Broadcasting

WFAA-TV, Dallas-Ft. Worth:

"We have our first rating book for PM Magazine. Quite frankly, I was surprised. Surprised because I did not expect our growth to be so quick and so pronounced ...October '78 ARB reflects WFAA-TV as the number one station in the 6:30-7PM time period...and we think we haven't come close to reaching its potential."

David T. Lane
Vice President & Station Manager

WJBK-TV, Detroit:

"The concept already is a gratifying success in Detroit and at the same time has brought considerable additional fun to daily television production. Our advertisers are finding out that the more we put into it, the more they get out of it."

Bob McBride
Vice President & General Manager

WFMY-TV, Greensboro (N.C.):

"PM Magazine exhibits depth, topicality and effervescence...In the 29-year history of our station, no program or project has excited and enthused our staff like PM.

"Being part of a project which clearly is what television should be and can be makes us very proud."

Dave Alexander
Program Manager

WFSB-TV, Hartford-New Haven:

"From the viewer's perspective, the phone calls and letters resound with acclaim for the most interesting television in the Land of the 3...

"Ad agencies and retailers alike rave at the way the program reaches out to the community...The smiles on our account execs' faces are a true indication of the success of PM in our market."

Edward P. Jones
Program Manager

KHOU-TV, Houston, and KXTV, Sacramento:

"In Houston, audience reaction has been outstanding and the critical response has been more extensive and favorable than for any television venture I can recall over the last few years. From a more practical standpoint, PM is commanding the highest rates KHOU-TV has ever had in the 6:30PM time period.

"The story is very much the same in Sacramento...Favorable viewer response, outstanding audience position and very, very good sales rates and levels."

Lee S. Eden
Vice President, Programming
Television Stations Division
Corinthian Broadcasting Corporation

KTVN, Reno:

"It's rare that a new program such as this finds such an immediate acceptance with the audience... but apparently this one has...

"We are expecting to see very good results from the November survey... We're looking forward to a long partnership."

Stuart Murtland
Producer, PM Magazine

Ask us.
Or ask those who know it best.

For more information about *PM Magazine,* just call Joe Goldfarb, Vice President & General Manager, Sales, Group W Productions, at (213) 852-4030.

Or, better yet, ask the people who know *PM Magazine* best. Those now airing it.

PM Magazine is limited to one station in each market. So move quickly. While it's still available.

To paraphrase Victo Hugo, nothing is so powerful as an idea whose prime-time has come.

But only if you do something about it.

GROUP W

WESTINGHOUSE BROADCASTING COMPANY

awards. Television, radio, wire services and news syndicates are among the categories that will be judged for efforts during 1978 to increase legal and judicial system. ABA Gavel Awards program, 77 South Wacker Drive, 6th floor, Chicago 60606, attention: Dean Tyler Jenks.

■ **March 6**—Presentation dinner, *Hollywood Radio and Television Society's* International Broadcasting Awards for radio and television commercials. Deadline for entries is Dec. 8, 1978. Century Plaza hotel, Los Angeles.

March 9-10—Tenth annual Country Radio Seminar. Hyatt Regency, Nashville.

March 9-14—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas.

March 14-15—*Broadcast Financial Management Association/BCA* board of directors meeting. Waldorf-Astoria, New York.

■ **March 21**—*Council of Churches of the City of New York's* 15th annual awards buffet/reception, multimedia awards presentation for radio and TV stations. Americana hotel, New York.

March 21-22—*Association of National Advertisers* annual Television Workshop (March 21) and Media Workshop, (March 22). Combination fee for both events will be $100 for ANA members, $115 for non-members, and for either event, $60 for members and $70 for non-members. Plaza hotel, New York.

March 21-24—*The National Honorary Broadcasting Society, Alpha Epsilon Rho*, 37th annual convention. Sheraton hotel, Dallas.

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

April 1979

April 1—Deadline for comments in *FCC* inquiry on measurement techniques of television receiver noise figures. Replies are due May 1.

April 2—Deadline for comments on *FCC* proposal establishing table of assignments for FM-ED stations and new classes of stations (Docket 20735). Replies are due May 15.

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

April 2-5—*Canadian Cable Television Association* annual convention. Sheraton Centre, Toronto.

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

April 3—*New York State Broadcasters Association* 25th annual meeting. Essex House, New York.

April 7—Great Lakes Radio Conference of *Central Michigan University chapter of Alpha Epsilon Rho* for high school and college students interested in radio careers. Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3851.

April 8-10—Annual convention of *Illinois-Indiana Cable TV Association*. Hilton Downtown, Indianapolis.

April 10-11—*Ohio Association of Broadcasters* Washington dinner and Capitol Hill salute. Hyatt Regency, Washington.

April 11-13—*Washington State Association of Broadcasters* spring meeting. Thunderbird Motor Inn, Wenatchee, Wash.

■ **April 11-13**—*Kentucky Broadcasters Association* spring convention. Hyatt Regency, Louisville, Ky.

■ **April 19**—*Missouri Broadcasters Association* awards dinner. Ramada Inn, Columbia, Mo.

April 20-26—*MIP-TV's* 15th annual international marketplace for producers and distributors of TV programing. Cannes, France.

April 20-21—*Texas Associated Press broadcasters Association* annual convention. Sheraton, Abilene, Tex.

April 22-23—Broadcasting Day of *University of Florida* and *Florida Association of Broadcasters*. Gainesville.

Errata

BROADCASTING's Stock Index in recent weeks has been carrying **incorrect price quotations for MCA Inc.** due to reporting service's failure to reflect five-for-four stock split. Split was effective Sept. 20 and new certificates were mailed approximately Oct. 24; trading in new shares began thereafter. This week's Stock Index (page 112) reflects correct price standing and number of shares outstanding.

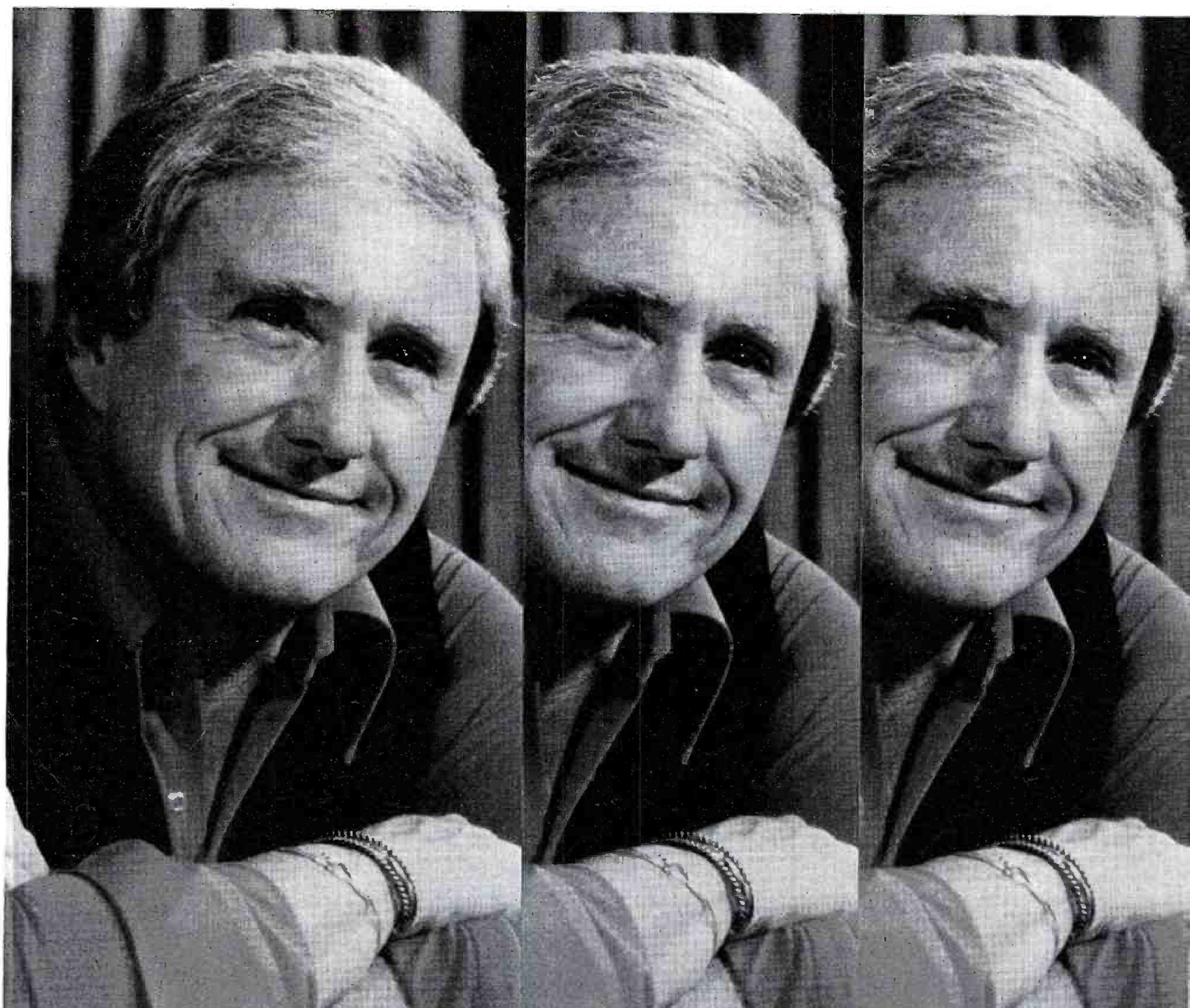
□

BROADCASTING's Dec. 4 issue (page 21) reported that among issues faced by **KGGM-TV Albuquerque, N.M.,** in license renewal proceeding was one alleging misrepresentation in renewal application. Administrative law judge's initial decision in October 1976 concluded that issue grew out of "inadvertent error" on part of station, and neither Broadcast Bureau nor citizen group filing petition to deny took exception. Technically, commission could review ALJ's conclusion on issue, but commission lawyers say such review would be highly unlikely.

□

"Fates and Fortunes" obituary Dec. 4 (page 70) misspelled name of **Lyle C. Case** as "Chase."

That's Merv



all over.

He's just added a six-week-per-year-stint in New York to his customary originations from Hollywood and Las Vegas.

"The Merv Griffin Show" becomes the first show to be based in the three major talent centers of the world.

But then, nobody's ever accused Merv of standing still.

It's a dramatic innovation for a program that's already doing beautifully. But Merv Griffin is a precedent-smasher from away back.

Merv was among the first talk-show hosts to operate from abroad. Celebrity tennis in Monaco and the Christmas visit to Israel have become annual treats for Griffin viewers.

Merv was the first to do "theme" shows, (Hollywood marriages, drug addiction, self-made millionaires) to name just a few.

And no other show has surpassed Merv in his zeal to attract younger audiences by featuring the best contemporary music.

So now—by adding New York to its other origination cities—television's most dynamic talk show takes on still another dimension. Is this good news for stations interested in scheduling a real winner?

It's better than good.

It's Mervelous.

"The Merv Griffin Show"

HOLLYWOOD!
LAS VEGAS!
NEW YORK!

METROMEDIA PRODUCERS CORPORATION

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

April 27-28—*Oklahoma Associated Press Broadcasters* Association annual convention. Holidome, Oklahoma City.

May 1979

■ **May 1**—Deadline for comments on *FCC* inquiry to study problem of radio frequency interference and need for regulation to lessen such interference (General docket 78-369). Replies are due July 1.

May 2—*National Radio Broadcasters Association* radio sales day. Hyatt House (airport), Los Angeles.

May 7-10—*Southern Educational Communications Association* conference. Lexington, Ky.

May 8—*National Radio Broadcasters Association* radio sales day. Hyatt House (airport), Seattle.

May 10—*National Radio Broadcasters Association* radio sales day. Sheraton Airport Inn, Atlanta.

May 16—*National Radio Broadcasters Association* radio sales day. Americana, New York.

May 16-19—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 20-23—*National Cable Television Association* annual convention. Las Vegas.

May 24—*National Radio Broadcasters Association* radio sales day. Hyatt Regency O'Hare, Chicago.

May 27-June 1—1979 *Montreux International Television Symposium and Technical Exhibit.* Montreux, Switzerland. Information: P.O. Box 970—CH-1820, Montreux.

June 1979

June 3-6—*Electronics Industries Association/Consumer Electronics Group* 1979 international summer Consumer Electronics Show. Chicago.

June 5-7—*Ohio Association of Broadcasters* spring convention. Stouffer's, Dayton, Ohio.

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

June 6-9—*Broadcast Promotion Association* 24th annual seminar. Nashville.

June 7-9—*Alabama Broadcasters Association* spring convention. The Casion, Pensacola Beach, Fla.

June 7-9—*Associated Press Broadcasters* convention. New Orleans Hilton. New Orleans.

■ **June 7-9**—*Arizona Broadcasters Association* spring convention. Westward Look, Tucson, Ariz.

June 7-10—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge, Branson, Mo.

June 8-10—*Investigative Reporters and Editors Inc.* national conference. Park Plaza hotel, Boston.

June 9-13—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

June 10-11—*Montana Broadcasters Association* annual convention. Fairmont Hot Springs, Anaconda, Mont.

June 14-15—*Oregon Association of Broadcasters* conference. Bowman's at Mt. Hood, Ore.

June 14-15—*Broadcast Financial Management Association/BCA* board of directors meeting. Sir Francis Drake hotel, San Francisco.

■ **June 20-22**—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

■ **June 21-23**—*Wyoming Association of Broadcasters* convention. Hilton hotel, Casper, Wyo.

June 27-30—*Florida Association of Broadcasters* 44th annual convention. Boca Raton hotel and club.

July 1979

■ **July 8-11**—Summer convention of *National Association of Farm Broadcasters.* Billings, Mont.

July 11-15—*Colorado Association of Broadcasters* summer convention. Tamarron, Colo.

July 15-18—*The New York State Broadcasters Association* 18th executive conference. The Otesaga hotel, Cooperstown, N.Y.

■ **July 26-29**—*Rocky Mountain Broadcasters Association* convention. Lake Tahoe, Nev.

August 1979

Aug. 24-Sept. 2—International Radio and TV Exhibition 1979 Berlin, promoted by the *Society for the Promotion of Entertainment Electronics* of Frankfurt-on-Main with executive handling by the *AMK Company for Exhibitions, Fairs and Congresses Ltd.* Berlin Exhibition grounds.

■ **Aug. 26-28**—*Illinois Broadcasters Association* annual convention. Ramada Inn, Champaign, Ill.

September 1979

Sept. 6-8—*Radio Television News Directors Association* international conference. Caesar's Palace, Las Vegas.

Sept. 9-12—*National Association of Broadcasters* radio programing conference. Stouffer's Riverfront Tower, St. Louis.

Sept. 12—*Ohio Association of Broadcasters* state legislative salute. Sheraton-Columbus, Columbus, Ohio.

Sept. 16-19—*Broadcast Financial Management Association's* 19th annual conference. Waldorf-Astoria, New York.

Sept. 20-26—Telcom 79. Third world telecommunications exhibition, sponsored by the *International Telecommunications Union.* Palais des expositions, Geneva.

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

Sept. 26-29—*Tennessee Association of Broadcasters* annual convention. Opryland hotel, Nashville.

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The newsweekly of broadcasting and allied arts
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Broadcasting-Telecasting building
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Founded in 1931 as *Broadcasting**—*The News Magazine of the Fifth Estate.* □ Broadcast Advertising* was acquired in 1932, *Broadcast Reporter** in 1933, *Telecast** in 1953 and *Television** in 1961. *Broadcasting—Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available under University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ *Reg. U.S. Patent Office.

Broadcasting Dec 11
Vol. 95 No. 24

Top of the Week

Radio and television station sales worth a minimum of $172.4 million were announced or reported to be in negotiation last week as 1978—which appears to be shaping up as by far the biggest trading year in the history of broadcasting—was drawing to a close.

Last week, Newhouse Broadcasting Corp. announced that it would sell its five television stations to Times Mirror Co. for $82.4 million. Larry H. Israel, the former president of the Washington Post Co. who heads the broadcasting subsidiary of Coca-Cola of New York, a firm that only last year entered the broadcasting business, was reported to be bidding $66 million for the New York-based San Juan Racing Association and its radio group. And Storer Broadcasting Co. announced that it would be putting four of its last five radio stations on the market in January in separate deals worth an estimated $24 million-$32 million.

The year has already seen the announcements of a $488-million agreement for General Electric Co. to acquire Cox Broadcasting Corp. and a $370-million merger of Combined Communications Corp. into the Gannett Co. (BROADCASTING, Oct. 9, May 15). Last spring RKO General announced the sale of its WNAC-TV Boston to New England Television Corp. for $59 million—a record price for a single broadcast station but significantly below the $100-million WJLA-TV Washington-KOCO-TV Oklahoma City sale and swap that fell through earlier.

'Climate is changing': Newhouse gets out of television

Citing government pressures on crossowners, publisher-broadcaster sells off its five stations to Times Mirror, giving the latter a full television portfolio

Newhouse Broadcasting Corp. has agreed to sell its five television stations to Times Mirror for $82,380,000. Newhouse's owners said they "were not happy" to sell the stations, but they blamed federal regulatory policies on crossownership of television stations and newspapers as the overriding factor in their decision to sell. Newhouse owns newspapers in four of the five cities where it owns television stations.

"In the beginning of the TV era, the government encouraged newspapers to apply for television licenses in their communities," said Samuel I. Newhouse and his son Donald in a statement released at the time of the announcement.

"Now the climate is changing. Some question the policy of permitting common ownership, even if the newspaper and the television station are separately and independently managed. The stability of our five television stations could be unsettled."

Newhouse will be retaining its two AM and three FM radio stations, its cable television and microwave facilities.

The sale, if approved by the FCC, will give Times Mirror a full complement of five VHF stations and two UHF's. Times Mirror currently owns two VHF outlets and will be picking up three VHF's in the 13th, 50th and 61st largest television markets and two UHF's in the 47th and 160th markets.

The Newhouse stations being sold are WAPI-TV Birmingham, Ala. (channel 13), an NBC affiliate; KTVI(TV) St. Louis (2), ABC; WSYR-TV Syracuse, N.Y. (3), NBC; WSYE-TV Elmira, N.Y. (18), a satellite of WSYR-TV, and WTPA-TV Harrisburg, Pa. (27), ABC. Newhouse owns newspapers in each of those cities except Elmira.

The Newhouse newspapers include the *Birmingham News;* the *Syracuse Post-Standard, Herald-Journal* and the *Herald-American* (a Sunday paper); the *St. Louis Globe-Democrat,* and the *Harrisburg Patriot-News.* Newhouse also owns newspapers in Newark, N.J., New Orleans, Cleveland and Portland, Ore. The company also has an interest in Conde-Nast Publications Inc.

The Newhouse radio station group includes: WAPI-AM-FM Birmingham, WSYR-AM-FM Syracuse and WTPA-FM Harrisburg. Newhouse owns 14 cable systems in Alabama and New York.

Times Mirror owns KTBC-TV Austin, Tex. (channel 7), and KDFW-TV Dallas (4). It owns the *Los Angeles Times,* the *Orange Coast Daily Pilot* in Costa Mesa, Calif., *Newsday* of Long Island, N.Y., and the *Dallas Times-Herald.* It is also heavily involved in newsprint and forest products and in book publishing. It reported revenues of $1.14 billion in 1977 (see "The Top 100," BROADCASTING, June 26).

Newhouse is owned by the members of that family: Samuel I. (44.44%), Donald E. (26.67%), Samuel I. Jr. (26.67%) and Mitzi E. (2.22%). E. R. Vadeboncoeur is president of Newhouse Broadcasting Corp., which is and will continue to be based in Syracuse.

Times Mirror is publicly held and headquartered in Los Angeles. Dr. Franklin D. Murphy is chairman and chief executive officer; Otis Chandler is vice chairman, and Robert F. Erburu is president. Phillip L. Williams is group vice president-newspapers and televison. Times Mirror also owns cable television systems in Costa Mesa and in Riverhead, N.Y., on Long Island.

Israel group stalking stations owned by SJR

He and co-investors in WIXT-TV are bidding $66 million for stock of parent corporation of 10-outlet radio group

A newly formed group headed by Larry Israel was reported to be bidding $20 per share for the 3.3 million outstanding of San Juan Racing Association, the publicly traded owner of SJR Communications Inc. which owns 10 radio stations. Mr. Israel heads the new broadcasting subsidiary of Coca-Cola of New York, which bought WIXT-TV Syracuse, N.Y., its first broadcast outlet, last year.

The SJR station group includes: WKLS-AM-FM Atlanta; WQAL(FM) Cleveland; WJIT(AM)-WKTU(FM) New York; WYSP(FM) Philadelphia; WUST(AM) Washington, and WJMD(FM) Bethesda, Md. The company has sold, subject to FCC approval, WTMI(FM) Miami to Marlin Limited Partnership for $1 million (BROADCASTING, Aug. 14) and bought, also subject to commission approval, KNUS(FM) Dallas from McLendon Corp. for $3.75 million. The broker who negotiated those two sales said they are expected to continue.

The principal stockholders of San Juan Racing are Hyman N. Glikstein (chairman and president), Sidney E. Cohn, Bernard S. Needle and Harry L. Gilman.

The purchase would also include San Juan Racing's principal money-making operation—the New El Comandante Race Track, which is the only track in Puerto Rico and has an exclusive franchise for off-track betting in the commonwealth.

Last year San Juan reported earnings of

$1.8 million on revenues of $38.3 million. The company's earnings were cut $1.4 million, however, by its money-losing Washington Diplomats professional soccer team. San Juan also publishes *The Fugue,* a monthly magazine in Miami.

Publicly traded Coca-Cola of New York is 51% owner of the company headed by Mr. Israel, which bought then WNYS-TV Syracuse for $11 million as WNYS Acquisition Corp. (BROADCASTING Nov. 21, 1977). Mr. Israel owns 34% of the company, and the remaining shares are divided among other investors.

Charles E. F. Millard is chairman and chief executive officer of Coca-Cola, which had net income of $12,304,000 on revenues of $315,312,000 in 1977. The company's holdings, in addition to bottling franchises in the Northeast and parts of the Middle and Far West, include the Mogen David Wine Corp., the Delta Queen Steamboat Co., the Great Ocean Cruise Line Inc. and several plastics producers.

In the company's 1977 annual report, Mr. Israel, formerly president of the Washington Post Co., was quoted as saying that broadcast acquisitions would concentrate on "a number of potential areas compatible with the leisure time orientation" of Coca-Cola. "Besides television, these areas might include, for instance, radio, newspapers and outdoor advertising."

Warner Communications Inc. owns 12% of the stock of Coca-Cola. According to the annual report, however, WCI has filed a report with the Securities and Exchange Commission declaring the holdings are for investment only.

'The world has changed': Storer decides to get out of radio, put the money on cable TV

Pioneer broadcaster will sell off its five stations, hopes to get $24 million-$32 million and concentrate on expanding already burgeoning CATV operations

Storer Broadcasting Co., which traces its roots to radio in 1927, announced last week, after years of agonizing over the question, that it has decided to go out of the radio business.

The board of directors voted to offer four of Storer's five remaining radio stations for sale in January, and officials said the fifth, WLAK(FM) Chicago, would be offered after Storer has owned it for three years as required by the FCC.

Bill Michaels, Storer chairman, said preliminary estimates indicated that the four stations to be offered in January should bring somewhere between $24 million and $32 million. The stations are WHN(AM) New York, WSPD(AM) Toledo, Ohio —the original Storer station—and WGBS(AM)-WLYF(FM) Miami. The Chicago station, WLAK(FM), was acquired by Storer earlier this year for $4.25 million.

Proceeds from the sales will be invested primarily in Storer's growing cable television operation, but Mr. Michaels emphasized that it was "a particular situation," not disaffection with radio, that caused the move.

"By no stretch of the imagination do we want this to be interpreted as a vote of no confidence in radio," he said. "Our company lived or died by radio alone for many, many years. Radio can be a great opportunity for others, both multiple owners and single-station owners. It was a tough decision, but it just didn't make sense for us, in our particular situation, to stay in."

"For example," he said, "we look to be budgeting between $40 million and $50 million in capital expenditures in 1979 related solely to cable systems we already own. Our cable expansion has accelerated so far beyond our hopes and expectations that we feel this is what we ought to do and not get overburdened with debt."

The Storer board recently approved a $100-million expansion effort in cable and the company is said to be rapidly approaching the 300,000-connection mark, with revenues 40% above last year's. Storer currently has more than 80 cable systems in nine states.

In 1977 cable accounted for $18.8 million in revenues and $3.9 million in operating profit as compared with the Storer broadcast division's $99.3 million revenues and $26.4 million operating profit—most of which presumably came from the company's seven television stations.

In recent years Storer has frequently expressed indecision about its radio operations, sometimes characterizing radio as "an enigma." In a talk with New York security analysts more than two and a half years ago Mr. Michaels said "radio has been an admitted problem for us," subject to "high spots" and "low spots" over the years, and that at times Storer had been tempted to sell off radio and put the proceeds into cable—but, as of that time, had no intention to do so (BROADCASTING, March 22, 1976).

Earlier this fall Storer sold both its Los Angeles stations, subject to FCC approval. KTNQ(AM) went for $8 million and KHTZ(FM) for $4 million (BROADCASTING, Oct. 2, 16).

Last week Mr. Michaels said the Los Angeles operations "have been beating us to death" but that the radio division as a whole is in the black and that "I don't think we have any station in the red."

The problem in Los Angeles was that KTNQ was for years a daytimer and Storer spent close to 10 years—and a lot of money—before getting full-time operations two years ago. Since then, Mr. Michaels said, "we've been pouring money into new formats and it's been significantly in the red."

Some long-time observers of radio and TV station operations professed to be puzzled by the Storer decision. Said one: "I don't understand it. Maybe they didn't want to work hard enough—radio's not like television, where if you get a network affiliation you can just go out and play golf."

Others speculated that Storer had been too preoccupied with television and cable to give radio the management attention it needed.

Mr. Michaels himself conceded that "I don't think we've done a great job in running radio—over the years, yes, but we can't take many accolades for our performance in recent years.

"We're a conservative company," he added, "and perhaps we never really moved into modern radio. But that's all in the past—no use to talk about it now."

Mr. Michaels said prices on the four stations being offered for sale would be established by about Dec. 15—with the help of broker Ted Hepburn—and that actual negotiations would not be started until Jan. 5. A 30-day lag between the board's decision to sell and the start of negotiations was deliberately set, he said, because "we want to be sure that all interested parties, including minorities, have an opportunity for meaningful negotiations if they are qualified buyers."

The stations will be offered individually, not as a package or in combinations with financial considerations granted for multiple buyers. For one thing, Mr. Michaels speculated, "they'll transfer more easily [at the FCC] as individual entities."

Mr. Michaels and President Peter Storer announced the sale decision in a joint statement:

"This was one of the most difficult decisions in our company's history. Our company had its beginning in radio back in 1927 with what is now WSPD in Toledo, and was nothing but radio for 21 years until our first television stations went on the air in 1948.

"But the world has changed, particularly the broadcast business, and the complexion of our company has changed with it. We are a publicly owned company and we feel that this move is in the joint interest of the stockholders and the public in the communities involved, enabling us to concentrate our management and capital efforts in the most effective direction for the foreseeable future."

Of the four stations currently up for sale, WHN and KGBS are 50 kw operations, the former on 1050 khz and the latter on 710 khz. WSPD is on 1370 khz with 5 kw. WLYF(FM) is on 101.5 mhz with 100 kw and antenna 810 feet above average terrain.

Storer's television stations are WJBK-TV Detroit, WJKW-TV Cleveland, WAGA-TV Atlanta, WITI-TV Milwaukee, WSBK-TV Boston, WSPD-TV Toledo and KCST-TV San Diego.

Brown declares sentiment for radio and cable emancipation

Commissioners tells broadcasters that aural medium should stand apart from television in regulatory terms, and he tells Anaheim cable meeting that key should be marketplace competition

FCC Commissioner Tyrone Brown traveled west last week to sketch, at two industry meetings, a vision of substantial if not complete deregulation of both the cable industry and radio.

Both in Anaheim, Calif.; at the Western Cable Television Show and Convention, and a day later, in Los Angeles, at the Southern California Broadcasters Association annual public service workshop, the premise of his deregulatory proposals was competition and a willingness to let the marketplace forces regulate, at least to a greater extent than is now the case. Radio—he said with a bow to a "Declaration of Independence" delivered by National Association of Broadcasters President Vincent Wasilewski several weeks earlier—should not be subject to the same regulatory standards as television.

A majority is building at the commission, Mr. Brown said in Anaheim, that "will endorse the premise that a free and open market normally is a far better referee of competing technologies than the commission ever can be." And he predicted that the commission will eliminate restrictions on distant-signal importation and the rules protecting broadcasters' exclusive use of syndicated programing.

"I do not believe we will continue to see protection extended to the entire television industry based solely on what may be legitimate concerns about a relatively small number of broadcast outlets within the industry," he said. "I do not believe we will continue to see the preservation of monopoly profits for the broadcast industry as a whole under the guise of assuring the survival of local program service in particular markets.

"Based on the record to date," he also said, "the cable industry has not received a fair deal from the FCC."

After moving on to Los Angeles, he felt obliged to acknowledge that his perceptions of the Communications Act rewrite are changing. While he still feels the rewrite must include a recognition of broadcasters' public interest obligations and their affirmative action employment responsibilities, he now believes in separate regulatory standards.

Commissioner Brown gave credit for the change of heart to what he called an "unlikely event"—NAB President Wasilewski's radio speech in New Orleans last month (BROADCASTING, Nov. 13). "When I find myself agreeing with Mr. Wasilewski," he said, "I go back and double check my analysis."

In any case, the commissioner—who said his views are still "tentative"—would eliminate the commission's limits on commercial time, as well as the ascertainment requirements. The commission's nonentertainment guidelines used by the staff in reviewing renewal applications "do not make much sense" as they are applied.

And the commission's proposal for a limited experiment in radio deregulation may prove nothing, he said. "We should give serious consideration to deregulating the industry wherever public policy objectives do not require our continued oversight."

However, Commissioner Brown is not prepared to turn either cable or radio completely loose from government controls. Both, for instance, would continue to be subject to the commission's EEO enforcement. And he said the commission would continue to encourage minority ownership of broadcast properties.

Furthermore, while looking forward to a general removal of barriers erected to protect broadcasting from cable, he said that he would be concerned "if the growth of cable resulted in the widespread demise of local broadcast outlets or in the loss of all local broadcast service in a particular market."

But what must be avoided where limited intervention may be required, he said, "is permitting the tail of a narrow public interest concern to wag the dog of healthy competition in a free and open marketplace."

As for radio, Commissioner Brown, does not believe the public interest obligation he feels radio broadcasters have to their local communities can be achieved through the working of the marketplace. Accordingly, he would require all radio stations to program a minimum fixed percentage of local public service programing—news, public affairs or other locally produced nonentertainment material related to the community's needs.

He would also retain the personal attack and political equal time rules. But he would refashion the fairness doctrine for radio as the Communications Act rewrite proposes to refashion it for television: Radio broadcasters would not be required to discuss controversial issues, but if they did, they would be obliged to afford time for contrasting views.

Fogarty out of rulemaking after disclosing FCC document in case

FCC Commissioner Joseph Fogarty has disqualified himself from participation in the "community service" rulemaking proceeding because he released a commission agenda item on the subject—a violation of commission rules. The commissioner, in a memorandum to Chairman Charles D. Ferris, said the action was based "on a good faith mistake of judgment, which I sincerely regret."

The agenda item was a staff document recommending denial of a petition for rulemaking designed to add a new "community service" program category to the commission's renewal application forms. Commissioner Fogarty, who favored issuing a notice of inquiry on the subject, disclosed the document on July 25 to the Rev. Ellwood E. Kieser, of the Paulist Fathers, one of the groups petitioning for the rulemaking.

However, Commissioner Fogarty, in the memorandum to the file he wrote on the subject, which the commission released, said he thought the agenda item had lost its significance. He said that after he reviewed the document, he discussed it individually with other commissioners and felt confident that a majority would agree that an inquiry would be appropriate. Accordingly, he said, "I acceded to (Father Kieser's) request" for a copy.

On Oct. 5, the commission rejected the staff's recommendation, and instead ordered a notice of inquiry.

That led the Washington law firm of Dow, Lohnes & Albertson to file a freedom of information request seeking access to all commission material relating to the notice.

The search of Commissioner Fogarty's files turned up a copy of a letter from Father Kieser enclosing a memorandum responding to the staff analysis. Commissioner Fogarty said he had not been aware of the letter and memorandum, which, he said, had arrived when he and other members of his staff were on annual leave and were not brought to his attention.

Chairman Ferris, in a memorandum to Commissioner Fogarty that was also re-

Just in time. BROADCASTING Publications Inc.'s 1979 CABLE SOURCEBOOK is off the press. Annual directory—expanded this year to 384 pages—presents complete listing of all CATV systems in the United States and Canada, including ownership information, subscriber counts, stations carried, pay cable services offered, earth station capability and other data essential to a knowledge of that industry. New to the CABLE SOURCEBOOK this year is a section on "Satellites" that includes, among other offerings, a listing of satellite operators, carriers, time brokers, programers, broadcast networks utilizing satellites and a directory of satellite equipment manufacturers and services. That section also contains a complete directory of cable earth station locations across the country. Copies—at $20 each billable, or $15 if payment accompanies order—may be obtained from BROADCASTING headquarters at 1735 DeSales Street N.W., Washington, D.C. 20036.

In 1977, the seven radio networks had revenues of $84,500,000,
their 18 owned-and-operated AM stations added another $98,400,000,
4,274 other AM and AM-FM stations brought in a total of $1,663,000,000,
and 1,471 FM stations had revenues of $428,600,000
for an industry total of $2,274,500,000.

Expenses for the networks in 1977 were $59,200,000,
their 18 owned stations spent $79,400,000,
other AM and AM-FM stations had expenses of $1,502,800,000,
while FM stations had expenses of $387,000,000
for an industry expense total of $2,028,000,000.

So the radio networks reported their first profit in five years—$25,300,000;
owned stations showed a pre-tax profit of $19,000,000, up 24.3% from 1976;
profits for AM and AM-FM stations were $160,200,000, up 8.8% from 1976;
and FM stations reported their second annual profit ever—$41,600,000,
for an all-radio pre-tax profit of $246,100,000, up 37.8% from 1976.

1977: another vintage year

Radio's 1976 was a tough act to follow, but the medium's 4,292 stations and seven national networks in 1977 followed up the 96.9% jump in profits in 1976 with another 37.8% rise—increasing pre-tax earnings from $178.6 million to $246.1 million. Revenues continued rising, passing the $2.2-billion mark, and FM stations proved healthier than ever as they logged their second straight (and second ever) profit-making year.

The FCC's annual tabulation of the industry's financial data was released today. The 1977 report shows that radio revenues rose 12.6% over 1976 to $2,274,500,000 while total expenses went up only 10.2% (to $2,028,400,000). The radio figures combined with the television report released last August (BROADCASTING, Aug. 14) put broadcasting revenues at $8,163,500,000, an increase of 13.1% over 1976; expenses at $6,516,400,000 (up 12.6%), and income before taxes at $1,647,100,000—up 15.3% from the previous year (see table 1, this page).

Advertisers spent $2,512,500,000 on radio in 1977, up 12.8% from 1976. Of this amount, $118.1 million was for network advertising (up 28%); $521.3 million went for national and regional spot advertising (up 5.3%), and $1,873,100,000 went to local advertising (up 14.2%). These amounts include commissions to advertising agencies, representatives, brokers and others, but do not include advertiser-sup-

1. The radio and television broadcast services' 1977 totals of revenues, expenses and income, for networks and stations

Broadcast revenues	1977	1976	% increases 1976-1977
Radio	$2,274,500,000	$2,019,400,000	12.6
Television	$5,889,000,000	5,198,500,000	13.3
INDUSTRY TOTAL	**$8,163,500,000**	**$7,217,900,000**	**13.1**
Broadcast expense			
Radio	$2,028,400,000	$1,840,800,000	10.2
Television	$4,488,000,000	$3,948,300,000	13.7
INDUSTRY TOTAL	**$6,516,400,000**	**$5,789,100,000**	**12.6**
Broadcast income (before federal income tax)			
Radio	$246,100,000	$178,600,000	37.8
Television	$1,401,000,000	$1,250,200,000	12.1
INDUSTRY TOTAL	**$1,647,100,000**	**$1,428,800,000**	**15.3**

Note: 1977 radio data covers the operations of the nationwide networks (CBS, MBS, NBC and ABC's three AM networks and one FM network), 4,292 AM and AM-FM stations, 586 FM stations associated with AM stations but reporting separately in 1977 and 741 independent FM stations. This data also includes the compensation paid by other (regional, state, etc.) networks to affiliated stations, but does not include the revenues retained by these other networks or their expenses. Radio data for 1976 covers the operations of the nationwide networks, 4,363 AM and AM-FM stations, 562 associated FM's that reported separately in 1976 and 713 independent FM stations. Also included is the compensation paid by other networks to their affiliates, but not the revenues retained by the other networks or their expenses. TV data for 1977 covers the operations of three networks and 697 stations. TV data for 1976 cover the operations of three networks and 701 stations. Figures in these columns may not add due to rounding.

STRAIGHT TALK ABOUT STATION BUSINESS SYSTEMS

This is the first in a series of "Straight Talk" messages we plan to publish from time to time. We are taking this step because, as the leading supplier of business automation for broadcasting, we feel we have a responsibility to inform you about significant trends, successes and concerns in our industry.

In future columns we will discuss current activities in computerized traffic and management information systems. This month, however, we wish to share some recent developments of our own.

Qualification: A Heritage of Leadership
Station Business Systems is a division of Control Data Corporation. On August 31, 1978, we acquired Paperwork Systems, Incorporated—generally credited with having pioneered the use of minicomputers in broadcasting. Today, the in-house "BAT"® systems for Billing, Accounting, and Traffic are the most widely-used computerized business systems in the field of broadcasting. In addition, our division of Control Data operates the computer traffic and billing service formerly called Compu/Net, pioneers in on-line services for radio.
Together, the combined client-base in the United States, Canada and Australia now totals over 330 stations.

Synergism: Amazing Results
Corporate "synergism" means simply that, by combining our resources, "one plus one can equal three." The purchase of Paperwork Systems, Incorporated, means that we now have the full resources of Control Data to beef up development schedules, improve customer service and so on. It also means that our on-line clients can have the opportunity to convert to a BAT "in-house" computer system with many capabilities not available or cost efficient on-line.
Too, it means a time of relocation of our corporate offices and personnel from the West Coast to Greenwich, Connecticut. In spite of some inevitable disruption from moving facilities some 3,000 miles, the synergistic effect is already apparent. Our sales and installation rates have been remarkable, as the two groups of professionals begin sharing ideas and improving on our products and services to the industry.

The Spirit of a Small Company...The Resources of a Large One
Shortly after the merger, Chris Young, one of our seven Regional Sales Managers, challenged us with this goal: "We need the SPIRIT of a small company, with the RESOURCES of a large one!" Obviously, we have the resources. Control Data is a world-leading supplier of computer services. And we are proud to have retained the small-company spirit with the enthusiasm and excitement that a compact team can generate.

"Small Company Spirit": What It Means For You
It means, among other things, results. For example, our Systems Development group has released some remarkable new capabilities for certain BAT systems within the last few weeks:

- For Radio—a new music library system that prepares fully-timed playlists, hit lists, music analyses, license reports, etc.
- For Television—an election tabulation system that lets a large number of computer terminals enter raw vote data, while the BAT computer processes the information, assembles it in the right order, line-justifies it, and automatically feeds the results directly to the station's character generator. With no need to keep a camera on a computer screen, picture quality is enhanced and composition is more flexible than with less sophisticated systems.
- For Television—a complete film inventory system that handles the accounting capabilities suggested in the BFM seminars on the subject, and also provides full library information for the programming department.

A Team Effort
Every week we hold special meetings to discuss development work. And the array of talent and experience represented is substantial:

- Client Service people are on hand who, in addition to their extensive experience in broadcasting, continuously visit and talk with the hundreds of stations we serve;
- Marketing and Sales personnel, all of whom are ex-broadcasters, attend in order to provide input from prospects, customers and trade organizations;
- Systems Development staff, with the substantial experience of creating the most widely-used computer systems in the industry;
- Station Business Systems management, to ramrod projects and decisions where necessary, and to stay informed on the status of all activities and industry trends.

Frankly, we doubt anyone in the industry uses such a powerful, frequent and disciplined technique for product development. We're proud of it!

A Valuable Free Service for Broadcasters
If you're considering an improvement in your present Traffic and Accounting procedures, our free Station Systems Analysis should be part of your fact-gathering.
We will arrange to come to your station and make a thorough study of your requirements. With your permission we will interview your key people in Sales, Traffic, Billing, Accounting—all the areas computerization will affect. We will make an in-depth analysis of your activity in each area. Then, our Systems Expert will discuss our findings, and perhaps (though not always) recommend one of our numerous BAT systems to suit your needs. A complete, computerized cost analysis will be provided for your consideration.
There is no charge for this service.
For more information call 800-243-5300. It's toll free. In Connecticut, Hawaii, or Alaska, or outside the U.S., call collect. Or write us. Station Business Systems, 600 West Putnam Avenue, Greenwich, Connecticut 06830.

"Sooner or Later We'll Be in Your Office"

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STATION BUSINESS SYSTEMS PROVIDES SERVICES FORMERLY OFFERED BY COMPU/NET AND PSI plied commercials or programs.

Seven national radio networks (CBS, Mutual Broadcasting, NBC and ABC's four network services) pulled themselves out of a lingering slump and, for the first time in five years, showed a healthy profit—$25.3 million on broadcast revenues of $84.5 million. This compares to a $5-million loss in 1976 (see table 3, page 44). The last year of network radio profit was $3,929,000 in 1972.

And the networks' 18 owned-and-operated AM stations continued to carry the bulk of the over-all network operations as they chalked up another year of substantial profit increase. The O&O's reported profits of $19 million, up 33.2% from 1976, on combined revenues of $98.4 million, up 23.8%.

Revenues for 4,274 other AM and AM-FM stations reached $1,663 billion, up 7.8% from 1976; pre-tax profits were up 8.8% to $160.2 million (table 3). For 1977, 66% of the stations operating a full year reported a profit compared with 67% in 1976 and 61% in 1975 (see table 6, page 66).

In 1976 FM stations logged their first profit-making year since the beginnings of commercial broadcasts in FM during the late 1940's. They did it again in 1977. Revenues for all FM stations, including those with companion AM's but reporting separately to the FCC, increased 29.8% over 1976 to $543.1 million. Independent FM stations and FM's reporting separately from their co-owned AM's reported a pre-tax income of $41,697,464 on revenues of $428,634,441. For reasons of confidentiality, the FCC does not report profits for FM stations reporting with their co-owned AM's. Independent FM stations without AM companions reported a 25.2% increase in revenues and a profit of $9.3 million—compared to a $4.3-million profit in 1976. FM stations reporting separately from their AM's had a profit of $32.4 million for the year. Among independent FM stations, 51.8% reported profitable operation in 1977.

The Los Angeles-Long Beach market, which last year nosed out New York to take the number-one spot in AM and AM-FM profits, this year slipped by New York in revenues as well. Los Angeles area stations reported profits of $13,353,610 on total revenues of $73,028,728. New York held its number-two spot in the revenues column ($68,446,029) but dipped to number-three—behind Chicago—in profits, with $10,615,063. Chicago stations reported profits of $11,298,258 on revenues of $55,324,015.

Rounding out the top-10 AM and AM-FM markets were: San Francisco-Oakland with revenues of $41,881,097 and profits of $6,688,121 (fourth and fourth, respectively); Washington with $30,805,822 and $3,120,760 (fifth and 15th—down from ninth in profit in 1976); Philadelphia with $29,915,719 and $3,932,837 (sixth and ninth); Detroit with $27,991,969 and $4,456,397 (seventh and seventh); Boston with $25,930,238 and $3,313,214 (eighth and 13th—up from 15th in profit in 1976); Dallas-Fort Worth with $22,515,315 and $2,635,821 (ninth and 17th—down from 12th in profit in 1976) and Minneapolis-St. Paul with $21,607,284 and $5,437,846 (10th—up from 11th in 1976—and fifth—up from eighth).

The return of Minneapolis-St. Paul with a 10.4% increase in revenues to the top 10 was at the expense of Houston, which dropped one spot to 11th in revenues with $21,395,305 but stayed in the same spot as 1976 in the profits column (sixth) with $4,610,601. Baltimore was the eighth highest ranked market by profits ($4,194,879) but 17th in revenues with $17,252,511.

In the category of independent FM stations and co-owned FM's reporting separately from their AM's, the top-10 markets (by revenues) were: New York ($28,196,814), Los Angeles-Long Beach ($24,239,092), Chicago ($21,601,044), Detroit ($12,578,145), Philadelphia ($10,959,368), Houston ($9,566,484), Washington ($9,528,375), Dallas-Fort Worth ($8,494,616), San Francisco-Oakland ($8,465,934) and Boston ($8,465,368).

Those rankings change slightly, however, when all FM stations in a market are counted. Including FM stations that reported with their co-owned AM's, the top-10 FM markets (by revenues) are: Los Angeles-Long Beach ($29,946,501), New York ($28,925,551), Chicago ($24,191,042), Philadelphia ($14,184,713), Detroit ($13,712,253), Washington ($11,880,098), Dallas-Fort Worth ($10,098,591), Cleveland ($9,868,827), Houston ($9,813,348) and Boston ($9,264,827). The average revenue increase in those top markets was 32.67% over 1976 figures.

The greatest FM gains for 1977 were reported by: Akron, Ohio (359.1%); Amarillo, Tex. (190.7%); Evansville, Ind. (142%); Jacksonville, Fla. (176.4%), and Little Rock-North Little Rock, Ark. (140.1%).

In 1977, the FCC reported, 70,584 persons were employed in radio at the network and station levels. Of those, 53,098 were employed full-time, and 17,486 were employed part-time. The networks employed 843 workers, and their O&O's employed another 1,563. Independent FM's and FM's reporting separately reported 15,891 employes. The remaining 68,178 were working at AM stations and AM-FM combinations.

The total investment in tangible broadcast property, said the commission, was $1,097,522,000 in original cost and $5,699,281,000 in depreciated costs.

The principal expense for radio during the year was in the general and administrative areas—$658,335,000, according to the FCC. Expenses for the other three areas reported by the FCC were: technical, $132,642,000; programing, $492,984,000, and sales, $356,200,000. At the networks, however, the largest expense was for programs—$29,024,000.

More charts and tables detailing radio's financial fortunes in 1977 follow, beginning on page 40.

Barrett-Gorin, Inc.

600 Third Avenue
New York, N.Y. 10016
(212) 661 4800

MEMO: To Radio Station Management

FROM: Barrett-Gorin, Inc.

RE: Gaining The Competitive Edge In Ratings And Sales:

If you or a member of your staff attended workshops at the recent RTNDA conference in Atlanta, you heard some good things about how industry leaders in large and small markets are using the BGI Features Service.

If you didn't attend, you should still familiarize yourself with how our service is helping radio stations around the country gain in ratings and revenue.

Please don't confuse our product with that usually found in syndication.

Only BGI offers a freshly written and produced weekly package by a dozen veteran network correspondents, experts and personalities in a categorized, comprehensive, timely format. All 50 feature units are designed to blend with your present programming and news.

Write or call us immediately to find out how we can help you:
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- *Give your sales force a valuable tool*
- *Further enhance your station's image and identity.*

We'll send you references and demo material along with the How and Why of it all. Barter arrangements are possible in some markets.

Since we offer market exclusivity, we suggest you act quickly. We'll respond immediately with an affordable pricing plan geared to your market size.

BGI is located at 600 Third Avenue, New York, N.Y. 10016, our phone number is (212) 661-4800. Ask for Cliff Barrett, Frank Gorin, or our Sales Manager, Jerry Coffin.

2. Breakdowns of revenues and expenses for radio stations

Broadcast revenues

	AM and AM/FM stations[1]		FM stations[2]	
	Individual Items	Totals	Individual Items	Totals
A. Revenues from the sale of station time:				
(1) Network				
Sale of station time to networks:				
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)	$14,937,000		$1,228,000	
Sale of station time to other networks (before line or service charges)	2,915,000		160,000	
Total		$17,853,000		$1,388,000
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers).				
Sale of station time to national and regional advertisers or sponsors	417,736,000		102,266,000	
Sale of station time to local advertisers or sponsors	1,488,652,000		372,525,000	
Total		1,906,388,000		474,791,000
Total sale of station time		**1,924,241,000**		**476,179,000**
B. Broadcast revenues other than from sale of station time (after deduction for trade discounts but before cash discounts and before commissions):				
(1) Revenues from separate charges made for programs, materials, facilities, and services supplied to advertisers or sponsors in connection with sale of station time:				
(a) to national and regional advertisers or sponsors	1,212,000		81,000	
(b) to local advertisers or sponsors	9,554,000		899,000	
(2) Other broadcast revenues	15,300,000		4,497,000	
Total broadcast revenues, other than from time sales		26,067,000		5,477,000
C. Total broadcast revenues		1,950,308,000[3]		481,656,000
(1) Less commissions to agencies, representatives, and brokers (but not to staff salesmen or employes) and less cash discounts	189,438,000		53,893,000	
D. Net broadcast revenues		1,760,869,000		427,763,000[3]
E. Joint AM/FM reports				
FM revenues from sale of station time (after discounts, commissions, etc.)	111,294,000			
FM revenues from providing functional music or other special services	2,557,000			
Other FM revenues	624,000			
Total				**114,475,000[4]**

Broadcast expenses

	AM and AM/FM stations[1]		FM stations[2]	
	Individual Items	Totals	Individual Items	Totals
Technical expenses:				
Technical payroll*	69,263,000		12,905,000	
All other technical expenses	56,677,000		14,975,000	
Total technical expenses		125,939,000		27,879,000
Program expenses:				
Payroll* for "talent" and all other program employes	295,429,000		61,147,000	
Rental and amortization of film and tape	1,510,000		1,264,000	
Records and transcriptions	6,948,000		2,838,000	
Cost of outside news service	26,499,000		4,201,000	
Payments to talent other than reported above	8,927,000		1,064,000	
Music license fees	42,793,000		10,854,000	
Other performance and program rights	18,305,000		1,966,000	
All other program expenses	63,550,000		15,362,000	
Total program expenses		463,960,000		98,696,000

Chart 2 continues on page 44.

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 KHTZ Los Angeles
WGBS and WLYF Miami/WHN New York/WSPD Toledo

Chart 2, continued from page 40.

	AM and AM/FM stations[1]		FM stations[2]	
	Individual Items	Totals	Individual Items	Totals
Selling expenses:				
Selling payroll*	211,812,000		57,586,000	
All other selling expenses	132,113,000		42,576,000	
Total selling expenses		343,935,000		100,161,000
General and administrative expenses				
General and administrative payroll*	180,700,000		38,442,000	
Depreciation and amortization	81,495,000		22,646,000	
Interest	44,248,000		11,035,000	
Allocated costs of management from home office or affiliate(s)	41,467,000		15,675,000	
Other general and administrative expenses	299,242,000		70,863,000	
Total general and administrative expenses		647,152,000		158,661,000
Total broadcast expenses		1,580,986,000		385,397,000

Broadcast income

	AM and AM/FM stations	FM stations
Broadcast revenues	1,761,423,000[5]	$428,634,000[5]
Broadcast expenses	1,582,284,000[5]	386,937,000[5]
Broadcast operating income or (loss)	179,139,000	41,697,000
Total of any amounts included in expenses above which represent payments (salaries, commissions, management fees, rents, etc.) for services or materials supplied by the owners or stockholders, or any close relative of such persons or any affiliated company under common control	$118,099,000	$25,766,000

[1]Includes 2,806 AM and 1,486 AM/FM combination stations. Does not include 586 FM stations that are associated with AM's but which reported separately.

[2]Includes 586 FM stations that are associated with AM stations but which reported separately, and 741 independent FM stations.

[3]Includes $72,681,000 from barter and trade-out transactions for AM/FM stations and $20,793,323 for FM's.

[4]Includes 1,051 combined AM/FM stations that reported FM revenue. Does not include 586 FM stations associated with AM's but reported separately.

[5]Stations reporting less than $25,000 in total revenues are not required to report revenues and expenses but are required to report income. Therefore, totals in revenues and expenses are somewhat larger than income totals.

*Payroll includes salaries, wages, bonuses and commissions. Total payroll for AM/FM's: $757,213,000; for FM's: $170,079,000.

Note: Totals may not add due to rounding.

3. Network and station breakouts (except independent FM's)

Broadcast revenues, expenses and income	Networks[1]	% change from 1976	18 owned-and-operated AM stations[2]	% change from 1976	4,274 other AM and AM/FM stations[3]	% change from 1976	Total networks and stations	% change from 1976
Sales to advertisers for time, program talent, facilities, and services.								
Network sales	$115,994	30.3						
Deduct: Payments to owned-and-operated stations	1,879	40.7						
Deduct: Payments to other affiliated stations	15,228	18.5						
Retained from network sales	98,888	32.1	$1,721	37.5	$16,132[4]	7.0	$116,740	28.0
Nonnetwork sales*								
To national and regional advertisers	–	–	53,466	7.7	365,481	1.5	418,948	2.2
To local advertisers	–	–	63,794	41.5	1,434,966[5]	9.5	1,498,760	10.5
Total nonnetwork sales	–	–	117,260	23.8	1,800,448	7.7	1,917,708	8.6
Total sales to advertisers	98,888	32.1	118,981	24.0	1,816,580	7.7	2,034,448	9.6
Sales to other than advertisers	2,563	2.7	163	(43.1)	15,137	10.9	17,863	8.7
Total sales	101,450	31.1	119,144	23.8	1,831,717	7.8	2,052,312	9.5
Deduct: Commissions to agencies, representatives, etc.	16,984	30.0	20,729	23.5	168,709	7.7	206,423	10.7
Total broadcast revenues	84,466	31.4	98,415	23.8	1,663,008	7.8	1,845,889	9.4
Total broadcast expense	59,169	(14.6)	79,447	23.7	1,502,837	7.7	1,641,453	7.3
Total income (before federal income tax)	25,297	0[6]	18,968	24.3	160,171	8.8	204,436	29.8

[1] CBS, MBS (two networks), NBC, and ABC's three AM networks and one FM network.

[2] Eighteen owned-and-operated FM stations are excluded. The 1977 revenues of these stations totalled $29.8 million and their expenses totalled $27.5 million compared to $22.4 million and $23.8 million, respectively, for 17 stations in 1976.

[3] Excludes 586 FM stations that are associated with AM's but reported separately. The 1977 revenues of these stations totalled $203.4 million; expenses totalled $171.1 million.

[4] Includes $2,915,000 in compensation from regional networks. The balance differs from the amount reported by the networks as payment to other affiliated stations because of differences in accounting methods.

[5] Since stations with less than $25,000 in revenues do not report a detailed breakdown, the total revenue of those stations is included in this item. Therefore, a small amount of network and national nonnetwork time and program sales may be included here.

[6] Loss of $4,957,000 in 1976.

* Year to year comparisons should be made with caution because stations are not consistent in the way they classify national/regional versus local sales.

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4. The market-by-market breakdown of

Part A: AM stations and FM's that report with co-owned AM's

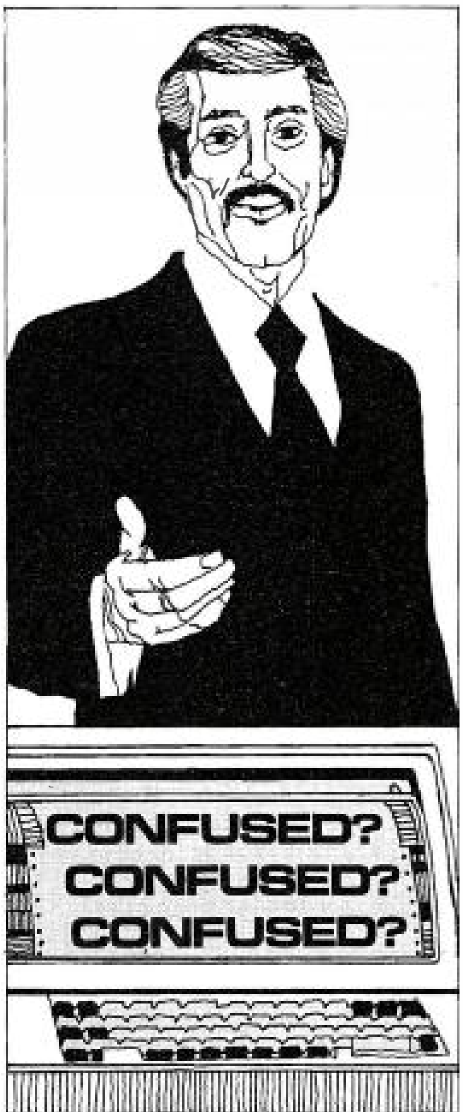
Metropolitan areas (number of stations[1] reporting in parentheses)	Revenue rank	Profit rank	Time sales[2] Network 1977	Network 1976	National and regional advertisers[3] 1977	National and regional advertisers[3] 1976
Abilene, Tex. (6)***	204	149	$1,094	$975	$148,398	$144,771
Akron, Ohio (5)	53	33	60,588	37,076	1,720,864	1,207,261
Albany, Ga. (4)**	212	218	2,102	1,817	198,037	148,102
Albany-Schenectady-Troy, N.Y. (12)	45	41	100,593	108,606	1,788,002	1,605,809
Albuquerque, N.M. (10)	71	306	23,832	16,801	972,260	1,012,753
Alexandria, La. (4)	217	121	6,066	5,531	241,795	223,353
Allentown-Beth.-Easton, Pa.-N.J. (10)	84	61	46,870	45,787	358,607	420,964
Altoona, Pa. (6)	146	112	5,514	3,768	309,425	273,102
Amarillo, Tex. (7)	122	178	14,950	14,401	504,504	441,460
Anchorage	79	168	0	0	539,709	396,449
Ann Arbor, Mich. (4)	207	294	629	1,452	321,726	281,509
Anniston, Ala. (4)	233	127	0	0	99,911	81,752
Appleton-Oshkosh, Wis. (7)**	120	222	1,839	3,126	175,343	95,871
Asheville, N.C. (6)	156	133	11,840	9,770	173,151	193,261
Atlanta (26)**	14	10	637,056	489,655	4,239,911	4,129,473
Atlantic City (4)	192	182	6,972	6,663	176,397	134,430
Augusta, Ga.-S.C. (9)	127	285	6,669	5,269	509,899	374,164
Austin, Tex. (8)	70	39	6,405	7,414	756,557	682,806
Bakersfield, Calif. (15)	78	208	53,789	48,106	826,375	743,361
Baltimore (18)	17	8	417,003	382,223	5,023,576	4,622,374
Baton Rouge (9)	89	62	25,824	28,691	453,922	356,470
Battle Creek, Mich. (3)	271	155	4,343	4,193	109,126	97,430
Beaumont-Port Arthur-Orange, Tex. (10)	94	309	42,008	53,678	449,132	477,488
Billings, Mont. (5)	147	203	6,579	7,533	243,094	187,520
Biloxi-Gulfport, Miss. (6)	160	283	1,513	0	246,890	289,064
Binghamton, N.Y. (5)	152	250	17,652	11,219	270,835	119,777
Birmingham, Ala. (16)	31	31	68,814	66,239	1,779,481	1,959,698
Boise, Idaho (3)	199	304	8,413	8,941	257,960	255,425
Boston (18)	8	13	448,778	401,256	11,117,137	10,701,489
Bridgeport, Conn. (3)	169	167	7,740	3,668	265,767	269,184
Bryan-College Station, Tex. (3)	248	180	12,920	*	133,559	*
Buffalo, N.Y. (11)	28	22	223,275	223,500	2,648,171	2,501,282
Burlington, N.C. (4)	255	251	0	0	183,672	115,752
Canton, Ohio (6)	95	56	13,925	12,813	638,404	432,441
Cedar Rapids, Iowa (4)	101	77	18,356	19,002	802,362	629,695
Champaign-Urbana-Rantoul, Ill. (3)	240	98	5,915	5,696	190,917	189,825
Charleston, S.C. (8)	119	198	14,082	19,414	355,985	278,352
Charleston, W. Va. (7)	111	91	22,716	17,311	695,612	717,262
Charlotte-Gastonia, N.C. (16)	37	55	128,203	123,295	2,261,529	1,849,065
Chattanooga (11)	91	68	31,257	27,966	493,374	507,192
Chicago (30)	3	2	973,025	808,307	18,325,422	18,085,378
Cincinnati (9)	20	25	383,493	401,911	2,995,176	3,288,874
Clarksville-Hpknsvlle, Tenn.-Ky. (4)	219	109	0	*	128,388	*
Cleveland (12)**	18	18	440,305	438,940	4,476,780	5,169,243
Colorado Springs (6)	135	302	6,085	4,813	390,501	492,836
Columbia, S.C. (7)	115	197	35,024	18,181	774,072	700,902
Columbus, Ga.-Ala. (6)	173	303	10,047	11,166	383,811	416,049
Columbus, Ohio (9)	27	14	91,171	70,077	2,719,677	2,813,921
Corpus Christi, Tex. (8)	112	95	30,873	33,550	1,089,532	903,874
Dallas-Fort Worth (21)	9	17	380,790	310,373	7,278,417	7,690,547
Davenport-Rock Is.-Moline, Iowa-Ill. (7)	240	120	19,202	16,780	897,875	704,292
Dayton, Ohio (7)	41	23	45,707	53,614	973,627	1,135,801
Daytona Beach, Fla. (8)	155	299	0	3,868	304,313	326,214
Denver-Boulder (21)	15	16	271,077	281,919	4,755,675	4,129,095
Des Moines, Iowa (7)	55	87	77,634	93,547	1,177,320	1,944,259
Detroit (18)**	7	7	607,904	554,778	8,833,561	8,443,551
Duluth-Superior, Minn.-Wis. (11)	104	80	27,956	26,571	402,579	373,988
Eau Claire, Wis. (4)	154	102	1,880	2,030	227,595	160,422
El Paso, Tex. (8)	97	313	25,639	21,475	1,213,090	1,348,326
Elmira, N.Y. (4)	229	269	2,095	1,827	207,544	194,380
Erie, Pa. (6)	123	187	14,214	14,130	421,901	426,077
Eugene-Springfield, Ore. (8)	97	278	37,602	9,379	784,799	773,190
Evansville, Ind.-Ky. (8)	98	147	5,860	6,604	287,867	278,088
Fargo-Moorhead, Minn.-N.D. (4)	100	83	18,754	18,987	499,786	468,575
Fayetteville, N.C. (5)	138	130	31,304	15,043	387,871	279,463

radio station revenue and profit in 1977

Local advertisers[3] 1977	Local advertisers[3] 1976	Value of trade-outs and barter transactions 1977	Value of trade-outs and barter transactions 1976	Total broadcast revenues[4] 1977	Total broadcast revenues[4] 1976	% change	Total broadcast expenses 1977	Total broadcast income 1977
$1,138,702	$1,115,227	$29,272	$11,377	$1,253,562	$1,220,659	2.7	$1,146,100	$107,462
4,645,416	3,816,005	378,070	181,522	5,760,970	4,510,335	27.7	4,821,169	939,801
1,033,859	611,589	14,724	2,761	1,205,554	935,755	28.8	1,183,485	22,069
5,510,199	5,061,183	281,889	301,577	6,539,209	5,971,286	9.5	5,750,591	788,618
3,664,843	3,753,455	146,241	170,981	4,208,965	4,289,597	-1.9	4,538,745	-329,780
950,459	894,832	6,534	1,000	1,165,487	1,097,196	6.2	1,015,139	150,348
3,326,097	3,107,404	109,352	54,318	3,588,372	3,452,624	3.9	3,043,257	545,115
1,673,767	1,520,028	165,023	145,815	1,936,649	1,749,023	10.7	1,756,399	180,250
2,162,892	2,127,200	86,737	81,743	2,454,050	2,354,392	4.2	2,385,935	68,115
3,800,439	3,688,872	94,977	186,280	3,916,837	3,807,906	2.9	3,836,434	80,403
937,716	1,076,199	61,106	124,207	1,240,787	1,341,680	-7.5	1,407,890	-167,103
949,965	838,595	2,002	0	1,030,282	908,594	13.4	891,076	139,206
2,482,950	2,234,955	139,869	132,725	2,566,419	2,250,952	14.0	2,550,151	16,268
1,630,350	1,506,539	61,295	42,818	1,778,925	1,640,404	8.4	1,646,201	132,724
15,933,182	14,137,686	958,668	501,290	18,155,406	16,240,619	11.8	14,368,069	3,787,337
1,138,870	1,068,171	142,981	119,586	1,363,567	1,264,976	7.8	1,272,311	91,256
1,910,697	2,334,666	180,310	206,804	2,321,743	2,636,535	-11.9	2,437,380	-115,637
4,105,738	3,593,536	135,837	124,233	4,405,398	3,863,240	14.0	3,565,580	839,818
3,417,073	2,872,213	335,596	180,307	3,944,548	3,352,990	17.6	3,904,754	39,794
14,460,745	14,005,119	821,190	926,684	17,252,511	16,426,926	5.0	13,057,632	4,194,879
3,247,014	2,917,575	54,699	58,961	3,440,094	3,029,616	13.5	2,914,534	525,560
698,023	668,920	4,456	5,065	780,346	767,459	1.7	682,112	98,234
2,989,988	2,813,716	98,901	136,877	3,322,032	3,188,389	4.2	3,703,160	-381,128
1,735,807	1,515,421	60,826	66,744	1,916,067	1,652,919	16.0	1,877,714	40,353
1,526,916	1,450,096	78,893	77,690	1,760,660	1,732,723	1.6	1,872,826	-112,166
1,709,917	993,755	153,449	63,347	1,832,098	1,071,161	71.0	1,855,399	-23,301
7,766,070	6,803,198	231,867	262,841	8,681,388	8,013,010	8.3	7,704,829	976,559
1,123,787	1,408,436	61,980	51,711	1,288,115	1,543,626	-16.6	1,606,211	-318,096
18,693,051	17,709,195	1,676,170	2,018,705	25,930,238	24,956,588	3.9	22,617,024	3,313,214
1,492,460	1,349,681	56,216	74,515	1,593,912	1,477,061	7.9	1,508,032	85,880
813,383	*	14,535	*	937,713	*	–	871,018	66,695
7,635,131	6,800,184	583,083	549,710	9,112,217	8,293,503	9.9	7,473,583	1,638,634
722,250	723,562	24,717	13,188	897,642	834,915	7.5	922,519	-24,877
2,938,717	2,719,993	132,400	88,918	3,312,652	2,971,252	11.5	2,715,053	597,599
2,738,122	2,598,558	80,413	70,274	3,201,721	2,952,410	8.4	2,856,006	345,715
822,423	705,635	1,298	1,046	962,907	851,066	13.1	738,833	224,074
2,412,603	2,284,630	114,132	103,830	2,623,350	2,439,943	7.5	2,575,631	47,719
2,173,162	2,280,879	76,292	82,348	2,761,652	2,884,055	-4.2	2,471,507	290,145
6,413,807	5,451,522	676,540	299,356	7,640,903	6,717,773	16.7	7,193,816	647,087
3,050,463	3,502,205	111,731	69,693	3,398,525	3,812,879	-10.9	2,971,492	427,033
44,947,018	40,608,600	2,577,770	1,822,345	55,324,015	51,059,272	8.4	44,025,757	11,298,258
11,509,148	10,053,241	755,195	779,777	12,852,794	11,904,907	8.0	11,570,140	1,282,654
1,025,735	*	30,952	*	1,142,214	*	–	947,121	195,093
13,983,935	12,332,188	1,731,158	1,401,623	16,258,904	15,464,516	5.1	14,098,243	2,160,661
1,954,723	2,138,218	63,356	80,377	2,096,388	2,345,747	-10.6	2,379,600	-283,212
1,964,087	2,413,368	44,635	167,805	2,697,628	3,271,404	-17.5	2,648,957	48,671
1,248,162	1,269,420	82,858	118,971	1,551,000	1,576,943	-1.6	1,922,515	-371,515
9,060,993	8,274,712	446,830	414,141	10,304,545	9,725,040	6.0	7,166,861	3,137,684
1,884,719	1,802,677	68,114	75,458	2,742,960	2,555,015	7.4	2,490,848	252,112
18,422,479	16,626,745	1,048,361	788,936	22,515,315	21,115,420	6.6	19,879,494	2,635,821
3,054,944	2,762,980	68,015	85,164	3,427,830	3,215,711	6.6	3,212,886	214,944
6,771,125	5,961,472	125,458	173,877	6,826,827	6,166,089	10.4	5,373,229	1,453,598
1,577,339	2,070,984	146,079	267,902	1,791,341	2,291,620	-21.8	2,053,264	-261,923
15,982,992	14,659,964	1,811,975	1,057,332	18,055,758	16,470,489	9.6	15,232,704	2,823,054
4,911,594	3,733,566	431,920	400,422	5,514,366	5,167,738	6.7	5,078,175	436,191
23,239,474	19,960,161	1,207,245	903,113	27,991,969	24,965,903	12.1	23,535,572	4,456,397
2,668,539	2,161,542	57,328	63,225	3,044,460	2,543,087	19.7	2,700,578	343,882
1,556,313	1,359,128	20,971	5,044	1,806,351	1,536,903	17.5	1,591,112	215,239
2,429,137	2,350,179	219,925	249,999	3,265,834	3,318,000	-1.6	3,910,547	-644,713
843,173	837,903	105,248	81,494	1,039,504	1,022,191	1.7	1,098,236	-58,732
2,170,350	1,776,613	130,835	113,621	2,450,735	2,059,978	19.0	2,392,357	58,378
2,858,853	1,946,663	122,713	96,296	3,308,208	2,460,510	34.5	3,396,771	-88,563
3,081,405	2,722,166	81,418	75,410	3,235,489	2,850,249	13.5	3,124,199	111,290
2,774,119	2,484,574	51,514	26,419	3,206,671	2,900,810	10.5	2,878,506	328,165
1,746,517	1,628,407	31,507	38,255	2,066,516	1,884,578	9.7	1,929,924	136,592

Metropolitan areas (number of stations[1] reporting in parentheses)	Revenue rank	Profit rank	Time sales[2] Network 1977	Network 1976	National and regional advertisers[3] 1977	National and regional advertisers 1976
Fayetteville-Springdale, Ark. (6)	185	135	0	0	157,799	148,213
Fitchburg-Leominster, Mass. (3)	293	252	3,207	3,067	127,017	122,573
Flint, Mich. (6)	85	64	46,238	45,218	902,714	1,071,161
Florence, Ala. (5)	194	230	2,675	1,081	115,132	81,261
Fort Collins, Colo. (3)	215	177	82,512	46,998	137,158	92,488
Fort Lauderdale-Hollywood, Fla. (7)	72	266	7,446	8,580	1,225,806	1,107,232
Fort Myers, Fla. (4)	250	246	1,895	2,553	176,497	185,483
Fort Smith, Ark.-Okla. (7)	180	40	5,170	8,110	143,808	119,216
Fort Wayne, Ind. (8)	69	51	18,448	14,896	1,078,963	959,507
Fresno, Calif. (12)**	64	120	76,089	84,464	1,642,818	1,553,287
Gadsden, Ala. (3)	178	140	0	0	172,271	250,748
Gainesville, Fla. (4)	222	255	4,347	4,101	127,252	107,823
Galveston-Texas City, Tex. (3)	281	248	624	576	207,102	165,717
Gary-Hammond-East Chicago, Ind. (5)**	184	171	1,648	1,549	74,759	102,410
Grand Rapids, Mich. (10)	56	44	27,411	24,428	841,527	781,100
Great Falls, Mont. (4)**	177	145	1,466	1,321	212,572	168,235
Green Bay, Wis. (3)	140	137	6,752	6,617	462,738	353,773
Grnsbro-Wnstn Slm-High Pt., N.C. (20)	43	49	44,537	33,753	964,924	1,012,871
Greenville-Spartanburg, S.C. (16)	47	37	47,849	32,480	1,160,203	975,383
Hamilton-Middletown, Ohio (3)	137	152	13,492	3,537	450,719	339,702
Harrisburg, Pa. (8)	80	54	25,447	23,430	933,118	882,413
Hartford, Conn. (7)	40	50	172,526	247,800	2,451,850	2,663,965
Honolulu (17)	38	315	7,823	4,909	733,818	919,458
Houston (19)	11	6	238,957	202,337	5,869,021	5,403,885
Huntingtn-Ashld, W. Va.-Ky.-Ohio (6)	139	94	15,946	5,754	261,412	227,592
Huntsville, Ala. (11)	116	116	6,351	6,807	279,113	232,078
Indianapolis (11)	24	20	184,071	148,194	3,184,397	2,885,080
Jackson, Mich. (3)	269	200	734	3,489	108,046	100,242
Jackson, Miss. (8)	99	115	8,360	8,474	554,073	428,289
Jacksonville, Fla. (17)	62	293	68,119	58,132	1,653,578	1,443,285
Jhnsn Cty-Kngsprt-Brstl, Tenn.-Va. (17)	83	181	10,217	16,516	488,305	403,496
Johnstown, Pa. (9)	150	111	16,926	15,792	220,499	136,958
Kalamazoo-Portage, Mich. (5)	175	106	6,665	11,274	298,608	389,856
Kansas City, Mo.-Kan. (11)	32	100	168,397	94,552	2,502,982	2,779,397
Kileen-Temple, Tex. (3)	158	99	0	0	227,735	162,044
Knoxville, Tenn. (13)	66	93	39,812	19,340	1,162,549	826,390
LaCrosse, Wis. (3)	161	131	6,546	7,310	188,685	156,493
Lafayette, La. (3)	176	90	794	976	329,865	236,263
Lake Charles, La. (4)	209	158	802	421	363,266	259,598
Lakeland-Winter Haven, Fla. (11)**	167	310	6,331	6,331	310,381	312,788
Lancaster, Pa. (5)**	171	139	15,949	13,519	322,419	376,493
Lansing-East Lansing, Mich. (8)	118	60	16,129	14,874	556,539	606,463
Las Vegas (9)	73	108	64,600	133,589	615,069	514,124
Lewiston-Auburn, Me. (3)	297	276	1,456	2,781	141,204	127,781
Lexington-Fayette, Ky. (7)	105	72	5,730	4,105	249,850	817,404
Lima, Ohio (3)	164	82	2,485	*	374,850	*
Lincoln, Neb. (4)	103	88	990	978	248,491	240,735
Little Rock-North Little Rock, Ark. (10)	76	78	61,010	81,152	815,415	798,729
Longview, Tex. (5)	258	238	0	0	156,389	74,895
Lorain-Elyria, Ohio (3)	203	132	0	0	158,960	139,548
Los Angeles-Long Beach (30)**	1	1	853,099	748,942	30,017,473	29,401,795
Louisville, Ky.-Ind. (11)	36	52	124,796	169,635	1,917,422	1,965,103
Lubbock, Tex. (8)	93	87	9,921	7,134	421,058	366,178
Lynchburg, Va. (8)	181	298	590	675	127,282	170,938
Macon, Ga. (8)	136	210	17,748	15,256	380,182	429,790
Madison, Wis. (4)	81	32	40,475	35,280	882,918	595,383
Manchester, N.H. (4)	149	235	14,100	14,250	374,344	249,070
McAllen-Pharr-Edinburg, Tex. (4)	182	280	0	0	184,364	259,050
Melbourne-Titusville-Cocoa, Fla. (9)**	187	300	4,901	5,096	256,292	226,543
Memphis (13)**	34	47	142,173	122,952	2,594,270	2,842,801
Miami (15)**	19	274	181,632	188,887	4,844,158	5,192,898
Midland, Tex. (4)	266	174	0	0	420,385	101,814
Milwaukee (12)	25	28	172,118	144,323	2,864,738	2,706,952
Minneapolis-St. Paul (20)	10	5	146,015	106,573	5,287,467	5,126,841
Mobile, Ala. (11)	109	232	28,324	23,687	793,879	918,915
Modesto, Calif. (5)	133	110	2,947	13,828	758,573	658,722
Monroe, La. (4)	230	196	1,188	979	188,406	202,883
Montgomery, Ala. (10)**	113	155	8,218	6,753	373,471	244,504
Muskegon-Norton Shores, Mich. (5)	198	124	2,216	2,060	102,283	91,201
Nashville (19)	35	282	116,994	78,343	2,313,984	2,374,271
Nassau-Suffolk, N.Y. (10)	50	48	351	1,707	1,693,548	1,181,104
New Haven-West Haven, Conn. (4)	107	216	1,391	1,524	834,465	698,878
New London-Norwich, Conn.-R.I. (5)	153	79	0	1,138	255,227	228,116
New Orleans (13)**	30	45	106,871	108,903	2,587,520	2,514,058
New York (24)	2	3	1,700,114	1,082,258	23,924,090	33,455,765

Local advertisers[3] 1977	Local advertisers[3] 1976	Value of trade-outs and barter transactions 1977	Value of trade-outs and barter transactions 1976	Total broadcast revenues[4] 1977	Total broadcast revenues[4] 1976	% change	Total broadcast expenses 1977	Total broadcast income 1977
1,300,733	1,206,780	73,372	51,746	1,419,609	1,324,116	7.2	1,289,526	130,083
553,862	652,697	17,745	15,915	638,337	731,021	-12.7	665,736	-27,399
2,993,608	2,816,657	152,444	108,982	3,539,457	3,546,040	-0.2	3,030,334	509,123
1,246,161	1,183,934	30,854	23,830	1,346,849	1,255,741	7.3	1,338,863	7,986
1,016,412	910,682	23,415	28,673	1,191,272	1,044,709	14.0	1,121,169	70,103
3,465,836	3,332,211	391,381	352,392	4,208,467	3,999,033	5.2	4,256,066	-49,621
806,870	637,680	26,221	25,007	934,397	795,807	17.4	951,326	-16,929
1,401,402	1,236,286	18,891	21,238	1,479,857	1,315,086	12.5	1,487,987	-8,130
3,992,089	3,538,125	238,779	323,826	4,507,873	3,989,102	13.0	3,815,594	692,279
4,129,806	3,485,682	309,455	259,289	5,213,046	4,565,265	14.2	5,062,421	150,625
1,357,675	1,025,700	22,566	37,501	1,507,601	1,288,224	17.0	1,387,722	119,879
997,155	990,546	58,285	56,727	1,102,282	1,069,504	3.1	1,132,240	-29,958
550,716	568,639	40,162	37,049	717,564	694,012	3.4	736,181	-18,617
1,653,916	1,773,035	55,390	82,851	1,666,761	1,810,553	-7.9	1,591,629	75,132
5,147,120	4,489,363	213,820	242,786	5,456,234	4,804,774	13.6	4,699,531	756,703
1,349,098	1,170,940	13,683	28,673	1,534,624	1,317,582	16.5	1,421,339	113,285
1,677,287	1,464,664	26,064	24,946	2,020,323	1,743,275	15.9	1,894,070	126,253
6,053,298	5,297,291	208,945	139,983	6,619,772	6,050,717	9.4	5,917,202	702,570
5,388,122	5,006,525	147,347	112,408	6,413,895	5,865,707	9.3	5,517,559	896,336
1,216,492	1,163,801	87,358	70,859	2,073,189	1,772,722	16.9	1,973,180	100,009
3,080,452	2,644,340	67,994	41,697	3,787,899	3,345,409	13.2	3,137,735	650,164
5,313,044	4,817,518	210,837	293,398	6,892,671	6,691,678	3.0	6,200,256	692,415
7,078,327	6,267,267	561,306	402,380	7,589,980	6,748,292	12.5	8,890,789	-1,300,809
18,432,623	17,169,162	1,213,929	1,160,836	21,395,305	19,906,794	7.5	16,784,704	4,610,601
1,926,568	1,805,624	66,375	84,902	2,060,335	1,938,150	8.3	1,797,823	262,512
2,537,642	2,319,196	52,526	43,469	2,695,946	2,449,213	10.1	2,535,426	160,520
9,775,848	8,555,820	609,137	560,117	11,336,612	9,976,778	13.6	9,389,129	1,947,483
722,947	776,087	55,519	44,690	781,443	828,397	-5.7	735,209	46,234
2,776,726	2,516,463	124,683	93,623	3,231,371	2,853,374	13.2	3,068,201	163,170
4,224,881	4,131,776	416,427	247,762	5,284,729	4,966,218	6.4	5,447,840	-163,111
3,179,249	2,941,160	61,771	55,699	3,634,613	3,354,741	8.3	3,570,819	63,794
1,671,741	1,418,429	45,257	20,029	1,887,175	1,551,472	21.6	1,698,201	188,974
1,310,517	2,057,771	93,269	60,025	1,536,184	2,325,808	-33.0	1,327,692	208,492
7,370,760	7,840,465	558,242	664,795	8,576,524	9,168,706	-6.5	8,357,852	218,672
1,552,390	1,422,016	19,654	12,017	1,776,797	1,593,287	11.5	1,553,965	222,832
4,165,680	4,006,390	110,108	79,254	4,982,209	4,502,056	10.7	4,711,064	271,145
1,438,970	1,145,379	8,413	4,952	1,753,478	1,433,221	22.3	1,617,147	136,331
1,293,897	892,732	25,801	25,580	1,535,408	1,051,858	46.0	1,241,012	294,396
913,833	984,875	63,336	95,728	1,221,607	1,203,003	1.5	1,127,033	94,574
1,338,765	1,361,210	64,640	86,275	1,609,324	1,595,307	0.9	1,999,937	-390,613
1,312,551	1,190,098	18,009	22,444	1,578,905	1,502,733	5.1	1,457,731	121,174
2,237,580	2,418,772	72,181	66,457	2,649,478	3,004,105	-11.8	2,097,980	551,498
3,939,364	3,722,067	328,868	429,844	4,138,975	4,122,777	0.4	3,942,975	198,139
483,948	502,695	26,455	15,104	598,955	599,411	-0.1	682,420	-83,465
3,036,941	2,295,372	108,248	109,590	3,039,957	2,694,336	12.8	2,642,408	397,549
1,118,199	*	14,647	*	1,452,236	*	—	1,118,212	334,024
2,919,243	2,499,339	23,143	32,350	3,061,085	2,656,333	15.2	2,760,473	300,612
3,534,673	3,352,882	257,645	197,631	4,063,204	3,863,683	5.2	3,718,045	345,159
716,601	968,237	5,202	8,879	888,383	1,065,350	-16.6	893,763	-5,380
1,122,199	1,030,678	10,193	15,300	1,255,813	1,149,889	9.2	1,119,945	135,868
55,470,371	48,097,903	4,064,063	3,361,364	73,028,728	64,255,157	13.7	59,675,118	13,353,610
6,853,162	6,232,822	314,288	365,842	7,855,539	7,378,185	6.5	7,174,998	680,541
3,182,630	2,800,176	112,807	67,994	3,368,701	2,947,140	14.3	3,067,953	300,748
1,394,112	1,129,514	51,555	15,755	1,474,626	1,266,606	16.4	1,657,872	-183,246
1,757,124	1,931,008	44,390	21,253	2,077,356	2,309,410	-10.0	2,046,444	30,912
3,168,621	2,210,703	109,211	77,006	3,763,392	2,724,676	38.1	2,790,851	972,541
1,643,855	1,203,000	54,964	46,502	1,892,899	1,355,562	4.0	1,889,799	3,100
1,364,711	1,203,452	11,926	10,215	1,474,353	1,399,621	5.3	1,570,098	-95,745
1,184,116	1,383,576	40,769	73,820	1,396,095	1,561,131	-10.6	1,666,963	-270,868
6,563,891	5,546,495	357,058	305,977	8,050,490	7,202,967	11.8	7,328,111	722,379
12,760,319	11,151,665	1,308,734	974,403	15,080,742	14,045,089	7.4	15,157,922	-77,180
410,505	680,768	1,902	1,800	795,290	766,728	3.7	722,382	72,908
9,835,049	8,749,011	696,565	523,295	11,099,050	10,081,257	10.1	10,004,662	1,094,388
17,491,249	15,544,567	606,502	507,564	21,607,284	19,567,034	10.4	16,169,438	5,437,846
2,170,151	1,758,234	183,843	89,141	2,868,805	2,571,328	11.6	2,864,258	4,547
1,499,569	1,282,746	142,400	161,337	2,142,500	1,809,080	18.4	1,947,980	194,540
935,692	778,397	5,892	35,919	1,038,818	913,025	13.8	989,935	48,883
2,455,915	2,142,029	40,637	55,141	2,706,194	2,277,816	18.8	2,611,965	94,229
1,261,987	1,148,178	30,249	20,333	1,302,166	1,195,456	8.9	1,159,533	142,633
6,513,229	6,265,167	212,287	186,842	8,011,070	7,797,282	2.7	8,121,531	-110,461
5,125,581	3,979,270	355,497	197,387	6,135,145	4,760,656	28.9	5,415,772	719,373
2,555,742	2,481,887	260,353	160,669	2,960,600	2,953,432	0.2	2,934,661	25,939
1,650,620	1,452,738	35,082	12,480	1,824,245	1,605,274	13.6	1,479,539	344,706
7,510,696	6,273,260	271,675	262,016	8,815,352	7,638,027	15.4	8,065,482	749,870
54,286,491	42,689,592	4,674,226	3,856,460	68,446,029	66,222,148	3.4	57,830,966	10,615,063



Metropolitan areas (number of stations[1] reporting in parentheses)	Revenue rank	Profit rank	Time sales[2] Network 1977	Network 1976	National and regional advertisers[3] 1977	1976
Newark, N.J. (7)	63	70	92,378	67,665	1,280,671	1,208,584
Newport News-Hampton, Va. (5)	134	271	1,340	111	517,906	458,411
Norfolk-Va. Beach-Portsmouth, Va. (10)	58	71	80,439	83,384	1,541,981	1,372,588
Northeast Pennsylvania (14)	67	101	47,077	44,694	972,692	925,794
Odessa, Tex. (4)	239	233	0	0	144,131	128,143
Oklahoma City (10)	42	63	26,740	70,340	2,087,115	1,698,611
Omaha (6)**	60	29	110,371	112,020	1,960,224	1,841,108
Orlando, Fla. (11)	65	309	24,816	31,408	1,203,854	1,238,102
Oxnard-Simi Valley-Ventura, Calif. (6)	124	152	36,585	55,682	474,224	438,230
Parkersburg-Marietta, W. Va.-Ohio (6)	143	156	2,076	0	181,860	192,571
Pensacola, Fla. (7)	129	117	14,626	10,857	160,843	197,143
Peoria, Ill. (5)	106	85	18,601	16,415	940,106	814,248
Ptrsbrg-Clnl Hts.-Hpwll, Va. (3)	272	292	0	0	141,072	158,602
Philadelphia (23)	6	9	433,433	519,954	12,379,425	12,205,686
Phoenix, Ariz. (20)	21	57	109,587	97,501	4,352,609	3,642,308
Pine Bluff, Ark. (4)	273	259	0	0	83,215	47,188
Pittsburgh (23)	16	19	157,784	127,815	6,760,625	6,391,181
Pittsfield, Mass. (3)**	259	236	3,249	3,270	72,662	83,533
Portland, Me. (5)	148	227	22,319	14,972	455,174	368,170
Portland, Ore.-Wash. (14)**	22	26	129,126	141,456	4,393,669	3,916,554
Poughkeepsie, N.Y. (4)	165	217	0	0	218,206	227,350
Prvdnce-Wrwck-Pwtckt, R.I.-Ma. (13)	48	220	120,404	117,717	2,061,345	2,205,677
Provo-Orem, Utah (4)	242	286	0	0	75,694	57,959
Pueblo, Colo. (6)	218	295	0	0	259,925	133,984
Raleigh-Durham, N.C. (14)	57	69	74,641	72,393	1,212,179	1,077,359
Reading, Pa. (3)	174	166	12,366	15,215	318,016	256,363
Reno (6)**	142	107	6,392	13,318	340,186	294,810
Richland-Kennewick, Wash. (5)	182	84	0	0	242,321	247,965
Richmond, Va. (13)	52	46	126,740	120,794	1,513,924	1,624,621
Rvrside-San Brnrdino-Ont, Calif. (22)	51	298	148,214	107,316	1,452,479	1,362,477
Roanoke, Va. (7)	117	66	22,373	19,073	540,717	655,623
Rochester, Minn. (3)	227	202	800	750	148,659	106,325
Rochester, N.Y. (10)	48	30	216,345	218,356	1,698,938	1,716,000
Rockford, Ill. (5)	110	75	8,258	6,146	277,044	226,547
Sacramento, Calif. (9)	49	34	149,048	143,966	2,697,623	2,836,264
Saginaw, Mich. (3)	202	288	9,692	10,562	192,792	171,237
Salem, Ore. (6)	221	223	0	0	196,368	204,595
Salinas-Seaside-Monterey, Calif. (8)**	151	225	10,173	10,792	425,268	459,711
Salt Lake City-Ogden, Utah (14)**	33	42	44,725	39,896	1,996,832	1,711,074
San Angelo, Tex. (4)	236	231	0	44,293	99,009	10,772
San Antonio, Tex. (15)	28	21	91,698	117,744	3,207,259	2,724,056
San Diego (9)	23	24	111,346	93,799	4,607,460	4,954,258
San Francisco-Oakland (19)	4	4	438,512	385,614	17,785,492	18,026,324
San Jose, Calif. (6)	61	27	0	0	1,579,147	1,324,442
St. Brbra-St. Mria-Lmpc, Calif. (11)**	121	148	18,543	17,100	470,318	392,963
Santa Cruz, Calif. (3)**	309	270	4,207	*	79,190	*
Santa Rosa, Calif. (4)	193	209	1,209	464	152,496	127,984
Sarasota, Fla. (6)	145	274	0	0	504,098	287,280
Savannah, Ga. (7)	163	307	10,045	6,321	280,758	177,880
Seattle-Everett, Wash. (19)**	13	12	284,433	178,015	6,057,460	5,444,668
Sherman-Denison, Tex. (3)	279	268	0	0	114,607	79,223
Shreveport, La. (11)	77	305	22,629	107,772	1,080,852	1,104,292
Sioux City, Iowa (3)	191	201	1,210	1,095	231,865	196,048
Sioux Falls, S.D. (5)	157	156	2,953	2,812	478,841	423,976
South Bend, Ind. (4)	210	284	14,929	12,430	148,151	142,234
Spokane, Wash. (11)	75	275	34,136	33,106	1,116,484	1,027,019
Springfield, Ill. (3)	128	65	8,502	5,196	368,739	267,420
Springfield, Mo. (6)	114	204	16,255	10,998	307,091	296,979
Springfld-Chcpee-Holyoke, Mass. (9)	108	314	15,484	17,080	712,583	929,311
St. Cloud, Minn. (5)	125	73	631	466	267,124	143,855
St. Joseph, Mo. (3)	196	122	12,405	11,761	337,402	253,625
St. Louis, Mo.-Ill. (22)	12	11	221,041	211,830	7,760,017	6,898,618
Steubenville-Weirton, Ohio-W. Va. (3)	226	138	4,510	11,191	300,062	178,445
Stockton, Calif. (3)	214	125	0	9,500	305,710	266,459
Syracuse, N.Y. (11)	59	89	85,170	77,733	1,363,764	1,320,106
Tacoma, Wash. (5)	144	134	0	0	496,108	546,769
Tallahassee, Fla. (5)	245	312	17,391	17,639	280,542	172,719
Tampa-St. Petersburg, Fla. (20)	29	35	164,330	164,382	2,537,450	2,499,000
Terre Haute, Ind. (4)	234	219	7,680	7,430	174,314	160,606
Texarkana, Tex.-Ark. (5)	256	143	2,259	2,082	157,941	115,575

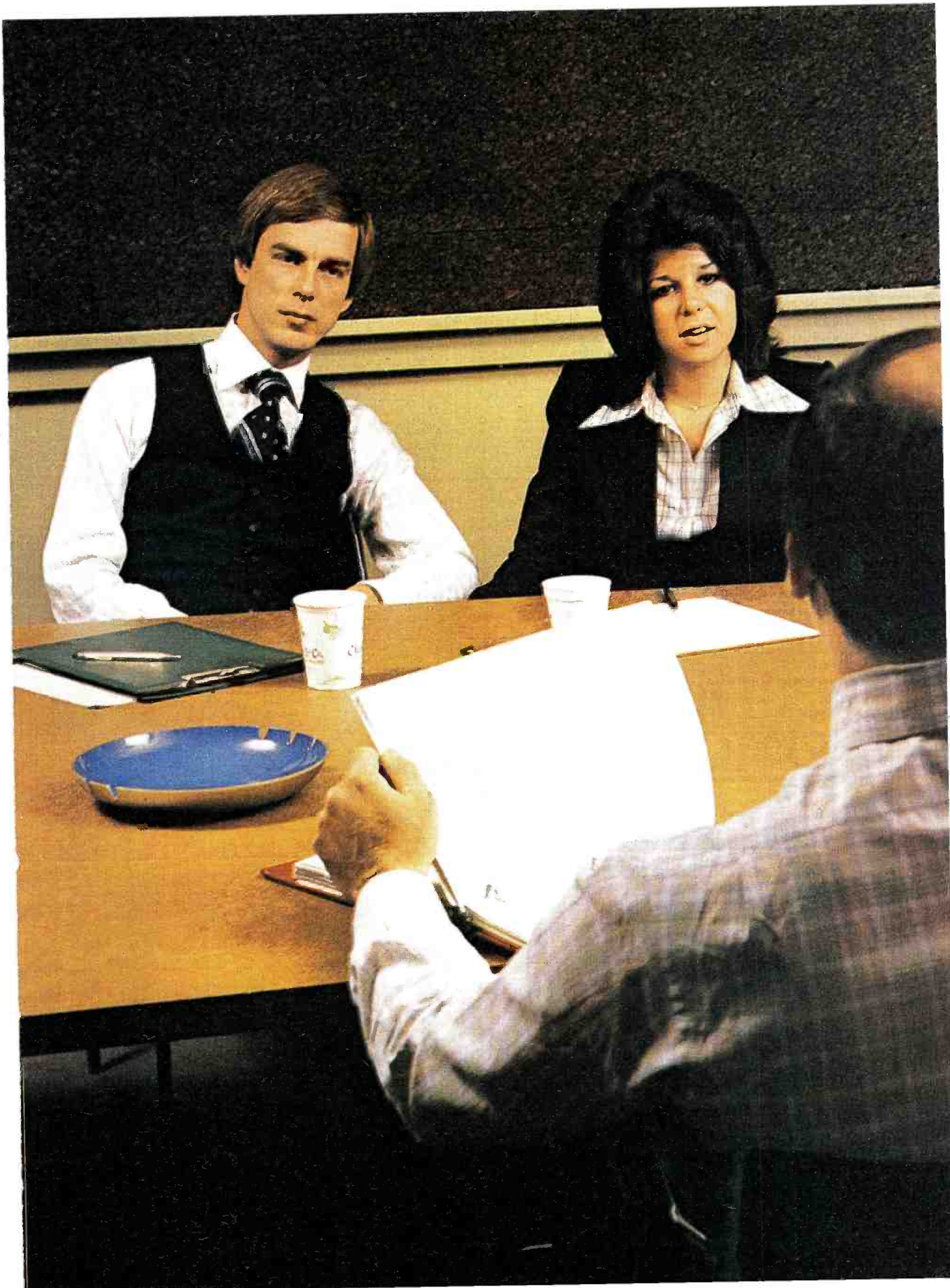
Local advertisers[3] 1977	Local advertisers[3] 1976	Value of trade-outs and barter transactions 1977	Value of trade-outs and barter transactions 1976	Total broadcast revenues[4] 1977	Total broadcast revenues[4] 1976	% change	Total broadcast expenses 1977	Total broadcast income 1977
4,478,584	3,689,244	634,483	440,016	5,266,445	4,430,186	18.9	4,851,970	414,475
1,636,666	1,664,945	92,264	82,568	2,096,677	1,959,714	7.0	2,166,255	-69,578
4,553,858	3,734,433	336,093	208,078	5,443,368	4,643,500	17.2	5,032,290	411,078
4,073,296	3,913,215	316,177	296,229	4,775,724	4,578,364	4.3	4,557,270	218,454
881,192	698,058	46,019	27,228	986,163	781,783	26.1	982,563	3,600
5,459,145	4,376,986	208,625	165,620	6,683,450	5,449,081	22.7	6,171,214	512,236
4,228,257	4,026,379	169,573	219,739	5,412,559	5,149,463	5.1	4,391,325	1,021,234
4,391,593	4,165,833	570,633	538,678	5,050,865	4,844,739	4.3	5,420,841	-369,976
2,069,596	1,913,080	255,549	240,978	2,439,444	2,284,315	6.8	2,337,232	102,212
1,855,248	1,770,427	40,713	55,074	1,985,326	1,920,238	3.4	1,887,492	97,834
2,142,162	2,164,523	57,829	48,879	2,236,680	2,279,940	-1.9	2,078,381	158,299
2,305,705	2,168,918	109,045	96,277	3,019,262	2,797,145	7.9	2,712,647	306,615
651,616	607,366	47,207	39,366	772,971	751,932	2.8	932,512	-159,541
22,241,163	20,088,223	1,839,852	1,453,676	29,915,719	27,783,013	7.7	25,982,882	3,932,837
8,760,704	7,652,499	857,361	981,731	11,622,454	10,095,727	15.1	10,989,330	633,124
700,142	825,940	21,180	17,326	757,579	854,490	-11.3	790,620	-33,041
13,346,919	12,526,151	1,090,794	1,162,127	17,743,502	16,820,635	5.5	15,770,966	1,972,536
840,338	805,525	0	7,016	879,749	858,722	2.4	879,839	-90
1,613,111	1,358,753	96,764	73,734	1,901,036	1,594,730	19.2	1,891,547	9,489
8,783,779	7,600,541	631,076	500,846	11,396,012	10,127,401	12.5	10,282,508	1,113,504
1,454,765	1,268,745	163,554	138,939	1,618,960	1,429,601	13.2	1,596,646	22,314
5,155,815	4,911,511	407,946	373,063	6,504,785	6,359,935	2.3	6,487,250	17,535
941,848	720,008	41,821	57,152	956,945	751,679	27.3	1,079,143	-122,198
1,064,614	1,039,030	44,482	21,658	1,161,892	1,096,267	6.0	1,337,746	-175,854
4,539,202	4,355,130	207,870	196,466	5,454,779	5,100,324	6.9	5,031,512	423,267
1,282,455	1,242,914	14,433	5,319	1,541,273	1,436,412	7.3	1,454,916	86,357
1,813,819	1,543,771	87,749	80,079	1,991,183	1,694,948	17.5	1,794,182	197,001
1,632,123	1,368,643	37,729	36,851	1,736,141	1,508,146	15.1	1,420,613	315,528
4,795,301	4,897,926	339,745	290,230	5,771,077	5,959,243	-3.2	5,036,350	734,727
4,883,721	5,202,586	468,163	514,089	5,949,731	6,136,234	-3.0	6,182,884	-233,153
2,332,503	2,213,253	4,390	42,759	2,677,451	2,657,624	0.7	2,240,762	436,689
946,190	880,389	5,400	0	1,054,198	958,133	10.0	1,013,385	40,813
5,375,286	5,062,752	306,299	301,623	6,350,635	6,089,680	4.3	5,368,859	981,776
2,657,267	1,648,135	71,779	93,062	2,778,290	1,738,061	59.8	2,408,355	369,935
4,477,046	3,831,148	519,528	358,120	6,226,251	5,807,804	7.2	5,294,066	932,185
1,187,743	1,036,021	61,109	34,443	1,267,304	1,132,567	11.9	1,391,985	-124,681
989,007	957,774	36,266	24,663	1,114,550	1,086,023	2.6	1,098,702	15,848
1,564,147	1,570,164	132,452	91,385	1,871,475	1,912,830	-2.2	1,860,632	10,843
7,249,153	6,142,022	680,516	388,637	8,491,124	7,129,320	19.1	7,720,440	770,684
927,756	880,781	39,637	34,744	1,004,703	914,561	9.9	997,267	7,436
8,911,070	7,255,695	831,360	519,658	10,911,089	9,011,744	21.1	9,102,890	1,808,199
8,876,534	8,437,425	540,676	823,329	11,386,228	11,323,270	0.6	10,064,753	1,321,475
31,712,023	23,882,168	2,470,035	1,821,423	41,881,097	35,199,549	19.0	35,192,976	6,688,121
4,446,171	3,477,390	493,546	319,972	5,309,626	4,226,331	25.6	4,206,027	1,103,599
2,165,055	1,891,492	138,839	115,546	2,527,028	2,192,137	15.3	2,418,310	108,718
347,030	*	5,445	*	433,086	*	—	494,670	-81,584
1,253,116	1,103,862	29,449	23,945	1,363,479	1,194,612	14.1	1,328,009	35,470
1,571,692	1,636,597	162,052	200,485	1,944,659	1,837,935	5.8	2,022,718	-78,059
1,492,052	1,335,055	92,276	41,824	1,716,971	1,465,856	17.1	2,058,577	-341,606
14,874,082	12,688,273	932,394	683,067	18,269,671	15,654,617	16.7	14,607,137	3,662,534
608,842	616,965	3,096	11,523	722,760	702,948	2.8	776,980	-54,200
3,210,800	3,068,432	148,646	106,534	3,993,537	3,969,767	0.6	4,315,560	-322,023
1,207,065	1,101,777	26,898	14,593	1,364,705	1,221,995	11.7	1,320,660	44,045
1,330,341	1,220,141	7,921	11,381	1,778,801	1,621,527	9.7	1,682,677	96,124
1,176,579	1,095,431	25,623	31,132	1,212,280	1,145,780	5.8	1,325,805	-113,525
3,478,563	2,965,804	264,663	222,424	4,074,535	3,654,127	11.5	4,155,200	-80,665
1,967,485	1,613,346	34,323	33,278	2,243,016	1,821,392	23.1	1,775,269	467,747
2,502,752	2,236,167	34,553	114,038	2,701,305	2,413,570	11.9	2,661,259	40,046
2,524,867	2,435,339	125,864	90,707	2,923,911	3,017,365	-3.1	3,656,949	-733,038
2,105,373	1,685,251	5,995	0	2,333,206	1,816,872	28.4	1,955,569	377,637
1,094,040	889,987	44,165	21,552	1,326,133	1,050,514	26.2	1,176,682	149,451
13,769,516	12,744,145	1,108,683	870,098	18,657,538	17,102,706	9.1	14,896,213	3,761,325
790,933	647,958	39,790	22,011	1,059,483	937,855	13.0	934,345	125,138
1,011,630	1,197,974	64,517	50,323	1,191,685	1,368,112	-12.9	1,049,547	142,138
4,720,795	4,418,753	309,298	283,336	5,416,342	5,095,771	6.3	5,115,822	300,520
1,673,062	1,630,590	75,019	76,723	1,963,263	2,047,437	-4.1	1,832,091	131,172
715,478	770,707	40,684	45,009	949,403	948,115	0.1	1,511,337	-561,934
7,547,387	6,565,384	459,027	361,182	9,102,317	8,200,201	11.0	8,186,732	915,585
941,949	1,144,609	66,396	75,423	1,026,474	1,246,466	-17.6	1,005,049	21,425
761,029	814,220	7,683	11,545	895,701	900,210	-0.5	781,169	114,532

Metropolitan areas (number of stations[1] reporting in parentheses)	Revenue rank	Profit rank	Time sales[2] Network 1977	Network 1976	National and regional advertisers[3] 1977	1976
Toledo, Ohio-Mich. (7)	68	59	28,616	21,461	827,628	1,694,783
Topeka, Kan. (4)	131	128	18,388	18,110	587,294	566,086
Trenton, N.J. (4)	170	186	1,982	1,925	201,715	239,760
Tucson, Ariz. (10)**	74	104	19,038	14,268	1,504,110	1,278,870
Tulsa, Okla. (12)	44	38	13,727	10,799	1,148,605	773,917
Tuscaloosa, Ala. (5)	213	120	1,982	532	156,769	107,304
Tyler, Tex. (4)	208	247	0	0	148,436	157,447
Utica-Rome, N.Y. (9)**	126	297	34,407	25,995	278,027	336,733
Vineland-Milleville-Bridgeton, N.J. (3)	276	224	0	0	81,019	85,065
Waco, Tex. (4)	172	291	2,147	1,829	493,882	334,311
Washington, D.C.-Md.-Va. (24)	5	15	307,116	264,496	10,134,487	8,971,046
Waterbury, Conn. (3)	235	215	13,529	9,714	162,513	140,399
Waterloo-Cedar Falls, Iowa (4)	132	81	2,061	1,063	668,495	590,024
West Palm Beach-Boca Raton, Fla. (11)	102	301	10,965	12,277	671,873	432,173
Wheeling, W. Va.-Ohio (5)	92	36	36,890	34,866	988,461	881,596
Wichita, Kan. (7)	54	56	36,196	32,426	598,987	532,455
Wichita Falls, Tex. (3)	225	165	8,240	15,280	273,679	287,884
Williamsport, Pa. (4)	246	207	7,382	6,753	73,004	65,588
Wilmington, Del.-N.J.-Md. (7)	87	43	17,225	15,272	324,979	367,518
Wilmington, N.C. (5)	237	237	1,727	1,930	180,245	154,455
Worcester, Mass. (4)	179	311	42,548	27,734	363,923	401,825
Yakima, Wash. (7)	141	119	6,536	5,861	438,444	359,244
York, Pa. (5)	88	53	9,946	8,387	468,049	380,001
Youngstown, Ohio (8)	82	76	24,536	23,701	761,431	648,883
Total (2000)			15,798,058	14,207,738	361,990,681	357,215,430

Non-metro areas of three or more stations

Fairbanks, Alaska (3)	188	213	0	*	122,198	*
Decatur, Ala. (3)	302	182	0	0	39,121	36,187
Hot Springs, Ark. (3)	296	193	2,359	2,400	93,321	101,587
Flagstaff, Ariz. (3)	284	264	0	0	112,019	128,389
Redding, Calif. (4)	216	176	3,326	3,473	134,485	104,824
San Luis Obispo, Calif. (3)	247	253	777	336	89,654	83,885
Grand Junction, Colo. (4)	249	272	20,639	19,720	114,080	117,435
Ocala, Fla. (3)	253	169	0	0	142,150	127,281
Athens, Ga. (3)	291	245	2,658	1,972	152,395	146,033
Brunswick, Ga. (3)	288	260	1,837	1,921	92,557	64,911
Dalton, Ga. (3)	300	118	0	156	83,120	71,396
Gainesville, Ga. (3)	287	242	2,200	1,884	62,223	65,064
Griffin, Ga. (3)	305	239	39	49	51,257	39,223
Rome, Ga. (4)	251	244	2,621	1,874	138,908	174,956
Valdosta, Ga. (4)	264	265	0	0	133,018	114,134
Hilo, Hawaii (3)**	292	256	0	0	22,098	31,919
Mason City, Iowa (3)	228	141	4,288	5,213	232,541	163,657
Idaho Falls, Idaho (3)	200	113	43,956	34,649	213,550	190,869
Twin Falls, Idaho (3)	220	194	62,897	28,747	92,907	58,356
Salina, Kan. (3)	130	86	981	949	1,142,243	1,084,622
Bowling Green, Ky. (3)	285	142	2,189	0	130,619	116,960
Paducah, Ky. (3)	244	170	3,732	3,436	141,963	406,792
Cumberland, Md. (3)	289	263	2,499	1,759	25,150	21,833
Salisbury, Md. (3)	241	195	4,275	4,150	255,338	258,699
Bangor, Me. (3)	271	228	9,233	9,505	138,193	142,919
Cape Girardeau, Mo. (3)	287	185	0	0	112,835	108,249
Joplin, Mo. (4)	263	146	1,650	2,100	182,524	168,356
Columbus, Miss. (3)	312	184	0	0	68,012	72,853
Greenville, Miss. (3)	308	157	0	0	26,895	56,928
Greenwood, Miss. (3)	315	214	843	798	31,877	34,125
Hattiesburg, Miss. (5)	268	209	526	4,229	39,672	53,504
Laurel, Miss. (3)	277	243	827	705	31,059	34,344
McComb, Miss. (3)	313	212	0	0	20,377	16,698
Meridian, Miss. (5)	189	183	413	381	198,976	187,292
Bozeman, Mont. (3)	231	240	0	0	56,651	30,696
Helena, Mont. (3)	275	281	2,186	1,491	35,387	31,089
Missoula, Mont. (4)**	205	262	25,274	26,207	49,867	62,005
Goldsboro, N.C. (3)	285	234	31,926	4,382	44,523	39,340
Greenville, N.C. (3)	301	249	3,242	2,083	193,683	125,720
Hickory, N.C. (3)	243	175	730	671	62,556	55,778

Local advertisers[3] 1977	Local advertisers[3] 1976	Value of trade-outs and barter transactions 1977	Value of trade-outs and barter transactions 1976	Total broadcast revenues[4] 1977	Total broadcast revenues[4] 1976	% change	Total broadcast expenses 1977	Total broadcast income 1977
4,318,620	3,250,464	221,058	217,260	4,532,430	4,288,712	5.7	3,966,050	566,380
1,764,779	1,575,663	108,354	83,416	2,151,403	1,970,214	9.2	2,012,335	139,068
1,447,522	1,613,702	285,651	103,675	1,586,096	1,779,299	−10.9	1,527,089	59,007
3,086,133	3,221,798	371,708	344,335	4,085,486	4,057,111	0.7	3,874,207	211,279
6,246,768	3,843,616	212,399	166,420	6,554,195	4,151,050	57.9	5,677,411	876,784
1,038,271	838,683	49,547	43,771	1,205,427	975,004	23.6	1,112,133	93,294
1,124,147	1,060,799	8,065	1,463	1,224,978	1,164,723	5.2	1,242,616	−17,638
2,144,294	1,938,635	107,378	57,669	2,329,883	2,192,507	6.3	2,516,567	−186,684
678,200	643,421	52,488	53,378	753,982	722,337	4.4	738,224	15,758
1,121,206	1,043,183	10,598	6,336	1,559,879	1,325,713	17.7	1,715,897	−156,018
25,244,666	23,803,713	1,278,890	1,354,728	30,805,822	28,343,171	8.7	27,685,062	3,120,760
864,093	855,597	79,057	91,903	1,005,352	965,865	4.1	979,303	26,049
1,502,298	1,422,777	67,810	72,379	2,146,558	1,945,945	10.3	1,803,655	342,903
2,692,902	2,279,249	273,738	311,316	3,073,205	2,497,546	23.0	3,349,391	−276,186
2,011,771	2,045,672	60,087	75,871	3,391,414	3,328,325	1.9	2,487,196	904,218
4,970,957	4,645,423	177,314	227,307	5,720,533	5,235,701	9.3	5,078,404	642,129
816,335	784,684	1,326	4,491	1,064,438	1,065,109	−0.1	977,878	86,560
865,265	771,562	13,989	8,857	943,312	845,438	11.6	906,558	36,754
3,314,647	3,164,092	106,197	110,618	3,519,782	3,406,737	3.3	2,752,538	767,244
792,103	883,022	59,765	66,333	994,428	1,056,893	−5.9	996,998	−2,750
1,259,861	1,072,687	110,149	72,772	1,481,599	1,324,564	11.9	1,899,418	−417,819
1,624,511	1,561,654	43,510	37,947	2,013,064	1,884,688	6.8	1,860,816	152,248
3,189,477	2,097,494	164,326	79,948	3,462,766	2,306,276	50.1	2,795,751	667,015
3,142,374	2,601,234	63,401	43,031	3,696,434	3,121,538	18.4	3,348,547	347,887
1,067,892,078	952,083,737	65,815,260	56,574,860	1,288,081,879	1,180,223,496	9.1	1,140,786,685	147,295,194
1,303,049	*	44,616	*	1,379,299	*	—	1,351,127	28,172
524,190	488,855	17,792	9,649	571,671	537,214	6.4	510,347	61,324
530,178	535,194	4,298	21,149	612,290	619,639	−1.2	560,760	51,530
614,097	601,989	6,268	8,563	710,573	714,580	−0.6	754,833	−44,260
1,075,932	858,493	24,304	10,956	1,180,017	946,167	24.7	1,108,798	71,219
760,535	592,896	56,713	32,563	938,113	720,514	30.2	966,276	−28,163
815,362	709,176	49,090	30,774	935,352	826,993	13.1	1,010,660	−75,308
798,550	766,661	53,066	45,301	922,419	881,874	4.6	844,355	78,064
487,907	661,777	0	1,200	653,653	810,324	−19.3	670,454	−16,801
588,204	572,265	20,831	9,640	671,030	624,032	7.5	705,418	−34,388
499,131	488,019	4,954	4,413	582,251	559,571	4.1	428,595	153,656
680,697	645,021	1,644	3,600	788,801	748,897	5.3	800,823	−12,022
482,866	458,143	7,621	14,987	532,614	496,116	7.4	541,097	−8,483
798,555	884,507	49,389	26,444	933,860	1,061,201	−22.0	950,634	−16,774
699,557	570,573	3,218	3,515	820,419	672,814	21.9	865,874	−45,455
646,740	657,869	79,051	47,832	651,353	668,932	−2.6	682,567	−31,214
858,331	765,481	13,376	1,800	1,048,588	910,123	15.2	930,533	118,055
1,058,012	888,695	40,479	29,703	1,273,024	1,090,608	16.7	1,093,556	179,468
975,136	779,458	31,274	14,643	1,123,881	857,516	31.1	1,072,578	51,303
1,085,013	1,126,042	78,174	48,858	2,181,472	2,140,958	1.9	1,880,090	301,382
680,094	617,954	16,692	8,904	796,515	722,075	10.3	681,799	114,716
843,995	516,063	18,481	3,604	951,523	899,906	5.7	874,779	76,744
838,783	480,864	11,107	14,957	659,050	497,052	32.6	699,468	−40,418
729,992	738,185	12,635	5,573	961,063	967,111	−0.6	910,016	51,047
697,924	659,665	27,242	24,433	776,424	748,711	3.7	767,174	9,250
584,705	584,732	0	0	674,941	675,008	—	615,700	59,241
661,700	652,738	38,598	50,561	821,365	768,511	6.9	709,449	111,916
368,260	345,584	7,740	1,017	430,986	418,059	3.1	371,219	59,767
469,963	397,599	0	0	485,931	444,124	9.4	390,551	95,380
324,815	323,913	0	2,134	355,605	356,191	−0.2	329,034	26,571
751,076	658,229	9,507	6,337	782,486	703,805	11.2	749,865	32,621
710,633	672,355	0	4,000	750,506	711,588	5.5	764,036	−13,530
402,937	409,972	0	200	420,060	424,488	−1.0	390,136	29,924
1,199,364	1,053,465	108,814	64,119	1,368,517	1,203,646	13.7	1,307,783	60,734
996,713	896,916	5,049	2,042	1,037,189	924,338	12.2	1,045,687	−8,498
570,074	366,517	11,349	0	754,792	573,477	31.6	858,073	−103,281
967,981	931,605	9,493	2,462	1,252,826	1,221,850	2.5	1,289,751	−36,925
616,651	654,278	13,433	11,933	701,644	704,350	−0.4	698,309	3,335
426,312	435,372	19,525	4,650	580,058	525,282	10.4	601,552	−21,494
877,608	793,885	7,240	2,546	951,550	858,954	10.8	878,736	72,814



Metropolitan areas (number of stations[1] reporting in parentheses)	Revenue rank	Profit rank	Time sales[2] Network 1977	Network 1976	National and regional advertisers[3] 1977	1976
Jacksonville, N.C. (3)	286	254	0	0	105,439	88,314
Kinston, N.C. (3)	260	226	1,720	2,932	108,472	74,187
New Bern, N.C. (3)	310	290	0	0	36,828	32,651
Rocky Mount, N.C. (3)	303	257	327	196	54,100	46,777
Wilson, N.C. (3)	307	258	0	0	69,767	45,418
Bismarck, N.D. (3)	159	96	6,100	7,033	266,867	288,816
Minot, N.D. (4)	186	205	0	841	61,091	51,799
Clovis, N.M. (3)	304	287	0	0	28,831	63,206
Farmington, N.M. (3)	237	97	11,357	13,244	175,827	130,400
Roswell, N.M. (4)	282	289	0	0	89,317	98,693
Santa Fe, N.M. (3)	280	123	0	0	163,993	109,374
Watertown, N.Y. (3)	257	261	4,889	3,132	268,287	281,916
Klamath Falls, Ore. (3)	261	153	2,093	2,500	130,119	111,229
Medford, Ore. (5)	195	173	9,065	3,658	190,638	145,230
Roseburg, Ore. (3)	295	189	2,753	2,803	82,127	95,858
Florence, S.C. (3)	274	164	1,098	687	101,571	97,860
Greenwood, S.C. (3)	306	188	950	1,524	68,719	67,628
Orangeburg, S.C. (3)	314	279	0	0	96,666	84,327
Sumter, S.C. (3)	299	241	0	0	72,180	99,182
Aberdeen, S.D. (3)	254	192	0	0	122,173	115,743
Rapid City, S.D. (4)	168	114	11,326	3,689	141,625	115,708
Jackson, Tenn. (3)**	252	277	896	2,476	150,693	71,723
Big Spring, Tex. (3)	294	179	0	0	57,417	53,605
Charlottesville, Va. (3)	197	211	2,074	1,794	126,869	129,764
Danville, Va. (4)	206	105	888	976	138,314	268,915
Harrisonburg, Va. (3)	224	161	1,208	122	217,483	197,054
Burlington, Vt. (3)	211	172	7,894	7,015	69,986	66,254
Bellingham, Wash. (4)	232	199	539	507	283,477	229,090
Walla Walla, Wash. (3)	283	191	0	1,182	165,857	121,363
Wausau, Wis. (3)	262	136	2,319	4,073	76,259	61,225
Beckley, W. Va. (3)	190	126	582	726	183,859	128,880
Clarksburg, W. Va. (3)	278	150	2,241	3,142	97,606	93,461
Casper, Wyo. (3)	166	74	7,565	25,153	317,194	174,466
Cheyenne, Wyo. (3)	290	190	18,923	19,593	66,786	71,817
Total (251)			349,603	297,239	10,053,052	9,712,111

Commonwealth and possessions

Caguas, P.R. (5)	223	144	397,367	33,002	397,367	393,069
Mayaguez, P.R. (5)	201	129	168,022	232,538	298,061	258,215
Ponce, P.R. (7)	183	92	154,652	218,486	475,108	510,528
San Juan, P.R. (14)**	39	267	207,693	266,259	2,531,178	2,845,876
Total (31)			594,476	750,285	3,701,714	4,007,688
Non-metro areas of three or more stations						
Agana, Guam (3)**	311	229	0	0	11,836	53,973
Arecibo, P.R. (3)	298	222	4,285	2,194	223,420	246,623
Other Communities (20)			357	0	506,926	602,107
Total (60)			639,918	811,717	4,678,200	5,118,142

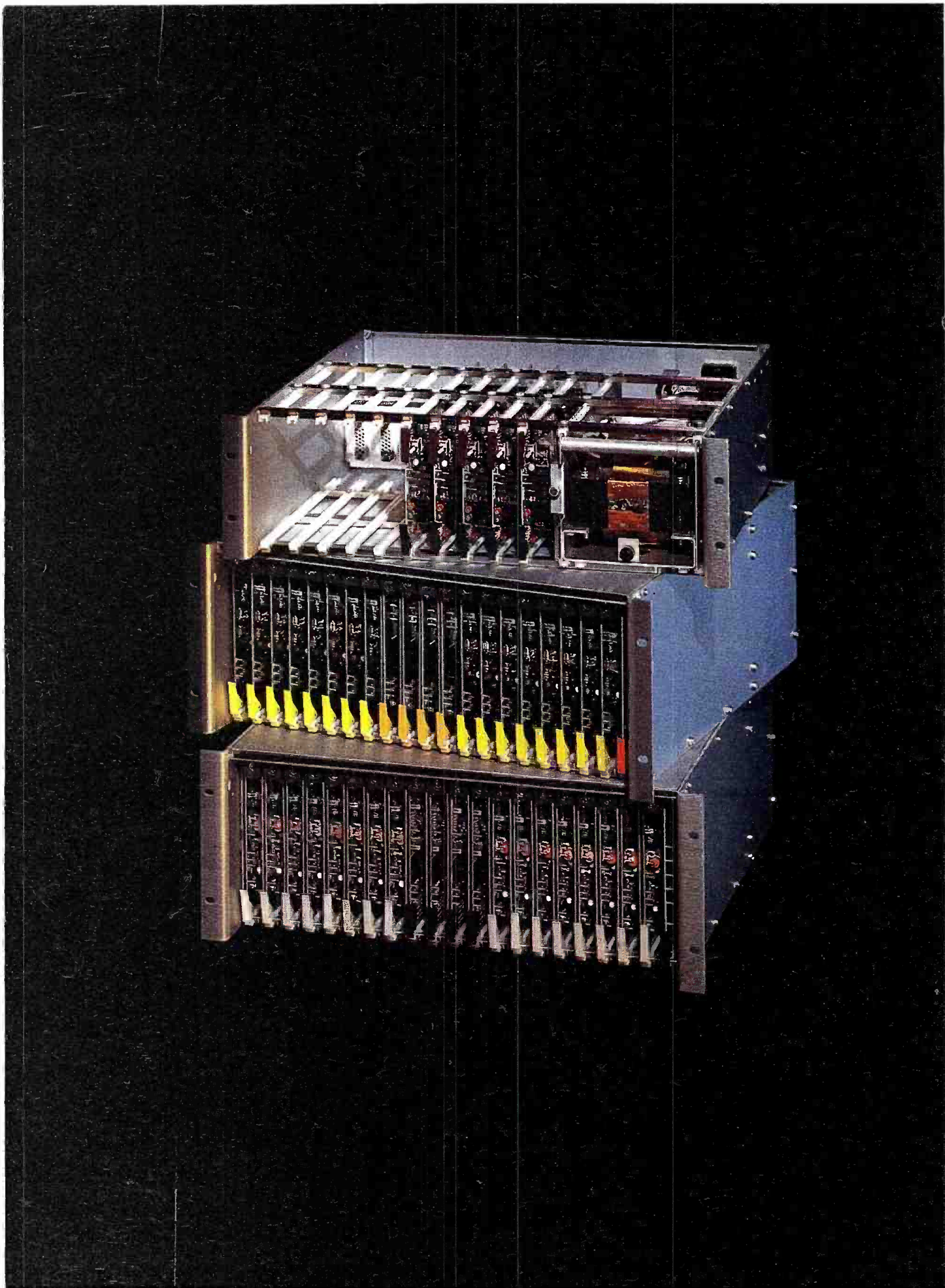
Totals

Metropolitan areas United states (2,000)	15,798,058	14,207,738	361,990,681	357,215,430
Non-metro areas of three or more stations (251)	349,603	297,239	10,053,052	9,712,111
Non-metro areas of two stations (546)	316,991	317,480	15,580,657	13,816,472
Non-metro areas of one station (1,450)	748,172	694,195	25,433,150	22,634,518
Total United States (4,247)	17,212,824	15,516,652	413,057,540	403,378,531
Commonwealth and possessions (60)	639,918	811,717	4,678,200	5,118,142
Grand total (4,307)	17,852,742	16,328,369	417,735,740	408,496,673

[1]Excludes 741 independent FM stations and 586 FM stations associated with AM stations but reporting separately.
[2]Stations with less than $25,000 in revenues report only total revenues and total expenses. However, stations with less than $25,000 in revenues accounted for less than one-tenth of one percent of the broadcast revenues of the reporting stations.
[3]Before commissions to agencies, representatives and others. Because stations differ in classifying time sales as national/regional or local, these data should be used with caution.

Local advertisers[3] 1977	Local advertisers[3] 1976	Value of trade-outs and barter transactions 1977	Value of trade-outs and barter transactions 1976	Total broadcast revenues[4] 1977	Total broadcast revenues[4] 1976	% change	Total broadcast expenses 1977	Total broadcast income 1977
580.530	472.911	8,861	4,971	690,297	555,099	24.4	719,045	−28,748
770,432	742,020	1,859	0	878,316	818,818	7.3	868,345	9,971
397,316	363,902	6,491	2,685	432,745	392,796	10.2	572,266	−139,521
511.378	501,957	1,577	1,333	567,891	549,892	3.3	599,965	−32,074
424,556	451,610	5,134	6,947	485,948	500,570	−2.9	518,335	−32,387
1,497,521	1,286,941	4,014	1,324	1,762,330	1,558,853	13.1	1,533,197	229,133
1,341,721	1,179,874	0	0	1,408,285	1,216,886	15.7	1,368,307	39,978
511,297	422,848	2,202	1,137	534,220	476,937	12.0	658,121	−123,901
808,939	750,258	0	0	990,798	901,794	9.9	763,403	227,395
619,121	606,761	983	562	714,751	723,554	−1.2	847,885	−133,134
583.378	587,586	0	8,306	719,274	667,067	7.8	572,541	146,733
621,740	535,421	0	0	888,735	781,870	13.7	923,588	−34,853
753,815	679,891	32,764	7,202	855,987	771,471	11.0	757,277	98,710
1,165,084	964,945	14,477	25,218	1,332,957	1,117,393	19.3	1,259,441	73,516
553,246	527,121	8,698	7,526	618,756	598,701	3.3	563,922	54,834
684,161	629,401	2,832	2,504	755,768	702,045	7.7	668,845	86,923
450,587	406,632	500	0	516,914	471,058	9.7	459,657	57,257
281,704	410,554	3,258	8,945	415,431	496,203	−16.3	506,903	−91,472
527,167	655,131	9,227	4,520	593,017	751,248	−21.9	602,568	−9,551
784,441	722,031	29,914	21,421	899,495	828,123	8.6	847,012	52,483
1,481,234	1,344,337	25,670	25,344	1,606,732	1,442,691	11.4	1,428,832	177,900
803,337	840,567	12,658	10,352	932,136	915,237	1.8	1,018,367	−86,231
580,204	535,179	658	0	629,132	578,025	8.8	561,900	67,232
1,120,235	1,095,649	34,464	44,616	1,325,869	1,275,385	4.0	1,295,932	29,937
1,113,405	932,951	27,870	33,099	1,252,142	1,204,082	4.0	1,041,784	210,358
879,242	820,706	6,831	29,263	1,079,209	1,013,722	6.5	986,292	92,917
1,099,717	977,499	30,511	5,114	1,208,290	1,024,807	17.9	1,134,434	73,856
859,511	759.183	48,514	53,246	1,034,492	951,490	8.7	987,105	47,387
573,698	515,221	7,956	3,145	711,270	609,860	16.6	658,249	53,021
793,846	715,454	9,615	11,638	837,332	762,837	9.8	710,340	126,992
1,169,956	1,154,632	18,134	6,371	1,365,266	1,298,263	5.2	1,225,179	140,087
635,207	617,837	13,534	11,319	728,232	715,051	1.8	623,241	104,991
1,364,406	1,107,373	31,437	8,841	1,616,064	1,273,090	26.9	1,242,570	373,494
572,630	566,195	1,470	1,956	658,480	652,808	0.9	603,711	54,769
59,002,333	56,766,235	1,357,441	1,077,019	68,895,614	66,279,965	3.9	65,543,361	3,352,253
684,079	654,204	16,898	18,805	1,092,233	1,017,638	7.3	978,627	113,606
776,207	769,987	10,140	10,109	1,270,411	1,247,135	1.9	1,132,459	137,952
1,010,213	1,127,614	10,286	12,520	1,460,682	1,737,585	−15.9	1,186,657	274,025
5,233,202	5,107,378	366,722	292,018	7,078,589	7,315,963	−3.2	7,130,246	−51,657
7,703,701	7,659,183	404,046	333,452	10,901,915	11,318,321	−3.7	10,427,989	473,926
418,077	849,387	0	0	431,783	895,044	−51.8	422,686	9,097
355,290	308,135	0	0	595,078	562,777	5.7	578,887	16,191
3,167,838	2,897,534	31,888	11,692	3,533,226	3,318,518	6.5	3,443,522	89,704
11,807,729	11,926,564	435,934	347,984	*	16,551,509	—	15,301,671	583,727
1,067,892,078	952,083,737	65,815,260	56,574,860	1,288,081,879	1,180,223,496	9.1	1,140,786,685	147,295,194
59,002,333	56,766,235	1,357,441	1,077,019	68,895,614	66,279,965	3.9	65,543,361	3,352,253
113,917,629	102,387,710	2,323,823	1,927,086	128,026,247	114,959,113	11.4	119,563,341	8,462,906
236,032,443	222,373,729	2,745,841	3,007,006	260,533,873	244,601,834	6.5	241,089,134	19,444,739
1,476,844,483	1,333,611,411	72,242,365	62,585,971	1,745,537,613	1,606,064,408	8.7	1,566,982,521	178,555,092
11,807,729	11,926,564	435,934	347,984	15,885,398	16,551,509	−4.0	15,301,671	583,727
1,488,652,212	1,345,537,975	72,678,299	62,933,955	1,761,423,011	1,622,615,917	8.6	1,582,284,192	179,138,819

[4]Total revenues consist of total time sales plus talent and program sales, plus other incidental broadcast revenues, less commissions.
[5]Before Federal income tax. NOTE: −denotes loss.
*Data withheld to maintain confidentiality.
**Not all stations in this market operated for the full year.



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4. Market by market

Part B: Independent FM's and FM's co-owned with AM's but reporting separately.

Metropolitan areas[3] (total independent stations reporting in 1977 in parentheses)	Independent FM[1] Total broadcast revenues 1977	1976	Total broadcast expenses 1977	1976	Total broadcast income 1977	1976	Total FM[2] Total stations reporting 1977	Revenues 1977	1976	% change
Akron, Ohio (1)	*	*	*	*	*	*	3	$944,085	$205,627	+359.1
Albany, Ga. (1)	*	*	*	*	*	*	3	399,158	*	—
Albany-Schenectady-Troy, N.Y. (8)**	$1,164,443	$1,017,313	$1,162,362	$1,113,538	$2,081	$-96,225	11	1,552,563	1,268,563	+22.4
Albuquerque, N.M. (1)	*	293,856	*	445,768	*	-151,912	4	544,936	596,112	-8.6
Allentown-Bethlehem-Easton, Pa.-N.J. (5)	1,102,712	944,965	926,297	863,005	176,415	81,960	5	1,102,712	944,965	+16.7
Altoona, Pa. (1)	*	*	*	*	*	*	3	365,204	254,198	+43.7
Amarillo, Tex. (4)	650,678	216,358	423,961	182,728	226,717	33,630	4	650,678	223,796	+190.7
Anaheim-Santa Ana-Garden Grove, Calif. (4)	1,194,803	984,562	1,235,577	1,023,570	-40,774	-39,008	6	1,721,834	1,384,468	+24.4
Anchorage (4)	696,160	614,509	867,895	648,284	-171,735	-33,775	4	696,160	614,509	+13.3
Appleton-Oshkosh, Wis. (2)	*	447,370	*	507,601	*	-60,231	5	743,306	702,322	+5.8
Atlanta (5)**	6,246,825	4,753,642	4,694,574	3,511,593	1,552,251	1,242,049	10	6,674,275	4,845,458	+37.7
Atlantic City (3)	570,557	*	604,951	*	-34,394	*	4	736,521	421,331	+74.8
Augusta, S.C.-Ga. (1)	*	*	*	*	*	*	4	269,802	506,335	-146.7
Austin, Tex. (3)	805,493	437,632	723,303	540,047	82,190	-102,415	7	1,968,641	1,416,393	+38.8
Bakersfield, Calif. (1)	*	*	*	*	*	*	3	237,771	*	—
Baltimore (8)	4,248,063	3,339,182	3,827,880	3,432,946	420,183	-93,764	14	5,407,379	4,413,639	+22.5
Baton Rouge (3)	1,001,157	778,550	766,679	577,379	234,478	201,171	4	1,270,507	993,673	+27.9
Battle Creek, Mich. (2)	*	*	*	*	*	*	3	172,621	144,368	+19.6
Beaumont-Port Arthur-Orange, Tex. (4)**	609,145	207,267	595,603	299,951	13,542	-92,684	7	743,723	438,092	+69.8
Biloxi-Gulfport, Miss.	*	*	*	*	*	*	3	539,751	*	—
Binghamton, N.Y.-Pa. (2)	*	*	*	*	*	*	3	702,215	407,906	+72.2
Birmingham, Ala. (1)	*	*	*	*	*	*	6	1,510,347	1,022,000	+47.8
Boston (7)	8,465,368	6,944,441	7,333,099	6,334,909	1,132,269	609,532	10	9,264,827	6,297,962	+11.7
Brownsville-Harlingen-San Benito, Tex. (3)	769,767	597,213	780,350	656,655	-10,583	-59,442	3	769,767	597,213	+28.9
Buffalo, N.Y. (7)	3,727,067	3,162,140	3,046,796	2,520,503	680,271	641,637	10	4,368,988	3,225,410	+35.5
Canton, Ohio (2)	*	*	*	*	*	*	4	1,154,662	1,039,830	+11.0
Cedar Rapids, Iowa (3)	695,713	427,968	616,775	368,821	78,938	59,147	3	695,713	427,968	+62.6
Champaign-Urbana-Rantoul, Ill. (4)	748,028	629,645	624,051	496,125	123,977	133,520	5	755,228	673,047	+12.2
Charleston-North Charleston, S.C. (4)	903,253	637,593	795,972	591,919	107,281	45,674	7	1,561,766	1,082,262	+44.3
Charleston, W. Va. (3)	305,189	242,471	331,666	233,705	-26,477	8,766	4	329,618	432,586	-23.8
Charlotte-Gastonia, N.C. (4)	2,279,686	1,747,631	1,858,449	1,437,324	421,237	310,307	5	2,352,800	1,766,000	+33.2
Chattanooga (3)**	336,179	*	421,772	*	-85,593	*	6	601,839	559,017	+7.7
Chicago (24)	21,601,044	15,493,810	19,554,238	15,652,968	2,046,806	-159,158	32	24,191,042	17,618,795	+37.3
Cincinnati (9)	5,629,619	4,166,644	4,615,536	3,632,327	1,014,081	536,317	9	5,629,619	4,410,541	+27.6
Cleveland (10)	7,711,126	6,318,373	7,470,673	5,806,459	240,453	511,914	12	9,868,827	8,237,713	+19.8
Colorado Springs (3)	657,797	596,828	626,367	547,697	31,430	49,131	5	888,494	727,750	+22.1
Columbia, S.C. (4)	1,504,434	498,446	1,198,668	564,864	305,766	-66,418	6	1,811,642	1,628,999	+11.2
Columbus, Ga. (4)	790,927	510,501	642,335	552,150	-51,408	-41,649	4	790,927	569,837	+38.8
Columbus, Ohio (6)	2,943,446	2,117,420	2,494,221	1,770,011	449,225	347,409	10	4,025,707	3,036,188	+32.6
Corpus Christi, Tex. (3)	669,274	647,280	965,764	661,509	-296,490	-14,229	6	789,001	712,117	+10.8
Dallas-Fort Worth (13)	8,494,616	5,772,256	8,163,179	5,312,751	331,437	459,505	17	10,098,591	6,412,318	+57.5
Davenport-Rock Island-Moline, Ill.-Iowa (4)	1,015,692	893,164	1,014,918	922,303	774	-29,139	7	1,195,495	1,015,614	+17.7
Dayton, Ohio (6)	2,235,279	1,954,197	1,868,571	1,399,798	366,708	554,399	8	2,490,714	2,092,527	+19.0
Denver-Boulder (8)	3,975,308	2,842,930	3,272,578	2,698,831	702,730	144,099	13	5,510,097	3,900,850	+41.3
Des Moines, Iowa (3)	671,037	565,792	636,468	502,748	34,569	63,044	5	1,275,474	950,571	+34.2
Detroit (13)	12,578,145	9,915,263	9,622,893	7,605,045	2,955,252	2,310,218	17	13,712,253	11,118,586	+23.3
Eau Claire, Wis. (3)	359,375	265,887	272,419	218,129	86,956	47,758	3	359,375	265,887	+35.2
El Paso, Tex. (3)	521,678	*	520,335	*	1,343	*	5	670,301	427,304	+56.9
Elmira, N.Y.	*	*	*	*	*	*	3	143,866	171,400	-16.1
Erie, Pa.	*	*	*	*	*	*	4	749,181	557,181	+34.5
Eugene-Springfield, Ore. (3)**	219,679	596,496	273,995	632,591	-54,316	-36,095	4	440,209	596,496	-26.2
Evansville, Ind.-Ky. (2)	*	493,431	*	397,113	*	96,318	5	1,496,357	618,238	+142.0
Fargo-Moorhead, N.D.-Minn. (1)	*	*	*	*	*	*	3	418,476	259,376	+61.3
Fayetteville-Springdale, Ark. (2)	*	327,157	*	263,744	*	43,413	4	630,776	478,088	+31.9
Flint, Mich. (3)	1,177,270	853,978	708,209	627,399	469,061	226,579	3	1,177,270	653,978	+37.9
Florence, Ala.	*	*	*	*	*	*	3	471,720	362,573	+30.1
Fort Collins, Colo.	*	*	*	*	*	*	3	281,789	177,479	+58.8
Fort Lauderdale-Hollywood, Fla. (4)	3,831,767	3,065,141	4,113,543	3,265,933	-281,776	-200,792	5	4,693,663	3,873,423	+21.2
Fort Myers, Fla. (5)	618,570	405,420	524,147	399,962	94,423	5,458	5	618,570	405,420	+52.6
Fort Smith, Ark.-Okla. (1)	*	*	*	*	*	*	3	219,574	284,609	-22.9
Fort Wayne, Ind. (4)	1,174,590	832,820	957,649	756,880	216,941	75,940	6	1,372,537	944,499	+45.3
Fresno, Calif. (6)	1,724,402	1,392,666	1,690,034	1,440,558	34,368	-47,892	6	1,724,402	1,392,666	+23.8
Gary-Hammond-East Chicago, Ind. (4)	931,536	854,950	806,236	626,008	125,300	228,942	4	931,536	854,950	-9.0
Grand Rapids, Mich. (6)	1,962,159	1,436,891	1,862,509	1,260,503	99,650	176,388	10	2,415,856	1,804,280	+33.9
Great Falls, Mont. (2)	*	*	*	*	*	*	3	73,300	37,435	+95.8
Greensboro-Winston Salem-High Point, N.C. (6)	2,145,930	1,623,836	1,756,275	1,354,971	389,655	268,865	9	2,907,620	2,062,510	+41.0
Greenville-Spartanburg, S.C. (2)	*	*	*	*	*	*	3	919,803	1,053,828	-12.7
Hamilton-Middletown, Ohio (3)**	286,125	300,955	712,350	549,413	-426,225	-248,458	5	763,812	742,470	+2.9
Harrisburg, Pa. (3)	279,456	*	133,707	*	145,749	*	5	690,627	434,531	+58.9
Hartford, Conn. (3)	598,312	913,974	1,190,182	924,090	-591,870	-10,116	3	596,312	1,073,655	-144.3
Honolulu (1)	*	*	*	*	*	*	3	402,546	*	—
Houston (13)	9,566,484	6,867,432	7,137,664	5,627,889	2,428,820	1,239,543	16	9,813,348	7,201,045	+36.3
Huntington, W. Va.-Ashland, Ky.-Ohio (5)	901,435	602,040	764,524	472,019	136,911	130,021	6	916,563	616,339	+48.7
Huntsville, Ala. (2)	*	*	*	*	*	*	5	487,926	348,694	+39.9
Indianapolis (9)	4,871,801	3,634,531	3,458,604	2,769,611	1,413,197	864,920	11	5,708,000	4,111,476	+38.8
Jackson, Miss. (6)	1,013,075	871,827	1,026,571	877,931	-13,496	-6,104	7	1,316,568	1,118,014	+17.8
Jacksonville, Fla. (3)**	907,680	*	1,171,408	*	-263,728	*	6	1,284,600	464,757	+176.4
Johnson City-Kingsport-Bristol, Tenn.-Va. (1)	*	*	*	*	*	*	7	706,346	451,431	+56.5
Johnstown, Pa. (2)	*	170,110	*	193,688	*	-23,578	5	325,311	218,893	+48.6
Kansas City, Mo.-Kan. (8)**	4,387,678	4,226,701	3,600,911	3,476,746	786,767	749,955	8	4,387,678	4,727,646	-7.2
Knoxville, Tenn.	*	*	*	*	*	*	4	734,199	1,105,389	-133.6
LaCrosse, Wis. (1)	*	*	*	*	*	*	3	501,985	219,324	+28.9
Lake Charles, La. (2)	*	*	*	*	*	*	3	391,311	286,115	+36.8
Lancaster, Pa. (3)**	923,820	*	706,302	*	217,518	*	6	1,467,853	1,246,068	+17.8

Metropolitan areas[3] (total independent stations reporting in 1977 in parentheses)	Independent FM[1] Total broadcast revenues 1977	1976	Total broadcast expenses 1977	1976	Total broadcast income 1977	1976	Total FM[2] Total stations reporting 1977	Revenues 1977	1976	% change
Lansing-East Lansing, Mich. (1)	*	*	*	*	*	*	4	932,362	719,371	+29.6
Las Vegas (6)**	1,215,936	879,499	1,172,256	699,532	43,680	179,967	6	1,215,936	940,068	+29.3
Lexington-Fayette, Ky. (4)	937,572	714,598	669,385	597,378	268,187	117,220	7	1,248,629	909,830	+37.2
Lima, Ohio (6)	563,770	477,372	554,205	484,491	9,565	−7,119	7	578,110	493,026	+17.3
Lincoln, Neb. (3)	806,395	587,480	697,061	581,400	109,334	6,080	5	971,919	704,877	+37.9
Little Rock-North Little Rock, Ark. (4)	1,996,762	*	1,958,973	*	37,789	*	5	2,128,530	886,688	+140.1
Longview, Tex. (2)	*	*	*	*	*	*	3	512,135	*	—
Los Angeles-Long Beach (21)**	24,239,092	18,403,828	18,368,271	14,108,808	5,870,821	4,295,020	26	29,946,501	21,522,654	+39.1
Louisville, Ky.-Ind. (6)	2,233,750	1,426,910	2,252,058	1,793,533	−18,308	−366,623	7	2,322,406	1,507,847	+54.0
Lubbock, Tex. (3)	478,961	*	422,270	*	56,691	*	5	765,553	297,975	+56.9
Lynchburg, Va. (1)	*	*	*	*	*	*	3	281,206	*	—
Macon, Ga. (2)	*	*	*	*	*	*	5	1,125,135	*	—
Madison, Wis. (3)	955,031	731,782	705,565	570,577	249,466	161,205	5	1,383,919	959,586	+44.2
McAllen-Pharr-Edinburg, Tex. (4)	615,438	569,469	703,905	640,143	−88,467	−70,674	4	615,438	569,469	+8.1
Melbourne-Titusville-Cocoa, Fla. (2)**	*	*	*	*	*	*	6	534,163	480,977	+11.1
Memphis (4)	2,269,345	1,403,478	1,825,838	1,183,136	443,509	220,342	6	2,534,888	1,531,371	+65.5
Miami (9)	5,877,709	4,112,818	5,138,019	4,480,187	739,690	−367,369	11	6,212,301	4,344,484	+43.0
Midland, Tex. (2)	*	*	*	*	*	*	3	472,492	367,287	+28.6
Milwaukee (8)	3,588,751	3,133,647	3,096,735	2,978,793	492,016	154,854	12	4,281,887	3,568,647	+20.0
Minneapolis-St. Paul (2)	*	1,281,023	*	999,119	*	281,904	8	4,574,963	2,715,785	+68.5
Mobile, Ala. (3)	982,362	918,328	830,993	736,640	151,369	181,688	5	1,006,085	937,982	+7.3
Modesto, Calif. (3)	415,035	335,442	436,075	353,747	−21,040	−18,305	3	415,035	335,442	+23.7
Monroe, La. (2)	*	323,197	*	258,892	*	64,305	3	454,651	396,813	+14.6
Montgomery, Ala. (2)**	*	*	*	*	*	*	4	398,678	255,553	+56.0
Nashville-Davidson (6)**	2,170,802	1,694,932	1,890,796	1,483,297	280,006	211,635	12	3,063,052	1,973,605	+55.2
Nassau-Suffolk, N.Y. (3)	2,289,652	1,839,444	1,930,079	1,541,089	359,573	298,355	9	3,999,441	2,699,456	+48.2
New Haven-West Haven, Conn. (3)	1,660,035	*	1,531,355	*	128,680	*	3	1,660,035	*	—
New Orleans (5)	3,044,241	2,107,953	2,344,962	1,795,918	699,279	312,035	7	3,389,728	2,503,651	+35.4
New York (15)	28,196,814	21,892,421	22,543,147	19,730,798	5,653,667	2,161,623	18	28,925,551	22,526,696	+28.4
Newark, N.J. (3)	985,249	920,331	863,329	782,573	121,920	137,758	4	1,369,722	1,260,319	+8.7
Newport News-Hampton, Va. (1)	*	*	*	*	*	*	3	363,703	353,563	+2.9
Norfolk-Virginia Beach-Portsmouth, Va. (6)	1,311,273	1,095,915	1,046,341	958,903	264,932	137,012	7	1,910,303	1,450,970	+31.7
Northeast Pennsylvania (6)	886,786	759,995	1,026,572	945,910	−139,786	−185,915	9	1,171,880	863,613	+35.7
Odessa, Tex. (2)	*	*	*	*	*	*	3	177,061	*	—
Oklahoma City (9)	2,347,408	2,410,586	2,870,721	2,467,856	−523,313	−57,270	11	3,082,691	2,524,118	+22.1
Omaha (2)	*	*	*	*	*	*	4	1,058,262	949,545	+11.4
Orlando, Fla. (5)	2,095,596	1,543,856	1,721,207	1,390,079	374,389	153,777	6	2,634,333	2,162,191	+21.8
Oxnard-Simi Valley-Ventura, Calif. (7)	954,648	747,638	1,002,902	749,307	−48,254	−1,669	7	954,648	747,638	+27.7
Parkersburg, W. Va.-Marietta, Ohio (2)	*	*	*	*	*	*	4	287,610	374,889	−23.3
Pascagoula-Moss Point, Miss. (3)	275,105	162,956	255,234	211,552	19,871	−48,596	4	357,892	221,817	+61.3
Pensacola, Fla. (4)	874,288	615,310	690,972	523,594	183,316	91,716	5	980,982	664,428	+47.6
Peoria, Ill. (4)	788,186	636,942	787,134	636,391	1,052	551	4	788,186	636,942	+23.7
Philadelphia (11)	10,959,368	7,426,095	9,101,492	6,979,681	1,857,876	446,414	15	14,184,713	9,939,855	+42.7
Phoenix (7)	2,259,752	1,578,145	1,871,754	1,585,032	387,998	−6,887	8	2,638,522	1,646,633	+60.2
Pittsburgh (8)	3,720,434	3,316,021	3,657,286	2,939,130	63,148	376,891	12	4,712,228	3,945,787	+19.4
Portland, Me. (3)	496,693	*	513,457	*	−16,764	*	3	496,693	*	—
Portland, Ore. (7)**	1,821,690	1,399,292	2,025,338	1,429,827	−203,648	−30,535	8	1,920,578	1,729,142	+11.1
Poughkeepsie, N.Y. (1)	*	*	*	*	*	*	3	521,386	327,868	+59.0
Providence-Warwick-Pawtucket, R.I. (4)	1,021,310	813,988	829,978	797,574	191,332	16,414	4	1,021,310	813,988	+25.5
Pueblo, Colo. (3)	215,633	277,791	347,045	399,389	−131,412	−121,598	3	215,633	277,791	−22.4
Raleigh-Durham, N.C. (4)	1,948,502	1,507,826	1,558,389	1,217,585	390,113	290,241	5	2,045,266	1,596,711	+28.1
Reno (4)	453,240	342,074	515,699	406,920	−62,459	−64,846	4	453,240	342,074	+32.5
Richland-Kennewick, Wash. (2)	*	*	*	*	*	*	3	184,453	*	—
Richmond, Va. (4)	2,176,239	1,563,783	1,649,340	1,205,828	526,899	357,955	5	2,275,748	1,563,783	+45.5
Riverside-San Bernardino-Ontario, Calif. (5)	535,768	447,134	500,077	424,221	35,891	22,913	11	1,165,820	851,661	+36.9
Roanoke, Va. (2)	*	*	*	*	*	*	4	886,830	758,244	+17.0
Rochester, Minn. (2)	*	*	*	*	*	*	3	357,502	*	—
Rochester, N.Y. (5)	1,873,189	1,197,351	1,543,384	1,202,693	329,805	−5,342	8	3,023,944	2,084,497	+46.5
Rockford, Ill. (3)	519,941	357,030	685,001	521,623	−165,060	−164,593	4	746,274	541,171	+37.9
Sacramento, Calif. (9)	3,388,173	2,821,730	2,921,540	2,409,885	466,633	411,845	10	3,405,678	2,826,530	+20.5
Salinas-Seaside-Monterey, Calif. (6)**	671,216	555,415	735,678	650,182	−64,462	−94,767	7	728,096	771,553	−5.6
Salt Lake City-Ogden (4)	762,543	674,494	649,161	641,515	113,382	32,979	8	1,887,544	1,485,791	+15.1
San Antonio, Tex. (4)	1,656,115	1,478,870	1,495,590	1,460,699	160,525	18,171	8	1,903,024	1,548,095	+22.9
San Diego (13)**	4,500,551	3,242,969	4,145,710	3,427,640	354,841	−184,671	14	4,570,049	3,267,647	+39.9
San Francisco-Oakland (14)	8,465,934	6,613,040	10,495,781	9,017,197	−2,029,847	−2,404,157	16	9,155,355	6,613,040	+38.4
San Jose, Calif. (8)	5,067,263	3,936,876	4,692,687	3,842,546	374,576	94,330	8	5,067,263	3,936,878	+28.7
Santa Barbara-Santa Maria-Lompoc, Calif. (3)**	422,457	436,912	419,363	343,112	3,094	93,800	4	553,927	541,506	+2.3
Sarasota, Fla. (1)**	*	*	*	*	*	*	3	708,636	*	—
Savannah, Ga. (3)**	651,321	806,030	579,500	755,110	71,821	50,920	4	742,856	891,079	−18.6
Seattle-Everett, Wash. (10)**	3,957,636	2,552,985	5,116,367	3,071,152	−1,158,731	−518,167	10	3,957,636	2,605,643	+51.9
Shreveport, La. (3)	512,264	264,426	620,855	295,044	−108,591	−30,618	6	690,620	457,260	+51.0
Sioux City, Iowa-Neb. (3)	488,964	385,267	413,662	382,593	75,302	2,674	3	488,964	385,267	+26.9
Sioux Falls, S.D. (2)	*	*	*	*	*	*	3	245,057	*	—
South Bend, Ind. (4)	1,063,100	862,687	1,018,969	765,699	44,131	96,988	5	1,119,570	862,687	+29.8
Spokane, Wash. (2)	*	*	*	*	*	*	5	616,133	264,837	+132.6
Springfield, Ill. (2)	*	*	*	*	*	*	3	990,796	900,149	+10.1
Springfield-Chicopee-Holyoke, Mass.-Conn. (2)	*	*	*	*	*	*	3	1,295,340	*	—
Springfield, Mo. (3)	818,659	661,236	579,679	526,952	238,980	134,284	4	1,314,048	1,112,739	+18.1
Springfield, Ohio (2)	*	*	*	*	*	*	3	179,563	*	—
St. Cloud, Minn. (2)	*	*	*	*	*	*	3	374,281	*	—
St. Louis (11)	7,699,691	6,054,704	6,969,443	6,029,128	730,248	25,576	13	8,052,406	6,385,800	+26.1
Syracuse, N.Y. (5)	805,474	632,792	1,049,031	817,930	−243,557	−185,138	8	880,801	809,245	+8.8
Tacoma, Wash. (3)	320,106	239,460	402,231	299,821	−82,125	−60,361	3	320,106	239,460	+33.7
Tallahassee, Fla. (2)	*	583,419	*	509,944	*	73,475	3	602,515	708,283	−14.9
Tampa-St. Petersburg, Fla. (5)	2,757,986	2,190,611	2,459,504	1,902,774	298,482	287,837	8	4,107,187	3,204,097	+28.2
Terre-Haute, Ind. (5)	514,416	371,510	629,654	506,029	−115,238	−134,519	5	514,416	371,510	+38.5
Texarkana, Ark-Tex. (2)	*	*	*	*	*	*	3	206,363	181,206	+13.9
Toledo, Ohio (10)	2,897,785	2,501,394	2,592,274	2,397,567	305,511	103,827	10	2,897,785	3,128,388	−7.4
Topeka, Kan. (3)	894,606	626,118	705,907	581,304	188,699	44,814	4	949,994	661,511	+43.6
Trenton, N.J. (3)	740,024	592,636	676,937	498,283	63,087	94,353	4	751,524	610,408	+23.1
Tucson, Ariz. (3)**	687,006	*	680,459	*	6,547	*	5	879,822	601,778	+46.2
Tulsa, Okla. (3)**	608,663	523,421	1,001,442	749,025	−392,779	−225,604	6	703,973	631,503	+11.5
Utica-Rome, N.Y. (1)	*	*	*	*	*	*	3	525,949	422,217	+24.6

Metropolitan areas[3] (total independent stations reporting in 1977 in parentheses)	Independent FM[1] Total broadcast revenues 1977	1976	Total broadcast expenses 1977	1976	Total broadcast income 1977	1976	Total FM[2] Total stations reporting 1977	Revenues 1977	1976	% change
Waco, Tex. (2)**	*	367,380	*	312,317	*	55,063	3	426,907	367,380	+16.2
Washington (8)	9,528,375	8,343,803	8,315,614	6,756,534	1,212,761	1,587,269	11	11,880,098	9,098,151	+30.6
West Palm Beach-Boca Raton, Fla. (5)	1,375,529	1,053,834	1,542,110	1,383,518	−166,581	−329,684	7	1,741,059	1,287,355	+35.2
Wheeling, W.Va.-Ohio (2)	*	*	*	*	*	*	3	254,725	135,589	+87.9
Wichita, Kan. (4)	1,402,740	1,388,452	1,217,009	1,160,236	185,731	228,214	6	1,820,287	1,617,435	+12.5
Wichita Falls, Tex. (3)	564,084	495,418	659,969	550,141	−95,885	−54,725	3	564,084	495,418	+13.7
Williamsport, Penn. (1)	*	*	*	*	*	*	3	523,824	*	—
Wilmington, Del.	*	*	*	*	*	*	3	596,993	553,507	+7.9
Wilmington, N.C. (2)	*	*	*	*	*	*	3	423,267	*	—
Yakima, Wash. (1)	*	*	*	*	*	*	4	339,646	208,955	+62.5
York, Pa. (2)	*	1,032,184	*	716,507	*	315,677	4	1,419,801	1,038,464	+36.7
Youngstown-Warren, Ohio (1)	*	*	*	*	*	*	3	646,253	342,902	+88.5
Total (865)	398,742,751	286,742,810	329,511,869	265,447,940	40,231,082	21,294,870	1,277	450,297,208	346,060,660	+30.1
Nonmetro areas of three or more stations										
Richmond, Ind. (2)	*	*	*	*	*	*	3	216,708	170,379	+27.2
Traverse City, Mich. (2)	*	*	*	*	*	*	3	566,193	446,592	+26.8
Ithaca, N.Y. (2)	*	*	*	*	*	*	3	203,793	155,298	+31.2
Rapid City, S.D. (2)**	*	*	*	*	*	*	3	199,173	*	—
Total (8)	876,124	845,944	828,854	872,543	49,270	−26,599	12	1,185,867	980,272	+21.0
Commonwealth and possessions										
Mayaguez, P.R. (2)	*	*	*	*	*	*	4	118,755	80,076	+45.8
Ponce, P.R. (1)	*	*	*	*	*	*	3	183,233	100,039	+83.2
San Juan, P.R. (3)	808,386	393,171	470,944	351,182	137,442	42,009	8	1,228,922	722,438	+89.8
Total (6)	840,700	502,003	679,903	499,716	160,797	2,287	15	1,526,910	902,553	+89.2
Other communities (13)	1,052,385	676,084	1,009,641	710,258	42,744	−34,174	17	1,151,329	731,052	+57.5
Total (19)	1,893,085	1,178,087	1,889,544	1,209,974	203,541	−31,887	32	2,678,239	1,633,605	+63.9
Metropolitan areas United States (885)	369,742,751	286,742,810	329,511,669	265,447,940	40,231,082	21,294,870	1,277	450,297,208	346,060,880	+30.1
Nonmetro areas of three or more stations (8)	878,124	845,944	828,854	872,543	49,270	−26,599	12	1,185,887	980,272	+21.0
Nonmetro areas of two stations (116)	16,375,898	11,707,292	15,894,940	11,594,223	480,958	113,069	208	23,808,808	17,030,009	+38.6
Nonmetro areas of one station (350)	39,746,563	32,018,098	39,013,970	32,261,625	732,813	−243,529	880	65,339,783	52,510,585	+24.4
Total United States (1,339)	426,741,356	331,314,142	385,247,433	310,176,331	41,493,923	21,137,811	2,377	540,431,648	416,581,526	+29.7
Commonwealth and possessions (19)	1,893,085	1,178,087	1,689,544	1,209,974	203,541	−31,887	32	2,678,239	1,633,805	+63.9
Grand total (1,358)[4]	428,634,441	332,492,229	388,936,977	311,388,305	41,697,484	21,105,924	2,409	543,109,885	418,215,131	+29.9

[1]Includes 568 FM stations that are associated with AM stations but reported separately.
[2]Includes FM revenues for AM/FM combination stations that reported some FM revenues.
[3]Only metropolitan areas with three or more stations reporting FM revenues are listed.
[4]Includes 32 stations whose financial figures are not included in this table since they contain substantial amounts of contributions.
*Data withheld to maintain confidentiality.
**Not all stations in this market operated for the full year.

WHIO Radio Got the Ball Rolling for Dayton Kids

Now the kids of Dayton play soccer. Until last year, only thousands of suburban youngsters had the opportunity. WHIO Radio's leadership got the sport underway, with the help of the mayor, city commissioner, city recreation department and business sponsors. Since the mayor proclaimed Dayton City League Week, thousands of Dayton children have begun playing soccer in the City League and school teams. When it comes to community action, WHIO Radio can get the ball rolling.

THE VOICE OF DAYTON

WHIO RADIO 1290

Cox radio stations are represented by The Christal Company.

COX Broadcasting

WSB TV-AM-FM Atlanta	WHIO TV-AM-FM Dayton	WSOC TV-AM-FM Charlotte	WIIC-TV Pittsburgh	KTVU-TV San Francisco-Oakland	WIOD, WAIA-FM Miami	KFI, KOST-FM Los Angeles	WLIF-FM Baltimore	WWSH-FM Philadelphia

Stations carrying The Wall Street Journal Business Report.

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

5. Network-only breakouts

Network revenues[1]

Revenues from sale of time when program is supplied by advertiser	$620,847
All other advertising revenues	115,372,914
Revenues from stations for cooperative programs	18,064
All other broadcast revenues	2,544,699
Total gross broadcast revenues	118,556,524
Value of trade-outs and barter transactions included in revenues	3,587,060
Deduct:	
Payments to networks and stations	17,106,184
Commissions to advertising agencies	9,994,692
Commission to representatives, brokers and others	6,989,643
Cash discounts allowed by network	0
Total deductions	34,090,519
Net broadcast revenues	84,466,005

Network expenses

General categories of expenses:	
Technical expenses	$6,702,599
Program expenses	29,024,264
Selling expenses	12,258,721
General and administrative expenses	11,183,647
Total broadcast expenses	59,169,226
Selected expense items	
Salaries, wages and bonuses of officers and employes engaged in following categories:	
Technical	2,422,657
Program	9,748,766
Selling	4,809,632
General and administrative	5,494,087
Total (all officers and employes)	22,475,142
Depreciation of tangible property	451,849
Amortization expense on programs obtained from others:	
Feature film shown or expected to be shown in U.S. theaters	0
All other feature film	0
All other programs	1,184,454
Records and transcriptions	84,641
Music license fees	153,770
Other performance or program rights	543,940
Cost of intercity and intracity program relay circuits	8,426,400
Total expense for news and public affairs[2]	30,518,744

Network income

Broadcast revenues	$84,466,005
Broadcast expenses	59,169,226
Broadcast operating income	25,296,779

[1] CBS, MBS, NBC, and ABC's three AM networks and one FM network.

[2] This figure contains some costs already shown under selected expense items. Costs of sports programs are not included.

Note: Last digits may not add to totals because of rounding.

6. How many radio stations won, how many lost

Number of AM and AM/FM[1] stations reporting profit or loss, by volume of total broadcast revenues, 1977
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of: $500,000 and over	$250,000 to $500,000	$100,000 to 250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
over $1,000,000	304	269	104	79	58	14	7	3		2		2
$500,000 to $1,000,000	459	360		17	130	99	69	11	11	5	7	11
$250,000 to $500,000	1,108	773		1	46	194	249	49	68	54	50	62
$200,000 to $250,000	491	325				30	98	34	40	48	39	36
$150,000 to $200,000	583	377				21	93	34	46	59	59	65
$100,000 to $150,000	664	397				7	62	41	53	57	83	94
$75,000 to $100,000	303	162				1	9	10	14	16	52	60
$50,000 to $75,000	195	95					4	8	9	14	17	43
$25,000 to $50,000	87	22						1		2	5	14
Less than $25,000	22	3									2	1
Totals	**4,216**	**2,783**	**104**	**97**	**234**	**366**	**591**	**191**	**241**	**257**	**314**	**368**

[1] Excludes 568 FM stations that are associated with AM's but which reported separately.

Number of AM and AM/FM[1] stations reporting profit or loss, by volume of total broadcast revenues, 1977
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting losses	Stations reporting losses of: $500,000 and over	$250,000 to $500,000	$100,000 to 250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	304	35	11	6	5	4	4	1	2		1	1
$500,000 to $1,000,000	459	99	6	12	23	18	13	5	5	5	8	4
$250,000 to $500,000	1,108	335	4	8	44	71	68	13	29	29	31	38
$200,000 to $250,000	491	166		3	20	26	31	8	17	15	21	25
$150,000 to $200,000	583	206		3	13	23	39	18	16	17	29	48
$100,000 to $150,000	664	267		3	5	34	46	18	15	29	42	75
$75,000 to $100,000	303	141	1	1	3	15	22	5	8	12	37	37
$50,000 to $75,000	195	100			2	2	16	1	12	14	23	30
$25,000 to $50,000	87	65			4	2	16	4	2	4	9	24
Less than $25,000	22	19			1	2	1	1		3	4	7
Totals	**4,216**	**1,433**	**22**	**36**	**120**	**197**	**256**	**74**	**106**	**128**	**205**	**289**
Total both		**4,216**	**126**	**133**	**354**	**563**	**847**	**265**	**347**	**385**	**519**	**677**

[1] Excludes 568 FM stations that are associated with AM's but which reported separately.

Number of independent FM[1] stations reporting profit or loss, by volume of total broadcast revenues, 1977
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of: $500,000 and over	$250,000 to $500,000	$100,000 to 250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 td $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	46	37	10	15	8	4						
$500,000 to $1,000,000	76	54		6	20	19	5	1	2			1
$250,000 to $500,000	123	95			10	27	31	10	4	5	8	2
$200,000 to $250,000	57	34			1	2	8	4	7	6	3	3
$150,000 to $200,000	90	50				3	10	8	5	3	8	13
$100,000 to $150,000	118	47				1	8	4	6	11	5	12
$75,000 to $100,000	64	28					3		3	6	10	6
$50,000 to $75,000	54	20						2	2		8	8
$25,000 to $50,000	39	11							1	4	3	3
Less than $25,000	21	4									1	3
Totals	**668**	**380**	**10**	**21**	**39**	**56**	**65**	**29**	**30**	**35**	**44**	**51**

[1] Excludes FM stations that are associated with AM's but which reported separately.

Number of independent[1] FM stations reporting profit or loss, by volume of total broadcast revenues, 1977
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting losses	Stations reporting losses of: $500,000 and over	$250,000 to $500,000	$100,000 to 250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	46	9		3	3	2	1					
$500,000 to $1,000,000	76	22	2	2	8	1	6			1		2
$250,000 to $500,000	123	28			4	5	7	3	1	4	3	1
$200,000 to $250,000	57	23			4	4	2	1	2	1	4	5
$150,000 to $200,000	90	40		2	5	5	8	6	1	4	7	2
$100,000 to $150,000	118	71		1	8	14	9	3	4	9	12	11
$75,000 to $100,000	64	36			4	2	10	1	3	2	3	11
$50,000 to $75,000	54	34		1	1	6	7	1	3	6	6	3
$25,000 to $50,000	39	28			4	5	4	4		4	3	4
Less than $25,000	21	17			1		2	1	4	3		6
Totals	**686**	**308**	**2**	**9**	**42**	**44**	**56**	**20**	**18**	**34**	**36**	**45**
Total both		**688**	**12**	**30**	**81**	**100**	**121**	**49**	**48**	**69**	**82**	**96**

[1] Excludes FM stations that are associated with AM's but which reported separately.

IN SOUTH CAROLINA THEY DIAL 560

for a friend

WIS Radio is 5 kw of friendship, steadfast as its stars. South Carolinians ride its kilocycles to work, carry its music in their pockets, depend upon the state's outstanding news team.

The WIS Skywatch (South Carolina's first) eases the daily struggle with traffic. WIS weather data pull coats off hangers, send kids to school and parents to work prepared for the best or worst. WIS anchors statewide football and basketball networks for the University of South Carolina; pro coverage and high school play-by-play round out the complete sports package. Listeners sit on the WIS-yard line.

For nearly 49 years the dedicated family of enthusiastic WIS professionals has worked diligently to merit the friendship of audiences, heeding General Sarnoff's advice: "Remember that the microphone is not a megaphone. It is an ear."

All Cosmos stations keep the human equation in mind. The microphone ear leads to friendship – and an admirable climate for station and advertiser alike.

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WTOL-TV	Toledo, Ohio	CBS	Blair
WDSU-TV	New Orleans, La.	NBC	Blair

The Broadcasting Company of the Liberty Corporation (NYSE)

CBS makes it a three-way fray with its new schedule

Comedy will be emphasized in second season in a line-up that, like ABC's and NBC's, is designed as aggressive counterprograming

CBS-TV followed the lead of its rivals last week by announcing an aggressive second-season program schedule, one that gambles on comedy and counterprograming as its major elements.

"If you look at the top 10 shows, comedy is still where it's at," said CBS Entertainment President Robert Daly. "The key to our success [in the past] has always been to have new comedies, and that's been our major thrust."

At the same time, he added, "There are not many opportunities to build new comedy blocks." CBS will be trying to build three by splitting two.

In addition to the rescheduling of *WKRP in Cincinnati*, four new half-hour comedies are to be introduced: *Onward and Upward, Flatbush, Co-ed Fever* and *The Stockard Channing Show.* Also coming aboard is a one-hour drama, *The Dukes of Hazzard. Good Times* has been removed from the schedule until next spring, while *Rhoda,* as reported, has been canceled.

Mary is not on the second season line-up announced last week. But, Mr. Daly said he is "shooting for" the one-hour variety/comedy to be back on the air in mid-January or early February, which is when the rest of the second-season premieres are to be staggered. That means something will have to go to make room for *Mary,* but Mr. Daly wasn't saying what it might be.

CBS's current second-season line-up also gives six continuing series new time

*New show
†New time

Sunday

	ABC	CBS	NBC
7:00	Osmond Family Hour* (Osmond Prdctns)	60 Minutes (CBS News)	Wonderful World of Disney (Walt Disney)
7:30			
8:00	Battlestar: Galactica (Universal/Larson)	All in the Family (Tandem)	Big Event
8:30		Onward and Upward* (TAT)	
9:00	Movie (various)	Alice† (Warner Bros.)	
9:30		Stockard Channing Show (Little Bear)	
10:00		Dallas (Lorimar)	Weekend+ (NBC News)
10:30			
11:00			

Monday

	ABC	CBS	NBC
8:00	Salvage I* (Bennett/Katleman-Columbia)	Flatbush* (Lorimar)	Little House on the Prairie (NBC/Friendly)
8:30		Co-ed Fever* (Martin Ransohoff)	
9:00	How the West Was Won+ (Mantley/(MGM)	M*A*S*H (20th Century Fox)	Movie (various)
9:30		WKRP† in Cincinnati (MTM)	
10:00		Lou Grant (MTM)	
10:30			
11:00			

Tuesday

	ABC	CBS	NBC
8:00	Happy Days (Paramount/Miller-Milkus)	Paper Chase (20th Century Fox)	Cliffhangers* (Kenneth Johnson/Universal)
8:30	Laverne & Shirley (Paramount/Miller-Milkus/Henderson		
9:00	Three's Company (Nicholl/Ross/West)	Movie (various)	Movie (various)
9:30	Taxi (Charles Walters/Paramount)		
10:00	Starsky and Hutch (Spelling/Goldberg)		
10:30			
11:00			

Wednesday

	ABC	CBS	NBC
8:00	Eight is Enough (Lorimar)	The Incredible Hulk+ (Kenneth Johnson/Universal)	Supertrain* (NBC)
8:30			
9:00	Charlie's Angels (Spelling/Goldberg)	One Day at a Time+ (TAT)	NBC Novels for Television (various)
9:30		The Jeffersons+ (TAT)	
10:00	VegaS (Aaron Spelling)	Kaz+ (Lorimar)	
10:30			
11:00			

Thursday

	ABC	CBS	NBC
8:00	Mork & Mindy (Paramount/Miller-Milkus/Henderson)	The Waltons (Lorimar)	Little Women* (Universal)
8:30	Angie* (Paramount)		
9:00	Barney Miller (Four D)	Hawaii Five-O (CBS/Leonard Freeman)	Quincy (Universal/Larson)
9:30	Soap (Witt, Thomas, Harris)		
10:00	Family (Spelling/Goldberg)	Barnaby Jones (Quinn Martin)	Mrs. Columbo* (Levinson/Link/Universal)
10:30			
11:00			

Friday

	ABC	CBS	NBC
8:00	Makin' It* (Miller/Milkus/Paramount)	Wonder Woman (Warner Bros.)	Diff'rent Strokes (TAT)
8:30	What's Happening+ (TOY)		Brothers & Sisters* (Paramount)
9:00	Movie (various)	The Dukes of Hazzard* (Warner Bros.)	Turnabout* (Universal/Denoff)
9:30			Hello, Larry* (TAT)
10:00		Flying High (Mark Gardiner)	Sweepstakes* (Miller/Milkus/Paramount)
10:30			
11:00			

Saturday

	ABC	CBS	NBC
8:00	Animal House* (title to be announced) (Universal)	The White Shadow+ (MTM)	CHiPs (NBC/MGM)
8:30	Welcome Back, Kotter† (Komack/Wolper)		
9:00	Love Boat (Aaron Spelling)	Movie (various)	BJ & the Bear* (Larson/Universal)
9:30			
10:00	Fantasy Island (Spelling/Goldberg)		Rockford Files† (Universal)
10:30			
11:00			

We gave kids a fighting chance during Halloween.

Remember Halloween? It used to be a lot of fun. You dressed up, grabbed a grocery bag, and hit the streets. The worst thing that could happen was an upset stomach or a torn Cinderella costume.

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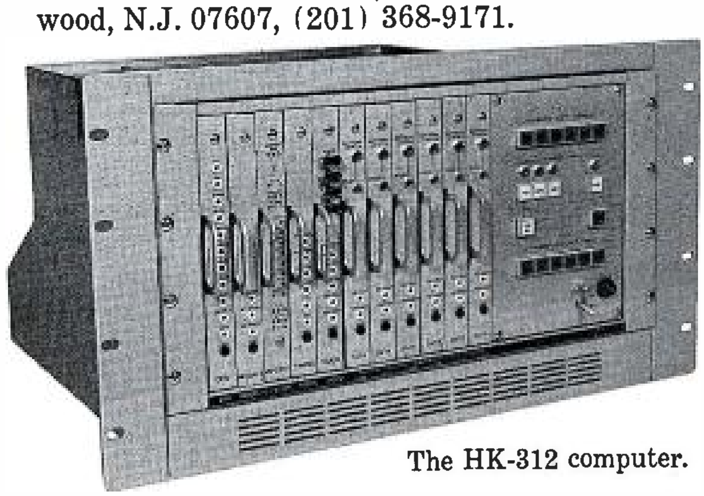

The HK-312 computer.

Ikegami

periods, leaving its schedule intact on only Tuesday and Thursday nights. Night by night, here's how Mr. Daly explained the network's thinking:

On Monday, CBS will again risk leading off with two new programs in the same time periods that sank *People* and *WKRP in Cincinnati* this fall. The difference now, Mr. Daly said, is the "golden opportunity" ABC-TV opened up by scheduling the adventure-drama, *Salvage I,* against NBC's *Little House on the Prairie.* "Totally counterprograming," Mr. Daly went with two comedies: *Flatbush,* about five young Brooklynites, and *Co-ed Fever,* which "affects almost everyone at a staid woman's college when it becomes a coeducational institution."

*M*A*S*H* remains at 9-9:30 p.m. NYT, with hopes of giving the returning *WKRP in Cincinnati* some protection. Mr. Daly said *WKRP* has been reworked to give more focus to the characters and to bring in more conflict, primarily by way of the station manager's cantankerous mother. *Lou Grant* follows.

CBS stands pat on Tuesday with *Paper Chase* and a movie, figuring NBC's *Cliffhangers* will "free up some of the older audience" that had turned to *Grandpa Goes to Washington,* Mr. Daly said. He added that *Paper Chase* will be getting some extra promotion, and that "we're perfectly willing to see it go up a share point a week." If it doesn't go up? "If it goes down, we would have to re-evaluate," he said.

Mr. Daly also addressed the problems suffered by his network's movies this season, particularly on Tuesday. He said that NBC had a "tremendous" advantage this fall by scheduling two-parters that started Monday and ended Tuesday. NBC has said it will not concentrate its multi-parters on Wednesday night, which Mr. Daly believes will help CBS. Also a factor, he said, was that with three movie nights, "there is no doubt we had to stretch some of our inventory." Now, with just two movie nights on the second-season schedule and at least 40 TV films plus theatricals such as *Rocky, Gone With the Wind, Black Sunday* and *Marathon Man,* Mr. Daly said the Tuesday movie slot should be "a toss-up" with NBC.

CBS's Wednesday line-up has been completely reworked. *The Incredible Hulk* will lead off at 8-9 p.m. to "maximize the evening for us," Mr. Daly said. It also is hoped the *Hulk* will minimize NBC's new *Supertrain,* and the established *Eight is Enough* on ABC.

The *Hulk* is to set up CBS's newest comedy block, *One Day at a Time* and *The Jeffersons.* Both are again seen as offering comedy alternatives to drama on the competiting networks. The theory is that *Kaz* will benefit from the familiarity value of its lead-ins, thus enabling it to topple ABC's *Vega$.* Mr. Daly said *Vega$* has shown some vulnerability when the right competition is against it; nonetheless, he acknowledges, "It's going to be tough."

On Thursday, CBS stands pat, looking for at least "low-30's" shares from *The Waltons,* depending on the strength of NBC's *Little Women.* Of *The Waltons* Mr. Daly said: "There's no doubt the show is seven years old." The faltering *Hawaii Five-O* is even older, but Mr. Daly said the show is flourishing creatively and that it will be given heavier promotion to "get the viewers back." He also said its performance would be watched "quite closely."

Mr. Daly said he is also looking for continued "low-30's" shares from *Wonder Woman* on Friday. "If there's a lot of competition [from the new shows on ABC and CBS] it may fall off," he said. But again he likes the counterprograming—this time with drama against comedy. The same goes for *Dukes of Hazzard,* a comedy-adventure series "recounting the triumphs and misadventures of the Duke cousins, Luke, Bo and Daisy, as they fight corruption in Hazzard county." *Flying High,* which has been waffling in recent ratings, is another show that CBS will be watching "quite carefully," Mr. Daly said.

On Saturday, CBS is betting *The White Shadow* will take the older viewers and leave the children to ABC's comedies and NBC's *CHiPs.* Added a few weeks ago as a short-order series, *Shadow* has now been given a full 13-episode order, Mr. Daly said.

CBS's Sunday schedule is being spread out to make room for another, longer comedy block, using *60 Minutes* and *All in the Family* as the powerhouse lead-ins. Inserted between *All in the Family* and *Alice* is *Onward and Upward,* starring John Amos (*Roots*) as a former football hero turned congressman. Following *Alice* is *The Stockard Channing Show,* in which the theatrical movie star plays "an adventurous young woman, estranged from her husband, who is determined to make it on her own and heads for a new life in Los Angeles." She ends up working at a health club, "whose owner is a bit of a kook." *Dallas* follows.

The facts of life about television for children

Boston audience hears network executives say there isn't the audience or revenue to produce the type of programing some groups are demanding

Quality children's shows are the ideal, but business is business, top network programers agreed last week.

Relating aspirations to real-world economics in children's programs were Squire Rushnell, ABC's vice-president for children's and early morning programing; Mary Alice Dwyer, director of NBC's daytime and children's programing, and Joel Heller, executive producer of CBS's *Razzmatazz* and *Thirty Minutes.*

Mr. Rushnell and Ms. Dwyer told some 125 station personnel, advertising agency staffers and parents at a Boston workshop presented by the Boston/New England chapter of the National Academy of Television Arts and Sciences that one of their chief critics has raised their consciousnesses.

Action for Children's Television "is the most important grass-roots movement in the country," Mr. Rushnell asserted. "It's had more effect on children's television than any other force." Although he praised the Newtonville, Mass.-based group, which has formally supported Federal Trade Commission staff proposals to regulate children's television advertising, the ABC executive suggested that banning commercials in children's shows would cut network motivation to put good shows on the air.

Calling ACT an "ally, not an adversary," Mr. Rushnell nonetheless saw more merit in making commercials better than in eliminating them. (Last week, ACT President Peggy Charren told a Harvard Business School audience that her group hopes to reduce the number of children's advertising minutes per hour from nine and a half on Saturdays and Sundays and 12 Mondays through Fridays to six throughout the week. She said ACT's eventual goal is no commercials at all but that television isn't yet ready for so drastic a change.)

Without advertising potential, Mr. Rushnell said, "there's no way I can sell a good programing idea—that's the pragmatics of where the money comes from." He also sees a need for a balance of children's programing—including Bugs Bunny—and a danger of "sanitizing kids' shows into absolute blandness."

Ms. Dwyer called programs aimed at 8-to-14-year-olds network "step-children." She said NBC tries to break even—but doesn't—on such shows but that it has "indeed made a commitment to quality childrens' programing." ACT has "raised our sensibilities," she said, but added that networks would have raised their programing level eventually without that organization to prod them.

Mr. Heller, who exclaimed "for goodness sake, business is business" to audience pleas that the networks spend more for quality children's shows, reminded listeners that "we are still a business" and said there's neither the audience nor the advertising to support CBS's present level of children's programs. He traced *Thirty Minutes'* original 52 show-a-year format to its present 13-week, 13-rerun status, complaining such programing is "not competitive" in costs because it can only be rerun once.

Mr. Heller charged "the parent is the missing link" in the children's programing chain. "Saturday morning TV is a relatively safe baby-sitter," he said. "Now, people want to clean up that time slot so the parents can continue to go off shopping."

Both Mr. Rushnell and Mr. Heller criticized suggestions that the networks cooperate on programing, calling competition children's best chance for good shows.

ACT's executive director, Deborah First, said her organization isn't trying to "do away with advertising" but is merely

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asking the networks to direct commercial messages at the people who buy products. "Don't cajole children into nutritional bankruptcy," she said. Mrs. First also questioned the possibility of determining just what children's programing is, stating that youngsters spend an average of 25 hours a week in front of the TV screen—more than half of that time watching adult shows.

Watching all categories of public broadcasting these days is Gene Katt, deputy director of programing of the Corporation for Public Broadcasting. With the "feeling that we've been resting on our laurels" and that its children's shows "have been getting a little stale," Mr. Katt said, CPB will, in a month or two, determine a list of new priorities after nearly a year of re-evaluating its programing for youngsters.

'Saturday Night Live' irks San Franciscans

NBC-TV and its affiliate subsequently express public regrets over comedy insert that dealt with Moscone-Milk mourners

KRON-TV San Francisco and NBC-TV have publicly apologized for a *Saturday Night Live* "Weekend Update" segment that satirized those mourning the deaths of San Francisco Mayor George Moscone and Supervisor Harvey Milk.

Following the assassinations of Messrs. Moscone and Milk, the mock-news portion of *Saturday Night Live* (Dec. 2) featured footage of Chinese soldiers identified as either "dominant" or "submissive" homosexuals in mourning for Mr. Milk.

Supervisor Milk, an avowed homosexual, had been a representative for the gay community in the area.

Almost immediately after the broadcast, NBC-affiliate KRON-TV said, some 50 pickets showed up to demonstrate their distaste for the program. At least 100 calls were said to have come in, along with many letters.

Last Tuesday and Wednesday, KRON-TV aired its own reaction, with the station president and general manager, Paul Wischmeyer, calling the parody "particularly tasteless and offensive." Mr. Wischmeyer said that "We are appalled" that the network "would exhibit such callous disregard for the unprecedented tragedy."

He said that "the spontaneous, live nature" of *Saturday Night Live* made it "virtually impossible" to preview the program, but added that the segment "definitely would have been eliminated" if KRON-TV had known it was coming.

Mr. Wischmeyer apologized and said that NBC-TV also apologized—at the station's "insistence."

In fact, NBC-TV, issued two statements. The first said simply that "Weekend Updates" were done "in the character of the program" and "not intended to be offensive or insensitive."

The second NBC-TV statement was stronger. "We regret that anyone found the 'Weekend Update' offensive or insensitive. That certainly was not the intention of the piece. We apologize to any viewers who were offended."

Pay headed for Phoenix

Oak Industries announces plan to put STV outlet on air there by July, eyes other markets

Oak Industries Inc. announced that it will begin its second over-the-air subscription television service next July in Phoenix. The new station, KNXV-TV, will be owned and operated by New Television Corp., Oak's minority partner in the STV venture.

The station will carry regular television programing during the daytime and the subscription programing during prime-time hours.

John P. Gwin, president of Oak Communications Inc., a subsidiary of Oak Industries, said: "This project launches the first stage of a major national expansion program for Oak's subscription television operations." Oak now has an STV station in Corona, Calif., serving the Los Angeles area and, according to Mr. Gwin, has plans to be operating in Philadelphia and Miami by 1980. He said the company is also looking at the Chicago, Dallas-Fort Worth and Minneapolis-St. Paul markets. Oak will be filing applications with the FCC "for many other cities," Mr. Gwin said.

Oak's initial STV station—KBSC-TV Corona—has been operating since April 1977. According to the company, the station now has 90,000 subscribers and is adding new ones at the rate of 10,000 per month. The station made a profit after 17 months of operation, Oak said.

Program Briefs

From whence it came. With formation of Filmways Enterprises with Jamie Kellner, ex-Viacom, brought in as president ("In Brief," Oct. 30), Rhodes Productions will return to independent production and syndication. Jack Rhodes, Filmways distributor for three and a half years, takes with him series he developed, among them *Second City Television* and *Disco Break*, leaving Filmways rest.

Topical TV. CBS Entertainment got off to quick start in following up on recent cult murder/suicides in Guyana. Division optioned TV rights to book "Guyana Massacre: The Eyewitness Account," by *Washington Post* reporter Charles Krause. Spokeswoman for CBS said script has not yet been written, but production has been assigned to Frank Konigsberg. Actual airing of project, if there is one, is "a long way down the line," she said. "It's just another development deal."

"Thriller" demand. ITC Entertainment, New York, is placing 43 made-for-TV feature films into syndication under umbrella title of *The Thrillers*. Already committed to purchase package are stations in 21 markets, including WPIX(TV) New York; KCOP-TV Los Angeles; WTAF-TV Philadelphia; WDVM-TV Washington and WSB-TV Atlanta.

'Roots' planted. ABC Entertainment announced February sweep scheduling of *Roots: The Next Generations*. Fourteen-hour sequel is to air Sunday through Friday, Feb. 18-23, 1979, with concluding episode on Sunday, Feb. 25, 1979 (9-11 p.m. NYT all seven nights).

The same old song?

"This is Today," the *Today* show theme that NBC has been using since late 1972, was withdrawn from the air last Tuesday, following a court decision a day earlier (Dec. 4) that the music was too close, for copyright comfort, to Stephen Schwartz's hit tune, "Day by Day," from the musical "Godspell."

NBC is planning to appeal the ruling by U.S. District Court Judge Gerald Goettel in New York. Herald Music Co., Mr. Schwartz's music publisher, had brought the suit against NBC, composer Ray Ellis and publisher Living Music Inc., charging plagiarism. Judge Goettel referred the ruling on damages to other legal avenues.

Following the ruling, NBC held fast to its position and issued this statement: "NBC maintains the *Today* show theme is an original musical composition and we plan to pursue all appropriate legal remedies concerning this decision."

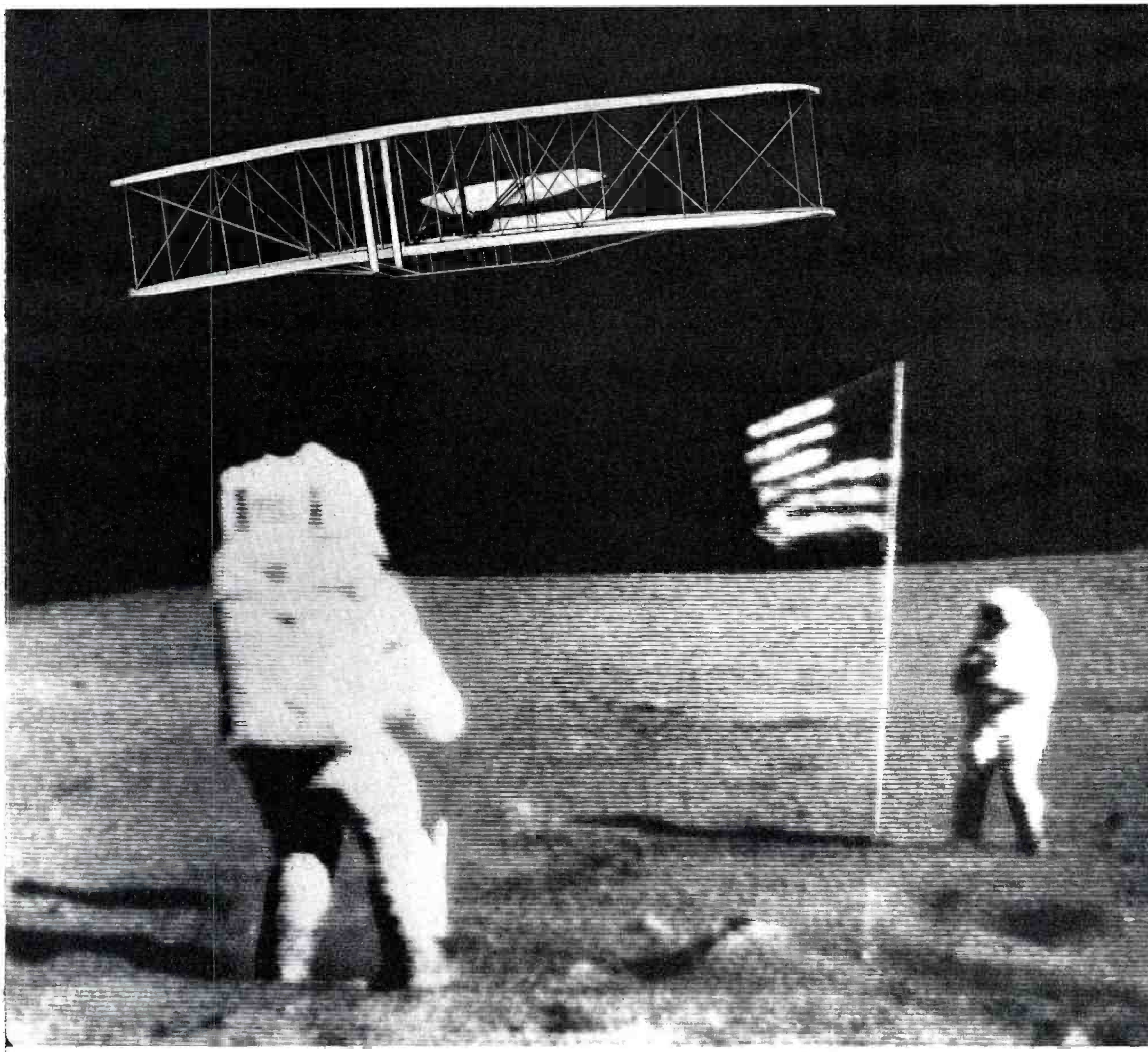
NBC now is using various other tunes in place of the contested theme.

Critics may rail, but viewers watch. That was the message that Roger Rice, president of the Television Bureau of Advertising, offered last week after checking some of the *New York Times* reviews at the start of several recent TV seasons. Among the put-downs, he said, were "electronic baloney," "trash," "mediocre," "embarrassingly dull," "a calamity" and—this year—sure-fire trash."

But, Mr. Rice said, "back in 1967, the year programing was 'electronic baloney,' the average television home watched TV for five hours and 42 minutes a day. This year, 1978, the average television home is watching television for six hours and 11 minutes a day.

"That's a viewing increase of 29 minutes a day. If you multiply those 29 minutes by 365 days, the increase in viewing is equal to an extra 30 days of viewing at the now 1978 high level. The viewing increase alone is enough to add a 13th month to the television year."

To put all those big numbers into perspective, Mr. Rice added: "Dr. John Gagnon reports that the most active people spend only 50 hours a year in direct sexual involvement, while the average American spends more than 2,000 hours a year viewing television."



On the job in Grand Rapids.

WJFM in Grand Rapids regularly broadcasts "Job Talk," a listing of employment vacancies supplied by the Michigan Employment Security Commission (MESC).

Recently, MESC was contacted by a food processing engineer who, although he lived 60 miles away, needed a job in Grand Rapids. The engineer's daughter required frequent treatment in a Grand Rapids hospital for a congenital back ailment.

When WJFM learned of his problem, they encouraged MESC to include the engineer's story and job qualifications in a "Job Talk" broadcast. As a result, a Grand Rapids firm accelerated its long range expansion plans, hired the engineer and solved his problem.

Helping people help themselves is all part of the Fetzer tradition of total community involvement.

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Broadcast Technology

FCC comes down on side of AM expansion, UHF spectrum sharing

U.S. position on WARC '79 just about ready to go as commission settles on its recommendations; up to 700 more AM stations could emerge; parties still at odds on shortwave spectrum demands

Hard at WARC. The FCC and the National Telecommunications and Information Administration last week provided staff members who have worked on preparations for the FCC's position at the 1979 World Administrative Radio Conference to answer reporters' questions about the upcoming WARC meeting in Geneva. Major participants were (l-r): Samuel E. Probst, director of NTIA's spectrum plans and policies; Kalmann Schaefer, foreign affairs adviser to the commission, and Robert Cutts, assistant chief engineer of the NTIA's international and operations division.

Four years and nine notices of inquiry after it began the project, the FCC last week completed work on a report and order that will provide the basis for the position the U.S. will present at the general World Administrative Radio Conference in Geneva beginning next September—the first WARC in 20 years that will review virtually the entire set of international radio regulations.

The report contained no surprises; generally, it follows the proposals contained in the recent notices of inquiry—among other things, providing for an increase in the AM band and for mobile and fixed-services sharing of the UHF band with television. But although most conflicts among competing interests throughout government and industry have been resolved, at least one has not.

That one involves the amount of additional spectrum the U.S. should propose for use by HF broadcast, or shortwave. The commission's proposal, which is a recommendation of the National Telecommunications and Information Administration, is for an increase of 865 khz. The Board for International Broadcasting, which operates Radio Free Europe and Radio Liberty, is insisting on an increase of 1665 khz, and now has the support of the International Communications Agency, parent of the Voice of America. The issue may ultimately be submitted to the White House for settlement.

The commission's proposals, which were shaped in consultation with NTIA (which regulates the government use of radio) will be submitted to the State Department for recasting into the formal U.S. position and transmission to the International Telecommunications Union by Jan. 25.

The commission's proposals for changes in the international table of allocations that would permit the creation of a service does not commit the commission to adopt such a service if the change is adopted. But the commission's proposals are designed to allow countries flexibility in planning, and rely heavily on sharing of frequencies by services.

FCC Chairman Charles D. Ferris said in a statement that the flexibility would aid less developed as well as developed countries like the U.S. in communications planning, "and will facilitate the development of innovative services which may radically restructure the way we communicate as we approach the 21st century." He also said "every effort must be made to conserve the spectrum, one of our most valuable resources."

The U.S. has been consulting with other countries in preparing for WARC. Kalmann (Konnie) Schaefer, foreign affairs adviser to the FCC, said at a news conference at which the proposals were announced, that U.S. representatives had talked to officials in more than 50 other countries and have taken their views into consideration.

He also said that, of the 154 member nations of the ITU, the U.S. is "by far the more advanced, and better prepared, for WARC, than any other nation." In past months, some members of Congress—notably Senator Harrison Schmitt (R-N.M.)—have complained about the lack of progress in the planning process.

Some of the major provisions of the commission's report and order provide for:

■ Expanding the AM band. The proposal would create a band at 1615-1800, which would be shared between broadcasting and other services, and a band at 1800-1860 that would be used exclusively for broadcasting. The expansion "could," the commission says, given engineering and regulatory constraints, result in the creation of 14 new channels, which could accommodate about 700 new stations.

The commission feels that, in view of the heavy use now made of available AM frequencies, the proposed expansion would be helpful in providing further diversity of ownership in broadcasting and in creating new opportunities for minority ownership. However, new, but no more expensive, receivers would be required to pick up signals.

■ Adding the fixed and mobile communications services in virtually the entire UHF band between 470 and 890 mhz now allocated to television. The commission says this would give it the flexibility to apportion that part of the spectrum among the three services in whatever manner it feels necessary. The news release describing the proposals says, "This posture does not indicate a lessened commitment to domestic UHF broadcasting, but, rather, a recognition of the great value of the radio spectrum resource, and a desire to make it available for use where appropriate." (Substantial resistance to this proposal is likely from Canada. It has blocked FCC plans to share UHF channels with land mobile in border areas in the past.)

■ Doubling the number of communications satellites that can operate in the 12 ghz band in the western hemisphere. The commission's proposals would make the entire range of the geostationary orbit available equally to fixed and broadcast (direct to home or community receiver) satellites, while at the same time placing in separate 500 mhz segments the bands in which each service would operate. Because many of the U.S.'s technologically advanced domestic communications systems will be introduced in the 12/14 ghz bands in the next decade, the commission news release said, the issue "is considered by many to be one of the most significant for the U.S. at the 1979 WARC." (Mr. Schaefer said this proposal will probably encounter opposition at WARC.)

■ Future consideration of a land mobile satellite service in the 806-890 mhz band. Although there are no present plans for such a service, an amendment being proposed to the international table of allocations would make it possible for the commission, when it felt such a service was feasible, to provide for the establishment of an inexpensive, two-way voice and data communications system that would serve mountainous or rural areas.

■ An adjustment in HF (shortwave) allocations to increase the frequencies available for shortwave broadcasting, maritime and amateur communications. The commission says it concurred in an NTIA proposal to increase the spectrum available for shortwave broadcasting because of President Carter's expressed interest in increasing the international flow of information.

However, as Commissioners Abbott Washburn and James Quello pointed out in a separate statement, the commission's action does not resolve what has been a heated dispute between BIB—joined last week by ICA, which previously had said it was "neutral" in the dispute—and NTIA over the amount of increase.

The dispute was submitted on Monday to the chairman of the U.S. WARC delegation, former FCC Commissioner Glen O. Robinson. Later, he said he would recommend to his superior, Undersecretary of State Warren Christopher, that the NTIA proposal be accepted. The proposed 865 khz increase represents a compromise among a number of contending parties, including the Department of Defense.

BIB and ICA have not given up. They plan to take their case to Undersecretary Christopher later this month. And, if they fail there, they will go to the White House. Those agencies, an official said, feel that the NTIA proposal falls short of what is needed "to protect U.S. broadcast interests in the future, and will not provide enough interference-free frequencies for the countries of the world, developing as well as developed."

All-cable Satcom on RCA's mind

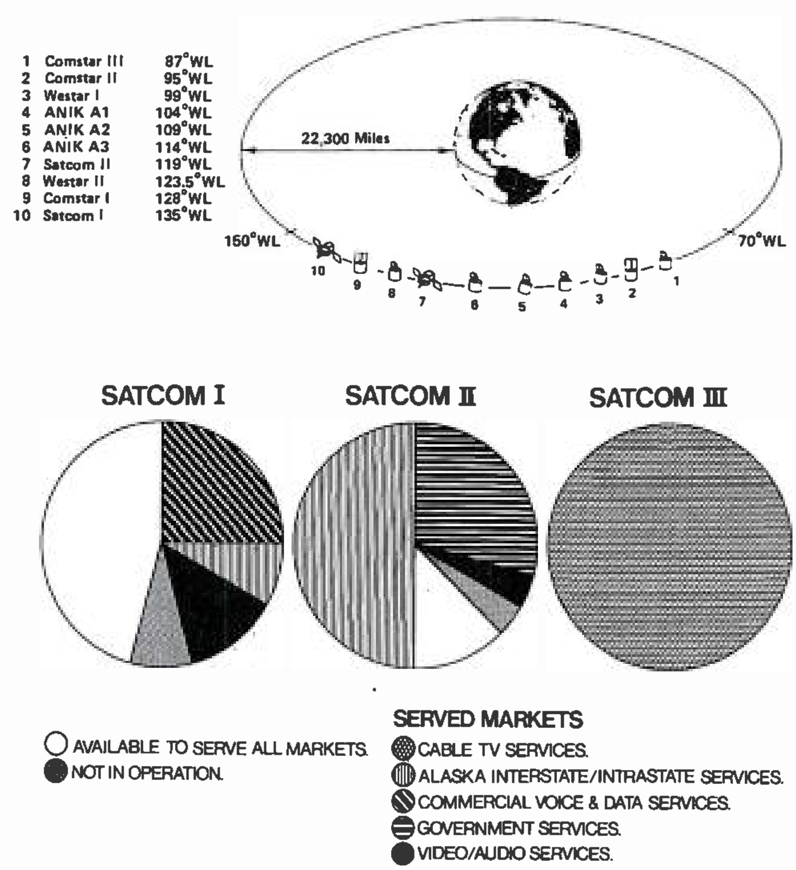
Company asks FCC to approve launch of third satellite; others expected to oppose taking up last available slot covering total U.S.

RCA Americom asked the FCC last week for permission to launch a third 24-transponder satellite in December 1979 ("In Sync," Dec. 4)—a request RCA says backs up its confidence in the cable TV industry with a commitment of $40 million.

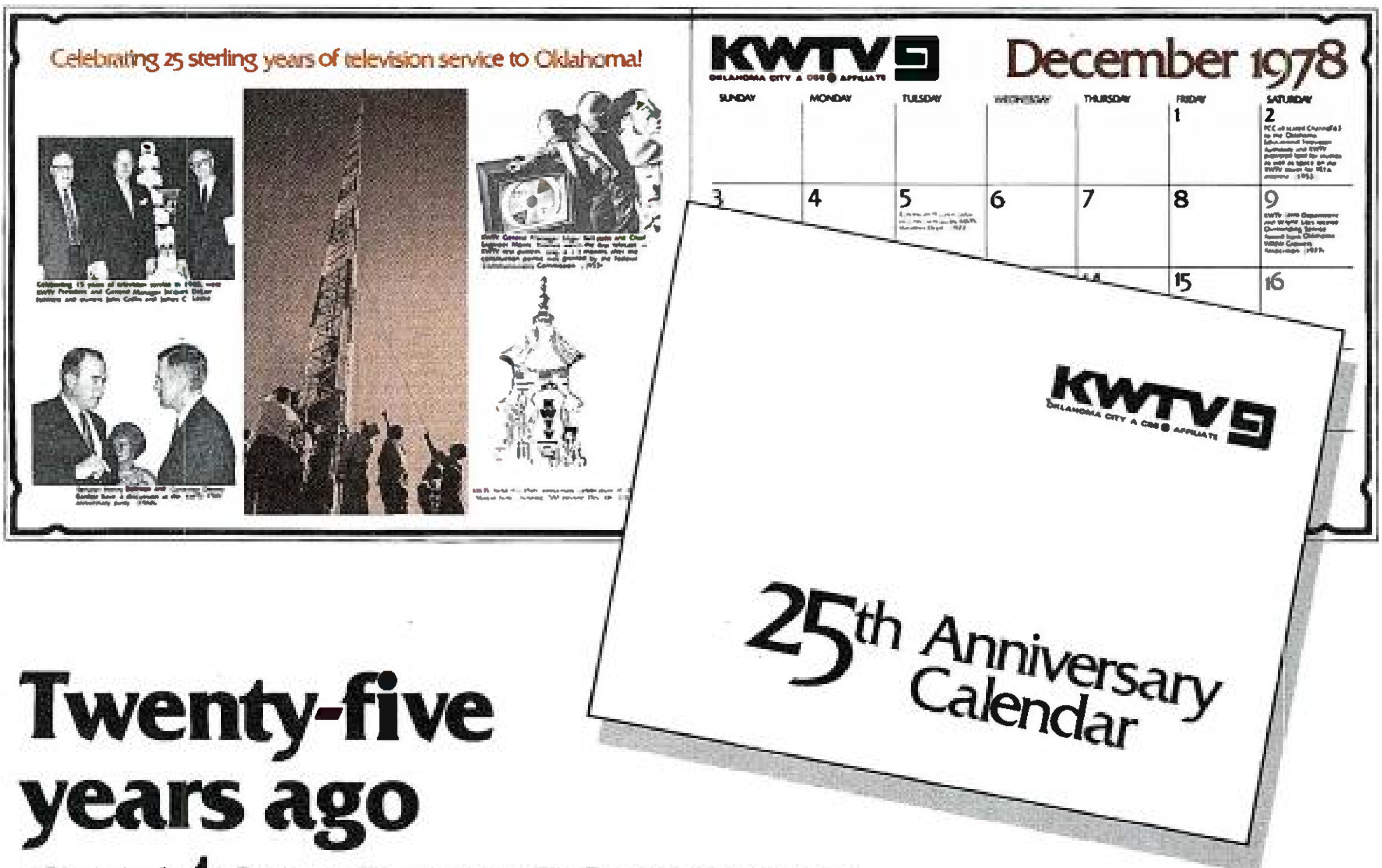
That's the projected cost of building and launching Satcom III, which Americom President Andrew F. Inglis said would expand the company's now booked-up transponders available to cable systems from 18 leased on Satcom I to as many as 24 on Satcom III.

Nonetheless, he said, the anticipated demand for space is "significantly larger" than even Satcom III would supply, one reason competitors of RCA may want in on the action.

Satcom III would be entirely dedicated to cable, with current cable allocations on



Sky's the limit. The diagram at top shows the present locations of the domestic communications satellites now serving the western hemisphere. RCA plans to place its new Satcom III at 132 degrees west longitude and move its Satcom I to 136 degrees west. At bottom is a diagram of the planned service loads of each of the Satcom satellites as they will be distributed if RCA receives approval to use its new Satcom III. Cable television services now on the two existing Satcoms will be transferred to the new bird. Each Satcom has 24 transponders.



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For a complimentary copy of our 25th Anniversary Calendar, mail your request to: Michael DeLier, Assistant General Manager, KWTV, P.O. Box 14159, Oklahoma City, OK 73113.

John T. Griffin	Chairman of the Board
Jacques DeLier	President and General Manager
Michael DeLier	Assistant General Manager

In Sync

Up and coming in broadcast technology

Time has come. Times Wire & Cable has demonstrated a fiber-optic link for satellite earth stations at the annual convention of the Pennsylvania Cable Association in Harrisburg. Times claimed it was the first time fiber optics had been used to link a satellite dish with a cable system's headend. □ □ □ **What happened.** The link was part of a system that included a Hughes-furnished earth station used to demonstrate Home Box Office services. The link consisted of 2,100 feet of fiber, one optical transmitter, an optical receiver and one modulator-demodulator pair. According to Times, the installation of the fiber was accomplished in less than an hour by Sol Yager, director of systems engineering for Times. □ □ □ **The light at the end.** The advantage of fiber optics in such an application is its ability to eliminate electromagnetic interference and common mode problems. Signal degradation also is reduced. □ □ □ **Elsewhere.** RCA has reported grant of a patent for a new laser diode for use in fiber optic transmissions. The new device, which combines a laser-beam emitter and a detector, is expected to reduce the cost of communication via fiber. The emitter sends its primary radiation into the fiber and produces a secondary radiation that is monitored by the detector so that power supply to the laser can be regulated. The new device helps to correct a persistent problem with lasers—their high sensitivity to temperature changes and flicker. The diode helps to assure a desirable stable high output. RCA expects telephone companies to be its first customers when the device begins to be marketed at the end of the year, but the company is also trying to get video equipment and computer manufacturers interested as well. (Four AT&T companies in the South, Connecticut, Arizona and Florida are now installing fiber links for some phone circuits.) Times has installed an eight-kilometer, 12-channel optical link for Teleprompter's cable television system in Lompoc, Calif. □ □ □ **It's a woman's world, too ... sort of.** Women have made great strides moving up the programing and managerial ladders in broadcasting in recent years, but there appears "no question" that the engineering field is still heavily dominated by men, according to Mary Elle Hunter, executive director of American Women in Radio and Television. Among AWRT's members, Ms. Hunter was a bit disappointed to learn last week, she could find "no one in a chief engineering or department head status." It's an area she says her organization would like to see opened up to women, but the problem appears to go back further than the door to the radio or television station—back, in fact, to the engineering schools and colleges. "Women have not been encouraged from a technical training point of view," Ms. Hunter says. But she says, too, that "we are beginning to see more and more women technicians" in broadcasting. □ □ □ **And that's the truth.** According to the FCC's May 1977 employment report, the most recent available, 1,524 women (6.1%) are employed in the 24,805 technical positions at broadcast stations with more than five employes. □ □ □ **By medium.** In commercial television, 893 women are employed as technicians. That's 6.3% of the total of 14,191. Women have 4.5% of the technical jobs in commercial AM radio (182 out of 4,080) and 7% of the positions in commercial FM stations (30 out of 427). □ □ □ **In the noncommercial sector.** Women do slightly better among the public broadcasting outlets, however. They hold 9.2% of the technical jobs in television (196 out of 2,131) and 8.4% in radio (21 out of 251). □ □ □ **At the very top.** Of 3,725 technical positions at broadcasting headquarters operations, 202 (5.4%) are held by women. □ □ □ **Foreign roundup.** Rockwell International has sold its Admiral television manufacturing plant in Taipei, Taiwan, to a group of Hong Kong businessmen. The plant, which had been producing color and black-and-white receivers for the U.S. market, will continue to produce home receivers, but the sale did not include the rights to the Admiral trademark. Rockwell announced last September that it would be discontinuing its domestic television receiver business. □ □ □ **Fiber, too.** Valtec Corp. has formed a joint venture with Elron Electronics Industries Inc., Haifa, Israel, to produce and market fiber optic systems and components. The new venture, Fibronics International Inc., will be headquartered in Haifa and will direct most of its marketing energies toward the Middle East and Western Europe. □ □ □ **And the word is in from Africa.** A sizable sample of American hardware manufacturers are going to be in Nairobi, Kenya, next month for the U.S./Africa Telecommunications Conference (Jan. 17-19). Among those attending the Electronic Industries Association-sponsored event are: Farinon Electric, General Electric, GT&E, Harris, Motorola Communications, Rockwell International, 3M Co. and Western Electric. EIA is staging the conference in an attempt to focus attention of the countries of the Middle East and Africa on the technology and products of American electronics firms.

Satcom I shifted to the new bird. (Satcom II has a few transponders for occasional broadcast TV use, an RCA spokesman said.) That in turn would leave as many as 11 transponders available for a new cable system on Satcom I "if demand exists at that time," Mr. Inglis said.

Another "if" is whether the FCC will go along with RCA's proposal. Mr. Inglis said he expects Western Union to challenge the application, since the orbit chosen for Satcom III occupies the last remaining space from which signals could be relayed to all 50 American states.

(RCA wants to put Satcom III at the 132 degrees west longitude position on the equatorial orbit arc, and at the same time to move Satcom I from its current position at 135 degrees to 136 degrees. Satcom II is at 119 degrees.)

It is likely, however, that RCA could encounter some fairly stiff opposition from other carriers that would not like to see RCA the only company with two birds in the prime 119 degrees to 132 degrees west longitude arc in which a geosynchronous satellite must sit if its signal is to cover all 50 states.

Earlier this year, RCA attempted to get FCC permission to place its Satcom III at 131 degrees west, and Western Union and Comsat filed petitions attempting to block a grant. AT&T filed comments in support of those petitions.

RCA's original petition was withdrawn last week, however, and another one, asking for the 132 degrees west for Satcom III, was submitted. But the arguments put forth by the other carriers against the initial application presumably persist.

Western Union and AT&T both quoted a passage from a March 29, 1976, letter from the FCC to RCA citing a commission policy that "no carrier is authorized the positioning of more than one satellite in the prime orbital location ... absent compelling public interest considerations to the contrary."

Comsat's initial complaint—that at 131 degrees west Satcom III would be too close to its Comstar D-I—appears to be solved, however, by RCA's request for 132 degrees west. (The FCC generally requires that satellites be placed four degrees from one another.) Satcom II is currently at 119 degrees west; Westar II occupies a slot at 123.5 degrees, and Comstar D-I is at 128 degrees.

(The three-satellite Comstar system is owned by Comsat and leased by AT&T and GTE. It is used now primarily for telephone relays, but is expected to be opened up for video and other uses next year.)

Satcom III's projected launch date, already reserved with the National Aeronautics and Space Administration, is a year ahead of its originally planned launch on the first U.S. space shuttle, which had been set for late 1980. But an eight-month or longer delay in that project and the continued growth in the demand for transponder space prompted RCA to seek the earlier launch, Mr. Inglis said. RCA's reservation on the shuttle has been re-


IT'S LARRY KANE AGAIN
IT'S TV·10 AGAIN
THE NEW TV 10 NEWS. WEEKNIGHTS. AT 6 AND 11.
Charles Cantore

tained, however, for the possible launch of another bird.

Mr. Inglis said that the cable industry's needs have become "truly explosive" in the past year. According to RCA, more than 700 cable-owned receiving dishes are in operation today, compared with 77 in 1976. "And 800 more earth-station license applications are either approved or awaiting approval at the FCC," the company said.

Those figures make RCA Americom equally optimistic about its own participation in the cable industry. Mr. Inglis predicted the company will go into the black early next year—" our rate of losing money is improving," he said. "For the longer range, we now have confidence that this is a business which will grow both in revenue and profit and make a significant contribution to the profits and profit growth of the RCA Corp." He said Americom's 1978 revenues are expected to be 52% higher than those in 1977, and that the company hopes to show a 47% additional increase in 1979.

Because of the limited orbital space, Mr. Inglis said that "growth in revenue is going to have to come predominately from using satellites more efficiently." Satcom III has four extra transponders that would allow "protected," or nonpre-emptive, service for at least 20 and possibly 22 channels. The life expectancy for each Satcom satellite is currently seven years—meaning Satcom I will be due for replacement some time in 1981-82—but Mr. Inglis expects the next satellite generation to have a 10-year lifespan.

Worth the effort?

That is one question posed by FCC as it decides to examine whether its regulation of receive-only earth stations is in need of revision

The FCC has begun an inquiry to determine whether its program of regulating receive-only earth stations can be improved—or eliminated. The benefits of the regulatory program may not be worth the costs, the commission says in its notice of inquiry.

The commission has licensed more than 1,300 receive-only earth stations which are used by cable television systems, broadcasters, and multipoint distribution service operators to receive video programing for distribution.

The licensing process requires three steps—frequency coordination, construction permit and licensing—before an earth station can be put into operation. Frequency coordination is the most expensive aspect, but it assures that the earth station will not receive harmful interference.

The commission said it wants to examine whether the benefits of the licensing program, which it says are considerable, are worth the costs to the licensees and the commission.

Broadcast Advertising®

Radio, TV bureaus still mining gold from N.Y. strike

RAB study suggests retailers may have improved sales during newspaper shutdown; spending in broadcast up dramatically

Television and radio appeared as significant factors in two new studies made available last week on the effects of New York's 88-day newspaper strike.

The Television Bureau of Advertising released figures showing that in October, while two of the three major dailies remained shut, retailers increased their TV spending by 96% over October 1977. TVB compiled the figures from New York's six commercial stations, which in September—when all three papers were on strike—had reported retailer investments up 180% from the previous September (BROADCASTING, Nov. 13).

The Radio Advertising Bureau, in what it said was a preview of an analysis it would release later this month, cited latest retail sales data from the U.S. Department of Commerce to show that in August and September, the first two strike months, retail sales trends in New York were stronger than in the first half of the year—and stronger, too, than in the U.S. as a whole in August-September.

In releasing the two studies, both Roger Rice, president of TVB, and Miles David, president of RAB, noted that their respective media had been cited as "significant" factors in keeping retail sales up while the newspapers were closed.

For the September-October period, TVB's figures put TV investments of six categories of retailers at $6,067,438, up 134% from September-October 1977, with department stores and discount stores the leaders both in dollars invested and in percentage of increase (see table).

RAB's Mr. David said the Commerce Department figures on retail sales showed that "from January through July [before the strike], the seven-month average for the total U.S. was down slightly at minus 0.8%" while "the comparable figure for the city was a minus 3.8%.

"Now what happened during the strike? For August and September, the latest months with Department of Commerce figures available, the total U.S. showed an average month-to-previous-month dip of 0.3%, but New York City's retail sales trend went the other way: August and September in New York were up an average of 4.8%.

"In six of the first seven months, New York's trend was up less or down more than the total country. [Then], for the first time since January, New York City retail sales in August showed a slightly more positive trend than the U.S. The trend in September was even more distinct: New York was up 5.6% over the preceding month while the total U.S. was down by 4.3%."

Mr. David said that "the loss of any form of communications media is regrettable" but that "such a long strike provides a unique laboratory situation. It is an opportunity to determine whether many retailers who still rely heavily—perhaps disproportionately—on metro newspapers can reach customers by other means."

The Commerce Department figures, he said, show that they can—and did.

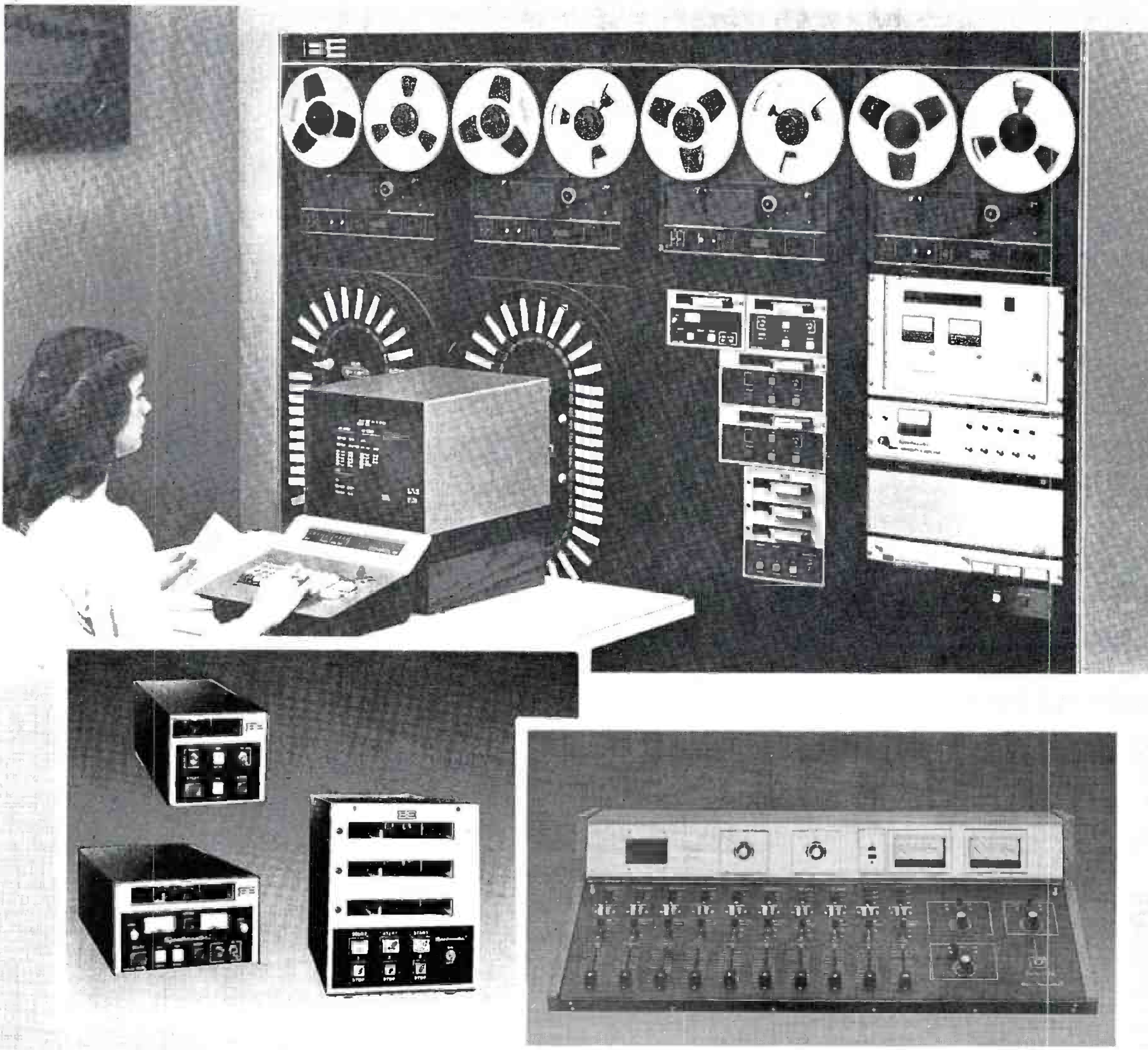
He cited quotations from a number of major New York retailers saying the strike had shown them the importance of radio advertising. Similar sentiments regarding TV advertising—and broadcast advertising in general—also have been widely reported (BROADCASTING, Sept. 11, et seq.).

TVB summarized the September-October increases in retailers' TV spending (for six categories for advertisers) in the following table. For the first four of those groups, September showed the greatest percentage gains over the preceding year: discount stores, for example, were up 218% in September over that month in 1977, while they were up 73% in October. Furniture and food stores, however, made their major gains over the previous year during October.

Gross Retail Television Advertising Investments on New York Stations

Source: Television Bureau of Advertising

	September/October 1977	September/October 1978	% Change
Department Stores	$564,980	$2,417,048	+328
Discount Stores	597,832	1,371,689	+129
Apparel Specialty Stores	498,336	861,211	+ 73
Carpet Stores	213,988	355,540	+ 66
Furniture Stores	340,888	577,450	+ 69
Food Stores	374,775	484,500	+ 29
Total	$2,590,799	$6,067,438	+134



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FTC's children's ad proceeding gets approval from some congressmen

Commission's 'vigorous efforts' in rulemaking are applauded by Communications Subcommittee members Waxman, Wirth, Gore, Markey and Murphy

The Federal Trade Commission got a message from the last Congress that it might find trouble if it tries to ban children's advertising on television. Last week it got a countermessage.

Six members of the House Subcommittee on Communications, including its chairman, Lionel Van Deerlin (D-Calif.), expressed support for the commission's "vigorous efforts to complete this rulemaking."

They said, "We are especially disturbed at the nature and extent of the lobbying by certain interests determined to stop this inquiry before it has been completed. The commission must not allow itself to be intimidated or deterred from the very act of reviewing these issues."

The commission has said it will appeal a U.S. District Court decision disqualifying Chairman Michael Pertschuk from the proceeding. The ouster stemmed from a petition by various advertising and industry organizations, which are heavily attacking the proceeding on many fronts.

The statement came from the office of Henry A. Waxman (D-Calif.) and was also signed by Timothy E. Wirth (D-Colo.), Albert Gore Jr. (D-Tenn.), Edward J. Markey (D-Mass.) and John M. Murphy (D-N.Y.). There are 14 members of the subcommittee.

The six said: "The impact of television on children is admittedly enormous. In our judgment, the questions of whether advertising directed toward children constitutes an unfair or deceptive trade practice or whether certain food products are demonstrably harmful to the health of our children, deserve close scrutiny and, if warranted, remedial action."

They said, however, that regulation may not be necessary or desirable. It may be, they said, "that no rules in this area should be promulgated. But this cannot be determined unless and until the commission has completed its review of these issues."

In a separate statement, Mr. Waxman said, "The concern over whether television advertising directed toward children is unfair, deceptive or harmful must not be deflected by a debate over the role of the FTC. Such a debate is irrelevant to the central issues. The agency is charged, under the law, with protecting consumers, and I want to see the commission do just that."

Doing nicely in nine. The Television Bureau of Advertising reported last week that local television's top 20 categories registered a 22% increase in investment in the first nine months of this year, for a total of $1,068,171,400. Using figures supplied by Broadcast Advertisers Reports, TVB said the largest percentage gain was recorded by auto repair stores, up 55% to $19.3 million, followed by builders and real estate agents, up 51% to $38.2 million and appliance stores, up 42% to $26.4 million. Continuing as local TV's largest category was restaurants and drive-ins, up 21% to $193.1 million, followed by banks, savings and loans, up 22% to $106 million and auto dealers, up 27% to $103.2 million.

	Jan.-Sept. '77	Jan.-Sept. '78	% change
1. Restaurants & drive-ins	$159,880,800	$193,053,600	+21
2. Banks, savings & loans	87,489,600	106,552,900	+22
3. Auto dealers*	81,127,500	103,190,500	+27
4. Food stores and supermarkets	87,595,000	102,423,700	+17
5. Department stores	85,028,400	96,469,500	+13
6. Furniture stores	53,881,300	69,114,500	+28
7. Movies	54,301,400	66,646,100	+23
8. Amusements and entertainment	36,909,700	43,417,100	+18
9. Discount department stores	34,686,500	40,608,000	+17
10. Builders and real estate agents	25,235,300	38,150,300	+51
11. Leisure time activities	30,510,300	33,363,000	+ 9
12. Radio stations	26,697,400	27,612,400	+ 3
13. Appliance stores	18,615,500	26,391,900	+42
14. Clothing stores	18,862,300	23,593,500	+25
15. Auto repair and service stations	12,428,500	19,288,500	+55
16. Home improvement contractors	17,190,100	19,104,200	+11
17. Carpet and floor covering stores	14,573,000	15,946,500	+ 9
18. Drug Stores	11,128,400	14,859,100	+34
19. Health Clubs and reducing salons	12,033,600	14,825,200	+23
20. Hotels and resorts	10,815,300	13,560,900	+25
Total	**$878,989.9**	**$1,068,171.4**	+22

*Dealer associations not included.

Broadcast Journalism®

President's audio press release plan off to critical start

New program offering radio stations feeds from White House draws complaints of 'propaganda'; decision on whether to stop or expand to be made in few weeks

"Now that radio is 50 years old," said White House Deputy News Secretary Walt Wurfel, "we thought we should do audio releases as well as press releases for the print media."

That comment last week was by way of explanation, as well as defense, of the White House's latest venture in communicating with the public, a public-relations innovation that started off with a bad press.

Since last Monday (Dec. 4), the White House has been feeding spot actuality reports, ranging from 30 seconds to two minutes, to radio stations calling a toll-free 800 number. The project is a test, limited to some 600 stations in six states.

And it is being undertaken, White House aides said, in response to requests from stations around the country that lack the resources to subscribe to audio news services, let alone have their own correspondents in Washington. "Stations don't want to rely on what they get on the wire," said Patricia Bario, director of the office of media liaison, which developed the idea. "We're giving voice to radio stations."

The spots are designed to feature voices of administration officials, from President Carter on down. But the initial cuts—taped by Richard L. Nelson, a 25-year-old former assistant director of radio-TV for the Democratic National Committee—generated implied and expressed charges of propaganda.

Mr. Nelson's first spot dealt with President Carter's announcement of reforms in the manner in which federal government delivers aid to small towns and rural areas—for water and sewer construction—and included a recording of the President's voice. But the piece ended with Mr. Nelson saying, "This is Rich Nelson at the White House."

Press reports were quick to point out the spot appeared to be the work of a bona fide correspondent. As a result, later spots ended with, "This is Rich Nelson of the White House Press office."

But by that time, CBS's Rod MacLeish, in his Saturday commentary, had called the project a "propaganda" exercise and warned that "the gimmicky radio campaign won't help Mr. Carter any more than it will contribute to public enlightenment." And the Republican National

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Daytime STAR

HOSTED by JOHN GABRIEL of RYAN'S HOPE

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Each episode features some of the world's greatest motor sports competitors... in sports cars, stock cars, drag racers, powerboats, motorcycle or snowmobile racing. A variety of America's best racing action, finest race courses and most important racing events.

Each episode follows the drivers from the hours before the race, through its ultimate conclusion, exploring the human element of this most dangerous and demanding sport through the eyes and actions of its finest competitors. The audience witnesses the hopes, fears, triumphs and disappointments that are part of every race.

THE RACERS is proud to have *Curt Gowdy* as its host this season. Participating with Curt each week, will be a different expert commentator—a famous race driver, or personality involved in motor sports to join Curt in calling the action.

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John Gabriel is the perfect host for a soap spectacular. He's starred in *Love of Life*, *General Hospital* and is now playing *Senecca Beaulac* on *Ryan's Hope*. He has also hosted the Hollywood-based talk show *Good Company*.

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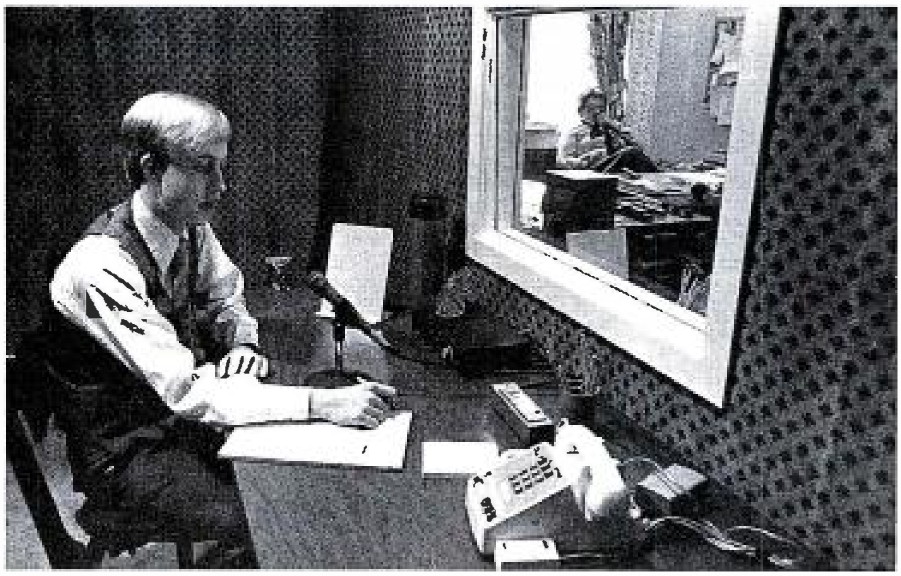


'This is Rich Nelson.' And this is the studio from which he delivers the White House's new audio press-release service. Through the studio window is Pat Bario, director of the office of media liaison.

Committee was criticizing the idea of what a spokesman called "a political figure putting out at public expense what appears to be a news report but is actually material packaged to advance the views of a group of political appointees."

The project is, in effect, a press release translated to the medium of radio. As such, there is no pretense that the spots, in themselves, provide a balanced view of the news at the White House.

The project costs something under $30,000 a year. Mr. Nelson, whose previous employment was as a press secretary to representative Mark Hannaford (D-Calif.), who was defeated in November, is paid at the rate of $20,000 annually, and the toll-free lines and tapes cost about $7,000. In addition, the electronic equipment used in the project—and housed in quarters, including a specially built soundproof studio, in the old Executive Office Building—cost some $7,000.

The present test, which involves stations in Arkansas, Idaho, Maine, Montana, Vermont and Wyoming, will continue at least for several weeks before a decision is made whether to abandon the project, experiment with stations in additional states, or establish the project as a permanent operation for stations nationwide.

But a station's journalistic standards a side, identification of the White House as the source may be required by FCC rules. Arthur Ginsburg, chief of the Complaints and Compliance Division, said one of the rules implementing the sponsorship identification statute requires disclosure of the source of programing that is controversial. He said the commission issued a public notice in June 1973 that made that point clear.

The test got off to an inauspicious start when a breakdown in the 800 line equipment prevented all but one telephone call from getting through until 1:45 p.m. on Monday. But then, business began to really pick up.

Mr. Nelson says his log indicates there were 227 calls in the next 24 hours. And a direct call that Ms. Bario took from KFAT(FM) Gilroy, Calif., which had heard of the project, helped wash away much of the aggravation of the previous few days. "They said," she told a reporter who had just walked in on her, "'you're doing a great service; keep it up.'"

Media

FTC opens media concentration symposium under skeptical eyes

Industry study by commission staff on antitrust relationship to start with meeting that newspaper group declines to attend; NOW complains of lack of women on panel

This week's Federal Trade Commission symposium on media concentration, which has been troubled by what opponents say is a shortage of industry participants, is the first step in a staff study of how antitrust laws might affect the media.

In a speech last week, Heather Kirkwood, the FTC Bureau of Competition staff attorney organizing the "workshop on media concentration" (Thursday and Friday in Washington), said the media, "like all other such industries, should expect to be subjected to periodic antitrust scrutiny." As a constitutional and statutory matter, she said, antitrust laws apply to the media as to any other enterprises. The First Amendment, she said, is no bar.

One of the biggest symposium opponents has been the American Newspaper Publishers Association, which, after various communications with FTC Chairman Michael Pertschuk, Mrs. Kirkwood and others, decided not to participate (BROADCASTING, Nov. 27).

Among industry speakers are John A. Dimling Jr., vice president and director of research, National Association of Broadcasters; David M. Blank, vice president, chief economist, CBS; Robert L. Schmidt, president, National Cable Television Association; R. George Kuser Jr., president, American Newspapers Inc.: *Nashville Tennessean* Publisher John Seigenthaler. Besides Lee Loevinger and Marcus Cohn, Washington communications lawyers, and representatives of the book publishing industry, a recent agenda listed no other industry speakers.

That same agenda also listed no women participants, besides Mrs. Kirkwood. That prompted a letter from Kathleen Bonk of the National Organization for Women, who said she was "shocked" to read that participants were all men. "After all," she said, "we are pressuring the networks and print media to integrate their ranks, and for a federal agency not to present a model program is unconscionable."

Mrs. Kirkwood said she asked NOW to suggest some participants even though the program was more or less set and said she pointed out that a woman, she, was heading the study, moderating all the panels and putting together the whole program.

Mrs. Kirkwood, in last week's speech, said the media are not receiving a disproportionately large share of the bureau's time or resources—"the media project is only one of many similar and often more extensive projects currently going on within the bureau, and the resources devoted to it are limited." But because the media "industry" has recently undergone "substantial changes in its structure and operations" that may result in "significant competitive consequences," it was selected as a topic for public discussion. One change which has stood out, she said, is in ownership patterns "within particular media sectors and between different media sectors."

It is the function of the antitrust laws, she said, to determine whether increases in concentration "threaten the maintenance of a market system which is competitive in nature." It is, Mrs. Kirkwood said, "clearly the responsibility of the FTC to explore the developing market structure of the media and its consequences, first by gathering all relevant information, and secondly, by evaluating the possible role of competition policy in the media."

"Let me assure you," she said, "that in formulating competition policy for the media we shall be particularly sensitive to the dangers inherent in government intervention ... Furthermore, we are extremely sensitive to the need to avoid policies which might allow the antitrust enforcers intentionally or unintentionally to impose their own content-related value judgments or prejudices on the market system."

These issues and others will be addressed at the symposium. Topics include two "overviews" of media concentration—one by a Stanford University professor of economics, James N. Rosse, and one by media commentator Ben H. Bagdikian, professor of journalism at the University of California at Berkeley. Other topics are policy implications of the First Amendment; analyses of television, newspapers and book publishing, crossownership between media sectors and appropriate antitrust or other action in media.

NAB wants commission to review Hibbing case

It joins WKKQ and asks FCC for reconsideration of decision forcing station to sell five-minute blocks to politician at special rate

The National Association of Broadcasters has joined WKKQ(AM) Hibbing, Minn., in petitioning the FCC to reconsider its decision requiring the station to sell time to a Senate candidate in five-minute blocks and at a price lower than it had thought reasonable.

The commission issued its ruling, on a 4-to-2 vote, in a case involving a complaint that had been filed in behalf of Senator Wendell Anderson (D-Minn.) (BROADCASTING, Nov. 6). It said the station, a daytimer, was in violation of two statutes—one requiring broadcasters to afford reasonable access to federal candidates and the other requiring broadcasters to charge candidates their lowest unit rate.

The petitioners said the order requiring the station—which has a country music format—to establish a five-minute program unit where none had existed ran counter to commission policy. Previously, the petition said, the commission said the reasonable access statute does not require stations to "disrupt" their schedules or to abandon their "usual commercial practices."

The Anderson campaign was seeking 24 five-minute units. Considering that the senator's opponent would be free under the equal-time law to seek an equal number of five-minute spots, the petition said, WKKQ was not unreasonable in concluding the "interruptions would 'disrupt' its programing."

The commission held that the $80 the station wanted to charge for the five-munute slots was unreasonable because it was more than five times the $5.40 the station normally charges per minute. But, the petition said, the audience loss the station would risk as a result of the "disruption" and the "potential for loss of goodwill to advertisers denied similar programing" made the additional $53 "clearly reasonable."

The petition also said the commission erred in placing on the station the burden of proving the charge was reasonable. Previously, it said, the commission had required a candidate to prove a charge was unreasonable.

By shifting the burden, the petition added, the commission "has in fact set rates for all future political programing," despite the Communication Act's admonition that broadcasters are not to be treated as common carriers. If the WKKQ decision stands, it said, "every broadcaster that charges more for a program than the corresponding lowest unit charge for each minute of the program's length would risk being challenged that the rate was unreasonable."

There's some short-changing in refund system, broadcasters say

Complaints to FCC cite such factors as decline in value due to protracted hassling, the burden of adjudicatory costs; waiver against future claims also elicits protest

Comments filed at the FCC in the long-running inquiry over refund of fees to licenses indicate that, after eight years, broadcasters and others eligible for refunds are running short on patience.

Not only that, but, led by the National Association of Broadcasters, participants in the proceeding said they should get full refunds of fees from the 1970 to 1976 period the court ruled illegal.

NAB said the value of a full refund now is "far less" than it was at the time the fees were received, and considering that "extensive and costly" litigation has been required in order for the commission to abide by the court's decision, "fundamental fairness requires a full refund of all fees." This proceeding has "dragged on long enough," NAB said. The "speediest possible implementation is in order."

The NAB position, subscribed to by Metromedia Inc. and others, is that the commission should give full refunds, but if it doesn't, refunds should not be reduced by costs incurred in serving the public interest. The FCC proposes to charge for adjudicatory costs, NAB said, which are based on expenses of comparative hearings, renewal hearings and other proceedings which aid the commission in fulfilling its statutory mandate. "A fee which includes adjudicatory costs is clearly an impermissible tax," NAB said.

The association said many small broadcasters will receive no refunds under proposed fee refunds. It suggested these licensees get a 60% refund of the amount paid under the "illegal 1970 and 1975 annual license fee schedules." NAB also objected to the proposed provision that requires licensees to waive any future claims against the commission before getting a refund, calling it "unfair and maybe illegal." The full extent of commission overcharges may not be revealed without further litigation, NAB said, and it would be "grossly unfair" to force broadcasters to forego benefits of such a future determination "in order to receive ... that which is rightfully theirs under present court decisions."

Under proposed refunds, AT&T's Bell Systems would receive some $17 million in refunds (its 1977 total operating revenues were $36.4 billion). The proposed refund amounts, AT&T said, "appear to be an acceptable compromise." However, it too objected to the waiver provision. AT&T agreed with the commission proposal that the fairest way to divvy up adjudicatory costs is to divide them for each bureau by the number of applicants processed by that bureau, thereby spreading costs to all who receive refunds.

RCA Globcom said it has about 1,800 claims over $20, and the cost of the "patently excessive" research to get information required by the FCC might come close to offsetting refunds.

A group, including Combined Communications and others, objected to the commission's requirement of a canceled check as proof the fees were paid. It quoted a 1971 commission statement that said, "The commission will maintain adequate records so that it can make refunds in the event judicial review results in a revision of the fee schedule."

Broadcast Financial Management Association said the commission set 1978 as a goal to make the appropriate refunds. "It is too late to bemoan the fact that the commission has failed to honor its commitment to the count," but now the fees have been recalculated and refunds should be made without further delay.

"Charitably" viewing the proceeding as an "administrative embarrassment," a joint filing by some 70 broadcast stations said that if the commission proceeds with refunds as proposed, the litigation process may be revived.

The tab stays in NCCB's hand

High court turns down appeal by citizen group of order that it pay costs in legal battle it lost

The Supreme Court has in effect left National Citizens Committee for Broadcasting to the mercy of various industry and government parties in connection with the court costs NCCB incurred in the media-crossownership case.

The high court rejected NCCB's appeal from the clerk's order directing the public interest group to reimburse six parties and groups of parties to the case a total of $6,489 they contributed to the $14,456 costs of printing the record. NCCB said it lacked the funds.

NCCB initiated the court litigation when it appealed the commission's decision in the case. It won in the U.S. Court of Appeals but the commission was affirmed in the Supreme Court. NCCB was billed on the theory that loser pays court costs.

The clerk of the court directed NCCB to pay $1,014 each to the FCC and four groups of newspaper-broadcaster entities, and $2,430 to the American Newspaper Publishers Association.

The commission is required by law to collect the money owed it. Whether NCCB can work out arrangements with the others to reduce or eliminate the debt remains to be seen. Sam Simon, NCCB director, last week said he had not had a chance to focus on the matter yet.

But he said NCCB last year paid off over $100,000 in debts. As for the court costs, he said, "to the extent we have to pay, we will."

WOOK fined $6,000; other FCC actions

Honolulu stations get short-term renewals, but transfers granted; Atlanta noncommercial renewed; cable franchise fee limit upheld

WOOK(FM) Washington has been fined $6,000 by the FCC for violation of the commission's contest rules.

And two Honolulu radio stations were granted short-term renewals for equal employment opportunity violations.

The commission said WOOK did not describe the nature or value of prizes awarded in one contest and in another eliminated suburban Virginia residents from participation even though station announcements said "Washington area" residents were eligible. WOOK, for which two competing applications have been filed at the commission, was held to have violated rules requiring a licensee to broadcast full and accurate information about contests.

KPOI(AM)-KHSS(FM) Honolulu were granted short-term renewals because they might have discriminated in their employment practices and had ineffective affirmative action plans. Simultaneously, the FCC approved transfer of their license from Communico Oceanic Corp. to Sudbrink Broadcasting Co. of Hawaii.

Concern about the stations' EEO record came from data showing that two of 14 full-time employes were "minority," and among 12 full-time employes in the upper four job categories, one was a "minority." The area work force, however, was some 70% "minority"—0.5% blacks, 2.4% Spanish-surnamed and 67.1% Oriental.

The FCC has also rejected a petition to deny by the Georgia chapter of the National Association for the Advancement of Colored People and renewed the license of noncommercial WVAN-TV Atlanta, However, since the action took three years, the action came just as Georgia stations were filing 1978-81 renewals.

The commmission also denied the state of New York's petition for waiver of the rule imposing a 5% limit on franchise fees that can be imposed on cable television systems. However, the question of whether that rule should be retained will be before the commission in January.

Commission gives short-term renewal to Conn. station

FCC comes down on WFIF(AM) for deception in contests and coverage claims

What the FCC says was deception of the public in connection with two broadcast contests and of advertisers and potential advertisers in connection with coverage-area claims has cost WFIF(AM) Milford, Conn., a full-term renewal of its license.

The commission last week granted the station a short-term renewal, declaring that the licensee, Colonial Broadcasting Co., had repeatedly failed to supervise and control the operation of the station. But for the fact that the one-year statute of limitations had run out, the commission said, the station would have received the maximum fine as well as the short-term renewal.

The commission said that in an Ali-Norton "knock-out" contest, listeners were invited to call in and guess whether they could "knock out" Ali. After the guess was made, a prerecorded tape was played announcing whether or not the listener had won a one-minute simulated fight with the champion.

But, the commission said, the station did not inform the public that a preselected winner-loser schedule had been set up. The commission also said that although the promotional announcements implied the prize would be tickets to the Ali-Norton fight in New York, the six winners actually were taken to see the fight over closed-circuit television at a local Connecticut location.

The second contest was called "Morning Mayor," and involved the nomination of a local citizen to receive gifts from area merchants. But since there were not enough winners to supply five "morning mayors" each week, the commission said, announcers selected some of the winners themselves.

The coverage-area claim that concerned the commission was that WFIF had more power and a stronger signal than stations in nearby Bridgeport, Conn. The commission said WICC(AM) and WEZN(FM) Bridgeport have substantially larger coverage contours.

The WFIF case had broken into the news last month, when the *Washington Star* reported that the station's attorney, Benito Gaguine, had contacted members of the commission after it announced in a public notice it was to consider setting the station's renewal application for hearing.

The story, reporting that some staff members were angered by the visits and suggesting they were improper, drew a response from Mr. Gaguine contending that his actions were within the rules and were appropriate. He later filed a petition for rulemaking aimed at providing formal procedures under which broadcasters could tell their side of the story when the commission was to consider setting their renewal applications for hearing (BROADCASTING, Nov. 13).

Whether Mr. Gaguine's visits played a role or not, it is known that the staff's suggestion—which was rejected—was to designate the WFIF renewal application for hearing.

'Selling' of the gospel upsets Stevens

Southern Baptist broadcaster decries individuals who buy time for religious shows that ask for money, says they're trying for personal gain and compares them to Jim Jones

The president of one of the nation's leading religious broadcast organizations has likened "certain religious broadcasters" who have in recent years become major buyers of television and radio time to Jim Jones, who led 911 of his People's Temple followers in a mass suicide last month in South America. "The huckster in Guyana is no worse than the huckster on the East Coast, the Midwest or the West Coast of America," said Dr. Paul M. Stevens, president of the Radio and Television Commission of the Southern Baptist Convention.

In an editorial comment on the events in Guyana, Dr. Stevens said, "the horror in Guyana is pregnant with trouble for the sincere, honest denominational religious broadcaster.

"Which is the false and which is the real? Who is lying and who is telling the truth? Both are saying the same things—one is following Christ in unselfish ministry and one is literally 'selling' the gospel to all who will send in their 'gifts.' And when the gospel is sold, the nature of the gospel is changed."

Dr. Stevens said, too, that the "Jim Jones situation is only one instance of misuse of the gospel message for personal gain." He called other independent religious leaders "bad or worse.

"All of them," Dr. Stevens said, "use people and their money in a blatant effort to build a memorial to themselves somewhere, some way."

In a telephone interview last week, Dr. Stevens elaborated on his message, which will appear as an editorial in the January issue of *BEAM International,* the monthly newsletter of the Radio and Television Commission that has a circulation of about 17,000, primarily among radio and television program and public affairs directors. He said independent religious broadcasters were "hauling bags of millions of dollars." Dr. Stevens refused to "get into a battle of names" over the religious persons of whom he was speaking, although he cited those with large independent operations that "don't support any denomination." Those, he said, are "private entrepreneurs" whose operations act as "a private business entirely."

Dr. Stevens admitted that he was "in an area where value judgments are being expressed" and distinguished between more established independent television evangelists such as Billy Graham and Oral Roberts and the newer ministers who he said were "counterfeit." He said Dr. Graham, for example, was "the real thing," in part, because he was associated with the Southern Baptist church. Oral Roberts, Dr. Stevens said, "was following the other path" in his early days of faith healing until "he waked up one day" and joined the Methodist denomination.

He accused another television minister of trying to establish "political clout" for himself in the area of national affairs. "He intends to use his clout to change things in America," Dr. Stevens said. He said that he certainly thought "Jim Jones carried it to the extreme" and that he did not feel any of the broadcasters would be leading their followers in mass suicides. But, Dr. Stevens said, "I think they're both on the same road."

Changing Hands

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

Proposed

■ KSTT(AM) Davenport, Iowa, and WXLP-FM Moline, Ill.: Sold by Frederick Epstein to Guy Gannett Broadcasting Services Inc. for $1,800,000 plus $500,000 covenant not to compete. Seller has no other broadcast interests. Buyer is wholly owned subsidiary of Guy Gannett Publishing Co. of which Jean Gannett Hawley is chairman and principal stockholder and John R. DiMatteo is president. Gannett Broadcasting owns WINZ(AM) Miami and WINZ-FM Miami Beach; WGAN-AM-FM-TV Portland, Me., and WHYN-AM-FM-TV Springfield, Mass. Parent company publishes six newspapers in Maine. KSTT is on 1170 khz with 1 kw. WXLP-FM is on 96.9 mhz with 50 kw and antenna 500 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ KXYZ(AM) Houston: Sold by KXYZ Inc. to Slater Broadcasting Co. for $1,800,000. Seller, also licensee of KAUM(FM) Houston, is wholly owned subsidiary of ABC Inc. which is spinning off station to buy AM in another market. (ABC owns maximum AM and FM properties allowed by FCC.) Buyer is owned by Manning Slater (75%) and William B. Walters (25%). Mr. Slater was principal in Hercules Broadcasting Co., licensee of KRAK(AM)-KEWT(FM) Sacramento, Calif., and KMPS-AM-FM Seattle, sold to Affiliated Broadcasting Inc. earlier this year (BROADCASTING, April 3 et seq). KXYZ is on 1320 khz with 5 kw.

■ WHLI(AM)-WIOK(FM) Hempstead, N.Y.: Sold by FM Broadcasting Corp. to Williams Broadcasting Corp. for $1,417,750. Seller is owned by Paul Godofsky, president; he has no other broadcast interests. Buyer is owned by Robert L. Williams, marketing director, McGavern-Guild Inc., New York, station representative. He also has 15% interest in Park City Broadcasting, licensee of WEZN(FM) Bridgeport, Conn., and WFTQ(AM)-WAAF(FM) Worcester, Mass. WHLI is 10 kw daytimer on 1100 khz. WIOK is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Chapman Associates.

■ KFNB-FM Oklahoma City: Sold by First National Broadcasting Corp. to OK Communications Inc. for $970,000. Seller is owned by First National Foundation Inc., nonstock, nonprofit charitable foundation. Its directors include C.A. Vose Sr., C.A. Vose Jr. and E.M. Behnken, secretary. It has no other broadcast interests. Buyer is owned principally by Kenneth L. Dowe, president; it has no other broadcast properties. Mr. Dowe is former executive vice president of Waterman Broadcasting Corp., licensee of KTSA(AM)-KTFM(FM) San Antonio, Tex. KFNB-FM is on 101.9 mhz with 100 kw and antenna 420 feet above average terrain. Broker: Cecil L. Richards Inc.

■ WELO-AM-FM Tupelo, Miss.: Sold by Birney Imes Jr. Stations to Fritts Broadcasting Group for $945,000. Seller is owned by Birney Imes Jr., Mississippi broadcaster with interest in seven other stations, including two TV's. Buyer—which announced last week plans to sell its WJLJ(AM) Tupelo, Miss. (see below)—is principally owned by Edward O. Fritts Jr. Mr. Fritts owns 85% of KCRI(FM) Helena, Ark.; 100% of KMAR-AM-FM Winnsboro, La., and 55% of WNLA-AM-FM Indianola, Miss. Group also has purchased WKDL(AM) Clarksdale, Miss., subject to FCC approval. WELO(AM) is on 580 khz with 1 kw day and 500 w night. WELO-FM is on 98.5 mhz with 100 kw and antenna 380 feet above average terrain. Broker: Milton Q. Ford & Associates.

■ KSNO(AM) Aspen, Colo.: Sold by Aspen Broadcasting Co. to Albert W. Vontz for $690,000. Seller is owned by William Dunaway and Barbara Moore. Mr. Dunaway has 45% interest in KGLS(FM) Glenwood Springs and 25% interest in KBCR-AM-FM Steamboat Springs, both Colorado. Miss Moore has no other broadcast interests. Buyer owns KNOP(AM) Newport, Ky. KSNO is 5 kw daytimer on 1260 khz. Broker: William Kepper Associates.

■ KBBL(FM) Riverside, Calif.: Sold by C. Edwin Goad to Lincoln Dellar and wife, Sylvia, for $500,000 and $75,000 covenant not to compete. Seller has no other broadcast interests. Buyers are licensees of KMEN(AM) San Bernardino and KARM(AM) Fresno, both California. Mr. Dellar also is minor stockholder in ASI Communications, which owns KFAC-AM-FM Los Angeles, and 14.1% owner of KFIG(FM) Fresno. He is media and real estate broker who has traded actively in broadcast properties since 1945. KBBL is on 99.1 mhz with 49 kw and antenna 165 feet above average terrain.

■ KBCH(AM) Lincoln City, Ore.: Sold by Lincoln City Broadcasting Inc. to Brown Broadcasting Enterprises Inc. for $380,000. Seller is owned by Leo A. McLachlan, who will continue as station manager for six months after closing. He has no other broadcast interests. Buyer is owned by William G. Brown, of Riverside, Ill., a retired container manufacturer new to broadcasting. KBCH is 1 kw daytimer on 1380 khz. Broker: Blackburn & Co.

■ WKFD(AM) Wickford, R.I.: Sold by Live Broadcasting Co. to Acton Communications of Rhode Island for $300,000 and 75% of accounts receivable at closing. Seller is principally owned by H.W. Livingston (14%) and his sons, Gary L. Livingston (33.5%) and H.W. Livingston II (32%). Seller also owns WCNL-AM-FM Newport, N.H. Buyer is wholly owned subsidiary of Acton Corp., manufacturer and distributor of snack foods with growing interest in communications (Number 76 on BROADCASTING's list of the top-100 companies in electronic communications, June 26). It is CATV operator and is buying WMUR-TV Manchester, N.H., and KECC-TV El Centro, Calif. Samuel J. Phillips is president, chairman and major stockholder. WKFD is 500 w daytimer on 1370 khz.

■ KFMO(AM) Flat River, Mo.: Sold by Lead Belt Broadcasting Co. to KFMO Inc. for $225,000. Sellers are Oscar C. Hirsch, his wife (Geraldine) and his sons daughter (Robert and James and Marjorie Deimund). They also own KFVS(AM) Cape Girardeau, Mo.: WKRO(AM) Cairo, Ill., and WHCO(AM) Sparta, Ill., and are selling KFVS-TV Cape Girardeau (BROADCASTING, Oct. 9). Buyer is owned by Clara Jean Busenbark, but managed by her husband, Gary, who is in carpet business in Flat River. KFMO is a 1 kw daytimer on 1240 khz. Broker: Ralph E. Meader.

■ WJLJ(AM) Tupelo, Miss.: Sold by Fritts Broadcasting Group to Gary Hughes, James Poole Jr. and William J. Van Devender for $200,000. Seller is principally owned by Edward O. Fritts Jr. and is buying WELO-AM-FM Tupelo (see above). Buyers are businessmen with no other broadcast interests. WJLJ is on 1060 khz with 250 w day. Broker: Milton Q. Ford & Associates.

■ Other stations sales announced last week included: KQOT(AM) Yakima, Wash. (see "For the Record," page 98).

Approved

■ KGAR(AM) Vancouver, Wash.: Control (80%) of KGAR Inc. sold by Gordon A. Rogers and others to Inland Radio Inc. for $800,000 less liabilities at closing. Sellers are Mr. Rogers (51%), Lloyd Graham (24.5%) and Robert Schaefer and John Wynne (12.25% each). Mr. Rogers will retain 20% interest, which Inland has sole option to buy. Buyer is owned principally by David N. Capps and his brother, Gary L. Capps (27.8% each). Inland is licensee of KSRV(AM) Ontario, Ore., and KEEP(AM)-KEZJ(FM) Twin Falls, Idaho. It is also half owner of KGRL(AM)-KXIQ(FM) Bend, Ore., and KGAL(AM) Lebanon, Ore, and 100% owner of KTIX(AM) Pendleton, Ore. KGAR is on 1550 khz with 10 kw.

■ WXAP(AM) Atlanta: Sold by Radioad Inc. to Sears Broadcasting of Georgia for $700,000 less liabilities. Seller is owned by Louis O. Hertz, one-time owner of WENN-AM-FM Birmingham, Ala., and WOKS(AM) Columbus, Ga. Buyer is owned by Michael J. Sears (90%) and Judith B. Harrell (10%). Both are directors of Radioad. Mr. Sears has no other broadcast interests. Miss Harrell is wife of Mr. Hertz and was a director of his broadcast companies in Birmingham and Columbus. WXAP is 1 kw daytimer on 860 khz.

■ KZEL-FM Eugene, Ore.: Control of FM/96 Ltd., licensee, sold by Jay A. West to Jayar Communications Corp. for $244,900 plus assumption of $250,000 in liabilities and three-year consultancy agreement at $10,000 per year. Seller is principally owned by Mr. West, who will retain 5% interest. Buyer is owned by Peter L. Townsend (12.5%), C. Robert Skinner (25%) and Jeannette T. Brophy (12.5%). Other 50% is owned by Jayar Securities, controlled by William Barnes, Milton Levitt and William M. Bullis as trustees for Daniel F. Reeves Jr. Jayar Communications also owns KBDF(AM) Eugene. Mr. Townsend has 14% interest in KWZY-AM-FM Anaheim, Calif. KZEL-FM is on 96.1 mhz with 100 kw and antenna 870 feet above average terrain.

■ Other station sales approved last week included: KALJ(FM) Yuma, Ariz.; WWWJ(FM) Johnstown, Ohio; WTBQ(AM) Warwick, N.Y., and KEVA(AM) Evanston, Wyo. (see "For the Record," page 98).

Gabbert plans march on capital

NRBA president asks broadcasters to gather in Washington in March to protest increasing government regulation

National Radio Broadcasters Association President James Gabbert last week was putting out the call for radio and television managers to join a "broadcasters' pilgrimage against regulation" on March 7 in Washington.

He said he was confident of getting at least 500 broadcasters to make the trip to protest what NRBA seeks as the increasing problem of overregulation of the industry. The mood of the country is for decreased regulation, he said, but the FCC continues to take steps in the other direction. He cited as examples the FCC's proposal to require salary rankings on EEO reports, its proposal to include the handicapped among groups that must be contacted in community ascertainments, its inquiry into public service announcements, and its decision to require WKKQ(AM) Hibbing, Minn., to carry a five-minute senatorial campaign commercial this fall (see page 87).

The NRBA board, at Mr. Gabbert's instigation, voted in a telephone ballot last week to hold the "pilgrimage." Invitations have gone out to all state associations and other industry associations, including the National Association of Broadcasters. The last hasn't replied yet. NAB President Vincent Wasilewski at midweek said that he was unaware of the planned gathering.

Under the agenda planned now, the day would begin with a "rally breakfast" of the broadcasters at the Washington Hilton hotel. The participants would then be bussed to Capitol Hill for visits throughout the morning with their congressmen and senators. Then everyone would return to the Hilton for a luncheon to which have been invited all the FCC commissioners, bureau chiefs and some staff.

The gathering wouldn't exactly be like the farmers' march on Washington that got wide news coverage earlier this year, Mr. Gabbert said, volunteering the analogy. While the farmers were protesting too-low incomes, the broadcasters "are all making money," Mr. Gabbert said. "Our concern is about government intrusion into broadcasters' First Amendment rights and government control of the business."

The aim of the rally is for broadcasters to make a public showing of their dissatisfaction with FCC regulation, to in effect shout, " 'I'm made as hell and I'm not going to take it any more,' borrowing a phrase from the 'Network' movie," Mr. Gabbert said.

Still sticking to their guns in the FCC's network inquiry

A new wave of filings—mostly reply comments and supplementary materials—has come in the FCC's two-year-old inquiry into commercial TV network practices.

Not surprisingly, both sides appear to be holding their ground. In reply comments, ABC said relationships between network companies and their affiliated stations on one hand, and program suppliers on the other, are "essentially healthy." Comments by affiliated stations, ABC said, confirm that judgment.

CBS decided not to comment extensively. It said although there are "assertions and arguments in the opening round of comments which we believe are inaccurate and unsound," the commission's further notice of inquiry "goes well beyond the previously identified specific practices." Under the circumstances, CBS said, "we think that responding at this time to comments submitted over a year ago would not materially advance the course of this inquiry."

Some were more pleased with the commission's expansion of issues in the further notice. The National Citizens Committee for Broadcasting and the National Black Media Coalition said the "altered view of the nature of these proceedings promises a true inquiry into network practices, and holds out the possibility that the public will be served . . ."

Several groups filed supplementary materials, including the text of a speech by former FCC Chairman Richard E. Wiley. In that, he said that network power and influence might be exaggerated. It is another average-sized American industry, he said, that handles about 8% of the total annual advertising. Critics, he said, "vastly exaggerate" television's impact and power, and its scope and influence may be "considerably overstated."

Despite his views, he said, the belief does exist that television has almost "supernatural powers" and that the public will be injured unless government "steps in to get things under control."

A network inquiry in the 1950's indirectly resulted in the prime-time access rule and other rules aimed at curbing network domination. In part prompted by a Westinghouse Broadcasting petition, the commission started a new over-all study. The prime-time access rule shows, Mr. Wiley said in his speech, that "artificial promotion of alternative program sources may not prove to be in the public interest." He said the commission must be cautious in "tinkering with the market in pursuit of such abstract objectives as licensee discretion, program diversity and competitive innovation." He said he hoped the commission did not feel compelled to adopt rules "to justify the time and expense invested in the proceeding."

Two of those filing reply comments, Westinghouse Broadcasting and a group including the Motion Picture Association of America, were hostile to the networks' position.

"Those parties who previously opposed the institution of this proceeding continue to suggest that proceedings are not really necessary," Westinghouse said. "Suffice it to say this is not the issue now before the commission. The decision to conduct a comprehensive inquiry has already been made and, we note, unanimously reaffirmed by the present commission."

Westinghouse said the trend toward increased commercial content of network programs is continuing and that one-third of all network prime-time half hours contain excessive commercial matter. Westinghouse said the defense of present network contract provisions presented by CBS television affiliates is surprising, and that the "tendency to take public positions in accord with those of the networks is an aspect of total network-affiliate relationship which bears careful scrutiny" by the commission.

The network-affiliate relationship is one of the basic determinants of the level and nature of much of the broadcast service available to the public, Westinghouse said, so it cannot be viewed as a private contractual matter "as some parties have contended."

The MPAA group said the commission has enough information to act now, and "should immediately issue a notice proposing remedial action designed to prevent network abuses contrary to the public interest." Those abuses, the MPAA group said, have been established in the record.

The further notice, the group said, appears to retreat to the position that possible technological developments in the distant future may somehow alter the present structure of the industry, thereby alleviating the need for regulation. "Delaying consideration of the matters dealt with in the original notice in this fashion disserves the public interest and benefits only the networks by prolonging, if not perpetuating, their oligopolistic power..."

Double qualification cited in tax certificate question

The FCC's new policy on promoting minority ownership of broadcasting stations has two major elements. One provides for the issuance of tax certificates to broadcasters who sell their stations to groups controlled by minorities. Another permits the "distress sale" of stations to minorities by licensees who face license-renewal or revocation hearings but are not yet in hearing.

But will a tax certificate be issued in a case where the station is being sold to a minority group, "pursuant to a 'distress sale?' " Robert L. Olender, of the Washington firm of Baraff, Koerner & Olender, asked the question last week in a letter to FCC Chairman Charles D. Ferris. Mr. Olender was writing on behalf of some clients "who are proposing to sell their broadcast facilities to minority buyers."

Mr. Olender thinks the answer should be yes. "The availability of a tax certificate will enable a broadcast licensee to sell the station at an even lower price which will benefit the minority buyer," he said.

How hard a case does the FCC have to make to yank a station license?

Commission argues that revocation can be based on less stringent 'preponderance of evidence' in filing with D.C. appeals court

The FCC feels that the "preponderance of evidence" test—customary in administrative proceedings—is sufficient for reaching conclusions in license revocation proceedings.

The commission, in a filing with the U.S. Court of Appeals in Washington, says that was the standard it used in revoking the license of WSIB(AM) Beaufort, S.C. (BROADCASTING, June 28, 1976). The court had requested an explanation of the standard of proof used in the WSIB case after the station had appealed the commission's action.

The commission, in response to another question asked by the court, said it was neither appropriate nor desirable that a "clear and convincing" standard of proof be used in such proceedings. Given broadcasters' special status as recipients of valued privileges, the commission said, the FCC should not be required to meet a higher standard of proof in revocation proceedings than the traditional "preponderance of evidence."

Furthermore, the commission said, meeting a "clear and convincing" standard in such matters would "significantly burden the FCC in its efforts to regulate the licensees under its jurisdiction."

In the WSIB case, the commission said that the licensee, Sea Island Broadcasting Corp., had engaged in a pattern of deliberate misrepresentation and misstatements to conceal billing practices that violated the commission's rules.

The commission said that in reaching its decision to revoke, it assumed that the customary standard of proof—the "preponderance of evidence test"—applied in the case. Since it concluded the evidence against Sea Island was overwhelming and met that standard, it did not feel it necessary to discuss the matter in the opinion.

The Broadcasting Playlist Dec 11

Contemporary

Last week	This week	Title □ Artist	Label
2	1	*Don't Bring Me Flowers*□ **Streisand/Diamond**	Columbia
1	2	*MacArthur Park*□ **Donna Summer**	Casablanca
15 ▲	3	*Le Freak*□ **Chic**	Atlantic
3	4	*My Life*□ **Billy Joel**	Columbia
8	5	*Too Much Heaven*□ **Bee Gees**	RSO
12 ▲	6	*YMCA*□ **Village People**	Casablanca
4	7	*I Just Wanna Stop*□ **Gino Vannelli**	A&M
6	8	*How Much I Feel*□ **Ambrosia**	Warner Bros.
7	9	*Sharing the Night Together*□ **Dr. Hook**	Capitol
5	10	*You Needed Me*□ **Anne Murray**	Capitol
9	11	*I Love the Night Life*□ **Alicia Bridges**	Polydor
11	12	*Double Vision*□ **Foreigner**	Atlantic
21 ▲	13	*Hold the Line*□ **Toto**	Columbia
18	14	*Time Passages*□ **Al Stewart**	Arista
14	15	*Instant Replay*□ **Dan Hartman**	Blue Sky
23 ▲	16	*Ooh Baby, Baby*□ **Linda Ronstadt**	Asylum
19	17	*I'm Every Woman*□ **Chaka Khan**	Warner Bros.
22	18	*(Our Love) Don't Throw It All Away*□ **Andy Gibb**	RSO
25 ▲	19	*September*□ **Earth, Wind & Fire**	Columbia
13	20	*Ready to Take a Chance Again*□ **Barry Manilow**	Arista
16	21	*Strange Way*□ **Firefall**	Atlantic
10	22	*Hot Child in the City*□ **Nick Gilder**	Chrysalis
20	23	*Kiss You All Over*□ **Exile**	Warner Bros.
24	24	*Sweet Life*□ **Paul Davis**	Bang
17	25	*We've Got Tonight*□ **Bob Seger**	Capitol
31 ▲	26	*Fire*□ **Pointer Sisters**	Planet
26	27	*Alive Again*□ **Chicago**	Columbia
35 ▲	28	*Lotta Love*□ **Nicolette Larson**	Warner Bros.
47 ▲	29	*A Little More Love*□ **Olivia Newton-John**	MCA
34	30	*Promises*□ **Eric Clapton**	RSO
42 ▲	31	*Every 1's a Winner*□ **Hot Chocolate**	Infinity
43 ▲	32	*Part Time Love*□ **Elton John**	MCA
28	33	*Change of Heart*□ **Eric Carmen**	Arista
29	34	*New York Groove*□ **Ace Frehley**	Casablanca
27	35	*Bicycle Race/Fat Bottomed Girls*□ **Queen**	Elektra
— ▲	36	*Got to Be Real*□ **Cheryl Lynn**	Columbia
39	37	*Straight On*□ **Heart**	Portrait
37	38	*How You Gonna See Me Now*□ **Alice Cooper**	Warner Bros.
33	39	*Whenever I Call You "Friend"*□ **Kenny Loggins**	Columbia
38	40	*The Power of Gold*□ **Fogelberg & Weisberg**	CBS
48 ▲	41	*The Gambler*□ **Kenny Rogers**	United Artists
— ▲	42	*Do You Think I'm Sexy*□ **Rod Stewart**	Warner Bros.
36	43	*Reminiscing*□ **Little River Band**	Harvest
32	44	*Get Off*□ **Foxy**	TK
45	45	*Shattered*□ **Rolling Stones**	Rolling Stones
— ▲	46	*Please Come Home for Christmas*□ **Eagles**	Asylum
40	47	*Dance (Disco Heat)*□ **Sylvester**	Fantasy
—	48	*Shake It*□ **Ian Matthews**	Mushroom
—	49	*Don't Hold Back*□ **Chanson**	Ariola
—	50	*Somewhere in the Night*□ **Barry Manilow**	Arista

Playback

Newcomer. Cheryl Lynn makes her "Playlist" debut this week with the disco single, *Got to be Real* (Columbia). It enters the chart with a bolt at 36 and, according to Mark Thompson of WRJZ(AM) Knoxville, Tenn., the record "will be number one soon. It has a definite beat and happy harmonies." *Got to be Real* is already a top five hit on R&B charts and has made a swift crossover to such contemporary stations as KILT(AM) Houston, WPGC-AM-FM Washington, WHBQ(AM) Memphis, WZGC(FM) Atlanta and CKLW(AM) Windsor, Ont. (Detroit). **Disco Rod.** Rod Stewart is trying his hand at disco with *Do You Think I'm Sexy* (Warner Bros.), and apparently with success: the just-released single comes on at 42. Jim Lewis of WSGA(AM) Savannah, Ga., says Rod Stewart and disco "make a good combination." The single is from the *Blondes Have More Fun* album, and Kris O'Kelly of WZGC(FM) Atlanta says "two or three cuts on the album are classics." About the single, he says, "It's the best he's ever done ... it will be a fast number one, [going] up the charts in leaps and bounds. It can be played 24 hours a day. It's a simple song, disco and Rod Stewart." **Season's greetings.** The Eagles have come out with a Christmas single, *Please Come Home for Christmas* (Asylum), and it's gaining quick acceptance entering at 46. Alan Edwards of WPRO-FM Providence, R.I., says "It should be a collectors item ... a year after year classic. It's very adult and bluesy, with an old-time rhythm and blues beat." The song was previously recorded in the early 1960's by Charles Brown. Stations are also playing the flip side, *Funky New Year*, an Eagles original. Wzgc's Mr. O'Kelly says "it's better than *Please Come Home for Christmas*. It's a new song ... a good, simple, typical Eagles rocker."

Country

Last week	This week	Title □ Artist	Label
1	1	*The Gambler*□ **Kenny Rogers**	United Artists
4	2	*On My Knees*□ **Charlie Rich**	Epic
20 ▲	3	*Tulsa Time*□ **Don Williams**	ABC
5	4	*Burgers & Fries*□ **Charley Pride**	RCA
19 ▲	5	*Lady Lay Down*□ **John Conlee**	ABC
3	6	*Friend, Lover, Wife*□ **Johnny Paycheck**	Epic
9	7	*Bull and the Beaver*□ **Haggard/Williams**	MCA
21 ▲	8	*You've Still Got a Place in My Heart*□ **Con Hunley**	WB
24 ▲	9	*All of Me*□ **Willie Nelson**	Columbia
8	10	*Sleep Tight, Goodnight Man*□ **Bobby Bare**	Columbia
13	11	*Can You Fool*□ **Glen Campbell**	Capitol
15	12	*Sweet Desire*□ **Kendalls**	Ovation
2	13	*Don't You Think This Outlaw Bit ...*□ **W. Jennings**	RCA
6	14	*Rhythm of the Rain*□ **Jacky Ward**	Mercury
10	15	*That's What You Do to Me*□ **Charly McClain**	Epic
7	16	*I Just Want to Love You*□ **Eddie Rabbitt**	Elektra
14	17	*Break My Mind*□ **Vern Gosdin**	Elektra
17	18	*What Have You Got to Lose*□ **Tom T. Hall**	RCA
16	19	*Sleeping Single in a Double Bed*□ **Barbara Mandrell**	ABC
12	20	*Two Lonely People*□ **Moe Bandy**	Columbia
18	21	*Little Things Mean a Lot*□ **Margo Smith**	Warner Bros.
11	22	*Fadin' In, Fadin' Out*□ **Tommy Overstreet**	ABC
—	23	*Baby I'm Burnin'*□ **Dolly Parton**	RCA
22	24	*Cryin' Again*□ **Oak Ridge Boys**	ABC
—	25	*We've Come a Long Way Baby*□ **Loretta Lynn**	MCA

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

Denari

Gene Denari, VP-general manager, KBAK-TV Bakersfield, Calif., joins Gillett Broadcasting Co. as executive VP-operations, responsible for company's three television stations. He will also serve as president and general manager of Gillett's KPWR-TV Bakersfield, where he will be based. **Edward W. Karrels,** in corporate finance and public accounting for Arthur Anderson & Co., Milwaukee, joins Gillett as executive VP-finance, based at company's headquarters in Wausau, Wis.

Mel Querio, operations manager, KTXL(TV) Sacramento, Calif., joins KCIK(TV) El Paso, Tex., as general manager.

Wayne (Red) Williams, VP-general manager, WLOL-AM-FM Minneapolis-St. Paul, joins WWTC(AM) there as executive VP-general manager.

John Marshall, general sales manager, WGSO(AM) New Orleans, appointed general manager.

Ronald M. Miller, station manager, WIBG(AM)-WSLT-FM Ocean City, N.J., joins WWBZ(AM) Vineland, N.J., as general manager.

Theodore V. Boyd, VP, WHBC-AM-FM Canton, Ohio, elected chairman of board of licensee of station, Beaverkettle Co. **William T. Steffy,** general sales manager, elected VP and will be responsible for broadcast operations.

Richard B. Holcomb, chief operating officer, noncommercial WABE(FM)-WETV(TV) Atlanta, joins noncommercial KRMA-TV Denver as general manager.

Dean Boal, director of noncommercial KWMU(FM) St. Louis, joins noncommercial WETA-FM Washington as general manager. **Michael Cunningham,** controller, noncommercial WETA-TV Washington, named VP-finance.

Thad McKinney, station manager, WFME(FM) Newark, N.J., joins co-owned KEAR(FM) San Francisco in same capacity. He succeeds **Rev. Clyde Castro** who retires. **Arthur Thompson,** station manager of international radio station, WYFR Scituate, Mass., also co-owned with WFME and KEAR, succeeds Mr. McKinney at WFME.

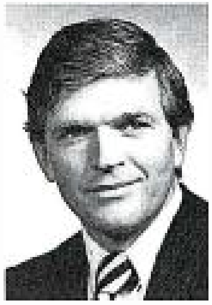
Peter Temple, director of planning for CBS Television Network, New York, appointed director of planning and administration, CBS-owned WCBS-TV New York. **Scott T. Michels,** executive, affiliate relations, ABC-TV, New York, joins CBS-TV, New York, as district manager, affiliate relations.

Benjamin Diesbach, in planning and corporate development department of Taft Broadcasting, Cincinnati, named VP of planning and corporate development. **Verna Meyer,** assistant to VP-finance, named treasurer and assistant secretary of company. **Gregory C. Thomas,** manager of internal audit, elected VP-controller.

David Kenin, program manager, WFLD-TV Chicago, joins KMBC-TV Kansas City, Mo., as operations manager.

Stan Holden, program director, KGAK(AM) Gallup, N.M., joins WLKE(AM)-WGGQ(FM) Waupun, Wis., as operations director.

Broadcast Advertising



O'Donnell

Joseph W. O'Donnell, senior VP and director of Ford Motor account, J. Walter Thompson Co., Detroit, named executive VP and general manager of office while continuing his Ford responsibilities. **Robert G. Beauregard,** senior VP and deputy general manager of JWT office in Detroit, appointed executive VP.

James R. Guthrie, senior VP-management supervisor, Foote, Cone & Belding, New York, named group management supervisor. **Robert Gregory, Bruce Guidotti** and **David Kreps,** VP-account supervisors, named management supervisors, reporting to Mr. Guthrie.

Peter Hochman and **Rodger Groves,** VP-account supervisors, Cunningham & Walsh, New York, named VP-management supervisors.

Ronald A. Campbell and **Patrick Hanly,** account supervisors, Benton & Bowles, New York, named VP's.

Tom Clark, executive VP of BBDO, Detroit, elected to executive committee.

Peter J. Thinnes, executive VP, Sive Associates, Cincinnati, assumes additional responsibility as general manager. **Charles W. Powers,** director of marketing services, elected VP.

Harvi Robinson, media planner-buyer, Grey Advertising, New York, elected VP.

Christopher Johnson, operations manager, WBKC(AM) Chardon, Ohio, joins Mid-West Advertising, Wickliffe, Ohio, as account executive.

Diana Harmon, broadcast producer, McCann-Erickson, San Francisco, joins D'Arcy-MacManus & Masius there in same capacity. John Mattingly, senior copywriter, McCann-Erickson, San Francisco, joins DM&M there as copywriter.

Dexter Poole, copy supervisor, Needham, Harper & Steers, Chicago, named creative supervisor.

Barbara Upton, art director, Designer's Ink, Colorado Springs, joins Crume & Associates, Dallas, as senior art director.

Timothy F. Trainor, manager, automotive communications, Eaton Corp., Cleveland, joins Young & Rubicam, Detroit, as director, public relations.

Brooke E. Poirier, president of MarCom, marketing communications firm in Kansas City, Mo., joins Bernstein/Rein & Boasberg Advertising there as director of public relations department.

Lois Underhill, independent marketing and media consultant, joins Cadwell Davis Savage, New York, as director of marketing services.

Kenneth A. Longman, president of Benson & Benson, marketing research firm in Princeton, N.J., joins NW Ayer ABH International, New York, as director of research services.

Maud Ann Cauley, VP and chief financial officer, Advertising to Women Inc., New York, appointed senior VP.

Dan Cosgrove, VP-group sales manager, Television Advertising Representatives, New York, named VP-New York sales manager.

Diana Yamada, account executive, Avery-Knodel, New York, joins Radio Advertising Representatives there in same capacity.

Harriet B. Cave, local sales manager, KIMN-AM-FM Denver, joins Blair Radio, New York, sales staff.

Roger Pellegrino, in sales development for Metro TV Sales, New York, named account executive.

Bonnie Baker, account executive, WYEN(FM) Chicago, joins H-R/Stone's office there as sales executive.

Alfred A. Smith, assistant manager, daytime sales, ABC-TV network, New York, named director, daytime sales.

Tom Plant, account executive, ABC Radio network, New York, promoted to VP and Eastern sales manager.

Robert W. Curry, station manager and general sales manager, KBAK-TV Bakersfield, Calif., joins Gillett Broadcasting as executive VP-sales, responsible for company's three television stations. He will also serve as VP-sales manager for company's KPWR-TV Bakersfield, where he will be based.

Raymond J. Vitale, account executive with WINS(AM) New York, named general sales manager.

Betsy Bucken, director, advertising and promotion, WXLO(FM) New York, joins WPIX-FM New York, in same capacity.

Jim Mergen, general sales manager, KGIL-AM-FM Los Angeles, appointed VP-sales.

Toney Brooks, general sales manager, KBPI(FM) Denver, joins KXYZ(AM)-KAUM(FM) Houston in same capacity.

John Kueneke, sales manager of San Francisco sales office of KCRA-TV Sacramento, Calif., named West Coast sales manager. **Dave Ulrickson,** account executive, Blair Television, San Francisco, succeeds Mr. Kueneke.

Joe Canty, account executive, Top Market Television, New York, joins WFSB-TV Hartford, Conn., as national sales manager.

Bruno Sardi, regional sales manager, WUAB(TV) Lorain, Ohio (Cleveland), assumes additional responsibilities as national sales manager.

Stan Bradley, account executive, WAPI-TV Birmingham, Ala., named national sales manager.

Sidney Gilmore, VP-sports sales, Golden West Broadcasters radio division, Los Angeles, joins KTLA(TV) there as regional sales manager.

Bill Paddock, owner of his own retail business in Little Rock, Ark., joins KLAZ-AM-FM there as local sales manager.

Neil Maberry, account executive, WUBE-AM-FM Cincinnati, joins co-owned KCKN-AM-FM Kansas City, Mo., as sales manager. **Christopher Kreger,** account executive, WSCH(FM) Aurora, Ind., joins WUBE-AM-FM in same capacity.

Mary Ellen Merrigan, on sales staff of KARN(AM) Little Rock, Ark., appointed sales manager. **Jim Grant Jr.,** account executive for co-owned KKYK(FM) there, named sales manager.

Barbara Etrick, account executive, KSSS(AM) Colorado Springs, appointed sales manager of co-owned KYNR(FM) Pueblo, Colo.

Robert C. Hippler, account executive and coordinator of cooperative advertising, WHBC(AM) Canton, Ohio, named sales manager.

Joe Villarreal, sales executive in Chicago office of U.S. Spanish Television Network, named Southwest sales manager, supervising new office in Dallas.

Eugene McHugh, account executive, Grey Advertising, New York, joins WAGA-TV Atlanta in same capacity.

Ronald Weston, VP and director of sales, National Black Network, New York, joins WINS(AM) there as account executive.

Don Turner, account executive and announcer, KRBE(FM) Houston, and **Carol Terry,** from RSO Records, Houston, join sales department of KCOH(AM) Houston.

Dianne M. Ingle, from KEZR(FM) San Jose, Calif. joins KYUU(FM) San Francisco sales staff.

Joseph Mazza, from KXTV(TV) Sacramento, Calif., joins WFSB-TV Hartford, Conn., as account executive.

Donald Zink, from Lawrence Wolf Advertising, Buffalo, N.Y., and **Michael Kelly,** from WBEN-AM-FM Buffalo, join sales department of WBNY(FM) there.

Programing

Seymour Friedman, VP-executive production manager, and **Edward B. Gradinger,** VP-business affairs, Columbia Pictures Television, Burbank, Calif., named senior VP's. **Bruce Pobjoy,** from Foto-Kem Industries, Los Angeles, joins CPT as assistant post production supervisor.

Frank McKevitt, VP-programing, Visualscope Television, New York, communications group of Reeves Teletape Corp., appointed president. **Stanley White,** VP-creative director, Visualscope Productions, New York, also communications group of Reeves Teletape Corp., appointed president.

Charles Shutt, Washington representative of Hearst Metrotone News, joins King Features, New York, as director of operations for motion pictures and television department.

Appointments, Parkway Productions, producer and distributor of fine arts radio programing, Washington: **Roger Elm,** broadcast technician, named operations manager; **Craig Laird,** broadcast technician, noncommercial WGUC(FM) Cincinnati, joins Parkway in similar capacity; **Mary Grantham,** from traffic department, named recording technician; **David Wilkinson,** from noncommercial WBHM(FM) Birmingham, Ala., joins Parkway as Midwestern sales representative, and **Joy Martin,** from noncommercial WMHT-FM Schenectady, N.Y., named sales representative.

Ken Yandle, director and administrator for co-owned KING-TV Seattle and KGW-TV Portland Ore., joins Mobile Video Productions, Portland, as consultant and producer.

William Featherstone, account executive, WEZR(FM) Manassas, Va., joins Metromedia Producers Corp., New York, as sales trainee.

Mike Wagner, assistant program director and air personality, KIIS-AM-FM Los Angeles, named program director.

Don Kelly, program director, WFYR(FM) Chicago, assumes additional responsibilities as consultant to co-owned WROR(FM) Boston.

Greg Pangallo, announcer, KRDO-AM-FM Colorado Springs, appointed program director, KYNR(FM) Pueblo, Colo.

Frank Atkinson, producer-director, WIVB-TV Buffalo, N.Y., joins WKBD-TV Detroit in same capacity.

Reginald Helms, producer-director for noncommercial WCNY-TV Syracuse, N.Y., joins WJZ-TV Baltimore in same capacity.

Gregory Reid, associate producer and director, WDVM-TV Washington, named producer-director of *Morning Break* program. **Sue Ann Staake,** assistant director of news program, named producer-director.

Dale Parsons, announcer and creative producer, WTAR(AM) Norfolk, Va., named production manager.

Steven Reiner, senior editor of series of biweekly public affairs debates, noncommercial WGBH-TV Boston, joins National Public Radio, Washington, as editor on daily programs unit.

Denny Myers, associate producer of *People,* former CBS-TV magazine show, joins WFSB-TV Hartford, Conn., as associate producer and feature reporter for *PM Magazine.*

Eileen M. Griffin, news assistant, WMAL(AM) Washington, named executive producer of station's *Harden and Weaver Show.*

Bud Palmer, sports commentator, named host of NBC Radio Network's *Olympic Odyssey* series, to be broadcast beginning Jan. 2.

Jack Briggs, sports director, WERE(AM) Cleveland, joins AP Radio, Washington, as sports anchor.

Ed Harding, weekend sportscaster, KMSP-TV Minneapolis-St. Paul, joins WDSU-TV New Orleans as sports director.

Mark Champion, sports director and host of program, WDAE(AM) Tampa, Fla., joins WFLA-TV there as sports reporter-anchor.

Nessie McKee, film timing clerk, KMOX-TV St. Louis, named manager of program practices and film department.

Lynda Clayton, air personality, KDKB-AM-FM Phoenix, assumes additional duties as music director.

Jim Connell, air personality, CJBK(AM) London, Ont., assumes additional duties as music director.

William B. Rock, operations manager, WELI(AM) New Haven, Conn., assumes additional duties as director of national program development of Insilco Broadcast Group, licensee of station.

Fred Esplin, director of development and information for Pennsylvania Public Television Network, Hershey, joins noncommercial WITF-FM-TV there as director of program development and corporate planning.

News and Public Affairs

Zelman

Sam Zelman, news director, WJLA-TV Washington, named executive news director of CBS Television Stations Division, New York. Mr. Zelman held that position prior to joining WMAL-TV (now WJLA-TV) in 1975.

Kenneth Tiven, news director, KYW-TV Philadelphia, named ABC News Midwest bureau chief, based in Chicago. He will also serve as senior producer of national news desk on *ABC World News Tonight.*

Bob Allen, assignment manager, KYW–TV Philadelphia, joins WFRV-TV Green Bay, Wis., as news director.

Steve Shumake, senior news editor, WKIX(AM)-WYYD(FM) Raleigh, N.C., appointed news and public affairs director.

Diane Smith, reporter, WENE(AM)-WMRV(FM) Endicott, N.Y., named news director, succeeding Bill McKee (see page 97).

Lori Hickey, assistant news director, KATY(AM) San Luis Obispo, Calif., named news director, KSEE(AM) Santa Maria, Calif.

Andrew Heyward, producer of *The Six O'Clock Report,* WCBS-TV New York, named executive producer.

Sue Mangione, producer of 10 p.m. newscast, WLS-TV Chicago, named executive news producer. **Bev Kennedy,** newswriter, named executive producer of news special projects. **Ned McGrath,** producer of 5 p.m. newscast, named producer of 10 p.m. news.

Dick Goldberg, executive producer of late news and news specials, KNXT(TV) Los Angeles, joins co-owned WBBM-TV Chicago as executive producer of news.

Gina Stucki, special projects producer, KTVX(TV) Salt Lake City, named executive news producer.

Steve Ference, from WCMH-TV Columbus, Ohio joins KHOU-TV Houston as news producer.

Joe Sanchez, reporter, KMGH-TV Denver, joins WPVI-TV Philadelphia as investigative reporter.

Jack Newfield, senior editor, *The Village Voice,* New York newspaper, joins CBS Radio Network there as liberal voice on *Spectrum,* journalist opinion series. He succeeds **Murray Kempton,** of *New York Post,* who assumes additional duties there.

Michael Cascio, news director for noncommercial WHYY-TV Wilmington, Del., joins noncommercial WNET(TV) Newark, N.J., and New Jersey Public Television's *New Jersey Nightly News,* as producer based in Trenton, N.J. **Keith Humphry,** reporter-producer, WHYY-TV succeeds Mr. Cascio as news director.

Jan Kimbrough, on news staff of WFSB-TV Hartford, Conn., named co-host of noon show, *Newsday.*

Deborah Heyman, reporter and public affairs director, KTBS-TV Shreveport, La., joins WBNS-TV Columbus, Ohio, as minidocumentary producer and reporter.

Elleanor Jean Hendley, from WHP-TV Harrisburg, Pa., joins KYW-TV Philadelphia as director of public affairs. She succeeds **Frank Hall,** who retired after 25 years in that position.

Christine Chase, from KSD-AM-TV St. Louis, joins KMOX-TV there as director of community services.

John Payne, United Press International regional executive for Indiana, named general executive for 13 Western states, based in San Francisco. **Hal Bauer,** general executive, UPI, Bonn, named central zone regional executive for Ohio, based in Columbus.

Promotion and PR

Cynthia Valentino, publicist, WABC-TV New York, named senior publicist.

Brad Crum, audience promotion manager, WBZ-TV Boston, named creative services director for KDKA-TV Pittsburgh. **H. Brian O'Neill,** audience promotion manager, WJZ-TV Baltimore, succeeds Mr. Crum at WBZ-TV. All are Westinghouse Broadcasting stations.

Jane Wallace, promotion director, WRAU-TV Peoria, Ill., joins WTOL-TV Toledo, Ohio, in same capacity.

Susan C. Robinson, from KRDO-TV Colorado Springs, joins KOA-TV Denver as promotion specialist.

Edward Fulginiti, from WITF-FM-TV Hershey, Pa., joins WLYH-TV Lancaster, Pa., as promotion manager.

Toni L. Berna, from XETRA(AM) Tijuana, Mexico (San Diego), joins KSDO(AM)-KEXL(FM) San Diego as director of promotion.

Gary Schweikhart, freelance writer and producer in Council Bluffs, Iowa, joins KQXV(AM)-KQKQ-FM there as promotion and public affairs director.

Fran Preston, freelance writer for Chicago publications, joins WLS-TV there as assistant manager of press information.

Robert B. Williams, senior producer-director, WSAZ-TV Huntington, W. Va., joins WSBT-AM-TV and co-owned WWJY(FM) South Bend, Ind., as assistant promotion manager.

Meryl Cohen, from WTTG(TV) Washington, joins WTOP(AM) there as director of promotion.

Clifford Jackson, air personality, CJBK(AM) London, Ont., named promotion director.

Bill Doty, West Coast manager of promotion and press relations, Metromedia Producers Corp., named director of promotion and press relations, Los Angeles.

Don DeMesquita, director of operations for Warren V. Bush Productions, Los Angeles, joins Rogers & Cowan, Beverly Hills, Calif., as VP of film division, responsible for both motion pictures and television.

Broadcast Technology

Norma Olsen Welch, operations manager, production planning and control, West Coast, Los Angeles, ABC, named director of TV operations, production planning and control, broadcast operations and engineering, West Coast.

Edward Hippe, cablecasting manager, Guam Cable TV, joins Hubbard Broadcasting as director of engineering, responsible for its two AM, one FM and three TV stations. He will be based at KSTP-AM-FM-TV Minneapolis.

Jobie Sprinkle, chief engineer, WKYK(AM) Burnsville, N.C., assumes additional responsibilities as group technical director for Mark Media Stations, licensee of WKYK.

Douglass L. Holland, chief engineer, KGMB(AM) Honolulu, joins Control Technology, Fort Lauderdale, Fla., as director of engineering.

E. Bromley Sweet Jr., from Control Data Corp., joins Harris Corp., Melbourne, Fla., as director of material and head of newly formed corporate procurement steering committee.

Harriett Levin, head of her own marketing communications organization in San Francisco, joins Reeves Teletape Corp., New York, as director of information services.

Roger Pryor, manager of video products special project development section, Sony, Brisbane, Calif., named general manager of Sony's newly established digital audio products division. He will continue to be based in Brisbane.

John E. Leonard Jr., general manager, Moseley Associates, Goleta, Calif., appointed executive VP-general manager and elected to company's board of directors.

Donald Dunbar, television engineer, NBC, Burbank, Calif., joins Ikegami Electronics USA, Torrance, Calif., office as Western regional manager.

James Iacono, marketing and engineering manager, International Importers, Chicago, joins Switchcraft there as district sales manager.

John Schroy, sales representative and partner, Palatine Sales Inc., Dallas, joins Analogic as district manager in Dallas. **Jim Goeke,** also from Palatine Sales, joins Analogic as direct sales engineer in Houston office.

Robert Henson, Northeastern regional sales manager, based in New York, International Video Corp., joins Lenco Inc., electronics division, in same capacity. He will headquarter in Westport, Conn.

William C. Miller, senior product manager, Consolidated Video Systems, Sunnyvale, Calif., named director of marketing. **Alberto Paz,** manager of video products division for Television Research International, Palo Alto, Calif., joins Consolidated as product manager. **James Walker,** controller, named director of finance.

Marilyn M. Talley, marketing communications coordinator, Hughes Aircraft Co., microwave communications products, Torrance, Calif., named manager of advertising and sales promotion.

New officers of Society of Motion Picture and Television Engineers, effective Jan. 1, 1979, include: president, **Robert M. Smith,** DuArt Film Labs, New York; executive VP, **Charles E. Anderson,** Ampex Corp., Redwood City, Calif.; engineering VP, **Roland J. Zavada,** Eastman Kodak Co., Rochester, N.Y.; editorial VP, **K. Blair Benson,** Video Corp. of America, New York; financial VP, **Joseph A. Flaherty,** CBS-TV, New York; VP for TV affairs, **Frederick M. Remley,** University of Michigan, Ann Arbor; secretary, **Harold J. Eady,** Bonded Services International, Toronto, and treasurer, **Charles A. Ahto,** Tape-Films Inc., New York.

John Dillon, in financial department of Scientific-Atlanta, Atlanta, elected treasurer. **Julian W. Eidson,** controller, elected to corporate officer level.

Frank Maltese, corporate auditor for Ogden Corp., joins Conrac Corp., Stamford, Conn., as manager of internal auditing.

Allied Fields

Jeffrey H. Schadlow, manager of sales development and merchandising, NBC, New York, joins Arbitron there as director of advertising and promotion.

Melvin Reddick, formerly minority legal intern for National Association of Broadcasters, Washington, joins CBS Records, New York, Jan. 1.

William B. Sprague, former NBC and Voice of America correspondent, joins Radio Television News Directors Association, Washington, as editor of association's monthly newsletter, *Communicator.*

Christine Blase, director of internal affairs, Goodphone Communications Inc., communication and program consultant in Sherman Oaks, Calif., appointed general manager.

Bill McKee, news director, WENE(AM)-WMRV(FM) Endicott, N.Y., joins Rochester (N.Y.) Institute of Technology as broadcast coordinator in public relations department.

Deaths

J. Truman Ward, 79, former owner of WLAC(AM) Nashville, died Nov. 26 in Brentwood, Tenn., after long illness. Mr. Ward purchased WLAC in 1934 and operated it until 1953. He was president of National Association of Broadcasters in 1934 and was one of founders of Broadcast Music Inc. Survivors include son, James M. Ward, president of WLAC and co-owned WXQB(FM) there.

Jim Zallian, 51, news director, KNX-AM-FM Los Angeles, died Dec. 2 of heart attack at his home in Glendale, Calif. Mr. Zallian joined KNX in 1955 as news writer and was named news director in 1968. Survivors include his wife, Alvina, one son and daughter.

Sterling W. Fisher, 79, director of public affairs for NBC from 1942 to 1950, died of complications following stroke at his home in Santa Monica, Calif., on Dec. 1. Mr. Fisher also served as director of education and radio talks for CBS from 1937 to 1942 and during 1940's was broadcast adviser to State Department. Mr. Fisher is survived by his wife, Jean, and two sons, Sterling and William Murray.

Vin Bogert, 64, television comedy writer, died of heart attack at his home in North Hollywood, Calif., Nov. 28. Mr. Bogert was head writer on Garry Moore show, Ed Wynn's television series and Carol Burnett's show originating from New York. He also wrote for *All in the Family.* Survivors include his wife, and one daughter.

For the Record®

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Nov. 27 through Dec. 1.

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. *—noncommercial.

New Stations

TV actions

■ Oklahoma City—Broadcast Bureau granted Christian Broadcasting of Oklahoma Inc. ch. 43; ERP: 676 kw vis., 67.6 kw aur., HAAT: 1200 ft.; ant. height above ground 1261 ft.; P.O. address: 1324 Frederick Dr., Oklahoma City 73159. Estimated construction cost $798,276; first year operating cost $296,600; revenue $500,000. Legal counsel Cohen & Berfield, Washington; consulting engineer Clifford Smith. Applicant is non-stock, non-profit religious corp. George G. Teague, president. (BPCT-5035) Action Nov. 17.

AM actions

■ Greenfield, Mass.—Broadcast Bureau granted Poet's Seat Broadcasting 1520 khz, 10 kw-D. P.O. address: Box 823, Greenfield 01301. Estimated construction cost $100,508; first-year operating cost $57,792; revenue $60,000. Format: country, variety. Principals: seven stockholders, no broadcast interests, although one is announcer at college radio station. (BP-20, 592) Action Oct. 6.

AM licenses

■ Broadcast Bureau granted following licenses covering new stations:

■ WMLM Saint Louis, Mich. (BL-14,505).

■ WOOZ Whiteville, N.C. (BL-14,086).

FM actions

■ Mason City, Iowa—Broadcast Bureau granted TLC Broadcasting Corp. 98.3 mhz, 3 kw, HAAT: 300 ft. P.O. address: 216 Second St., NE, Mason City 50401. Estimated construction cost $60,000; first-year operating cost $20,000; revenue $28,000. Format: easy listening/contemporary/classical. Principals: 14 owners of 7-1/7% each, none of whom has broadcast interests. (BPH-10901) Action Nov. 17.

■ Aurora, Neb.—Broadcast Bureau granted KAFKA/KAFKA 103.1 mhz, 2.25 kw, HAAT: 90 ft. P.O. address: 6713 Y St., Lincoln, Neb. 68505. Estimated construction cost $34,707; first-year operating cost $33,-000; revenue $40,000. Format: contemporary rock. Principals: Stephen (75%) and Lester (25%) Kafka. Father (Lester) is film technician; Stephen works for state's labor department. (BPH-10,039) Action Nov. 24.

■ Norfolk, Neb.—Broadcast Bureau granted Central Radio Inc. 94.7 mhz, 100 kw, HAAT: 650 ft. P.O. address: 1515 Glenmore Road, Norfolk 68701. Estimated construction cost $196,239; first-year operating cost $90,000; revenue $120,000. Format: adult contemporary. Principals: Gene A. Koehn, Gordon D. Adams and Herb D. Feidler, each 33-1/3%. Mr. Koehn is Norfolk retailer. Messers. Adams and Feidler are Norfolk physicians. (BPH-10919) Action Nov. 1.

■ Sandpoint, Ohio—Broadcast Bureau returned as unacceptable for filing application of Bauer Broadcasting for new FM station in Sandpoint. Action Nov. 17.

FM starts

■ KAAN Bethany, Mo.—Authorized program operation on 95.9 mhz, ERP: 3 kw, HAAT: 300 ft. Action Oct. 18.

■ WCAZ-FM Carthage, Ill.—Authorized program operation on 92.1 mhz, ERP: 3 kw, HAAT: 300 ft. Action Nov. 2.

Ownership Changes

Applications

■ KATA(AM) Arcata, Calif. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Martin Broadcasting Corp. to Quail Communications Inc. for $500,000. Seller is owned by Mr. and Mrs. John Martin who own 90% of KSXT(AM) Redding, Calif. Buyer is owned equally by George M. Malti and Russell B. Carpenter, San Francisco attorneys, who own KYVA(AM)-KOVO(FM) Gallup, N.M., and KOJO(AM)-KIOZ(FM) Laramie, Wyo. Ann. Nov. 30.

■ KBBL(FM) Riverside, Calif. (99.1 mhz, 49 kw)—Seeks assignment of license from C. Edwin Goad to Lincoln Dellar and wife, Sylvia, for $500,000 and $75,000 covenant not to compete. Seller has no other broadcast interests. Buyers are licensees of KMEN(AM) San Bernardino, Calif. and KARM(AM) Fresno, Calif. Mr. Dellar is also minor stockholder in ASI Communications, parent of licensees of KFAC-AM-FM Los Angeles, and 14.1% stockholder of Kadota Wireless Co., licensee of KFIG(FM) Fresno, Calif. He is a licensed media and real estate broker who has had interest in many broadcast properties since 1945. Ann. Nov. 27.

■ KBBQ(AM)-KBBY(FM) Ventura, Calif. (AM: 1590 khz, 5 kw; FM: 95.1 mhz, 28 kw)—Seeks assignment of license from Tri-Counties Public Service Inc. to Forrest Broadcasting Co. for $1,200,000. Seller is owned principally by William Rea, his wife and daughter, Marjorie and Annabelle; Andy Corliss, station's vice president, and Mike Thomas, former manager. They hve no other broadcast interests. Buyer is owned by Robert A. Forrest who also owns KDON-AM-FM Salinas and KZOZ(FM) San Luis Obispo, both California. Ann. Nov. 30.

■ KSNO(AM) Aspen, Colo. (1260 khz, 5 kw-D)—Seeks assignment of license from Aspen Broadcasting Co. to Albert W. Vontz for $690,000. Seller is owned by William Dunaway and Barbara Moore. Mr. Dunaway has 45% interest in KGLS(FM) Glenwood Springs and 25% interest in KBCR-AM-FM Steamboat Springs, both Colorado. Buyer is owner of KNOP(AM) Newport, Ky. He has no other broadcast interests. Ann. Nov. 29.

■ WDLP(AM) Panama City, Fla. (590 khz, 1 kw-U, DA-N)—Seeks assignment of license from Dae Broadcasting Co. to Media Investors Ltd. for $600,000 and $200,000 covenant not to compete. Seller is principally owned by Larry Edwards and Ray L. Danner. They are also owners of WDVH(AM) Gainesville, Fla. Buyer is partnership owned principally by Thomas E. Dickey, his wife, Mary N., Bob L. Cole, his wife, Annette M. (10.58% each) and Harold H. Grothaus (33.41%). Mr. Dickey and Mr. Cole are officers and stockholders of Syndicated Services Inc., a Kansas City, Mo. broadcast investment firm. Mr. Grothaus is a St. Louis stock broker and has no other broadcast interest. Mr. Dickey and Mr. Cole are former radio station employes. Media Investors is also seeking control of WFTP(AM) Fort Pierce, Fla. Ann. Nov. 27.

■ WDAS-AM-FM Philadelphia (AM: 1480 khz, 5 kw-D, 1 kw-N; FM: 105.3 mhz, 50 kw)—Seeks assignment of license from Max M. Leon Inc. to Unity Broadcasting Network-Penna. for $5 million. Seller also owns WNTO(FM) Wichita Falls, Tex. Buyer is wholly owned subsidiary of Unity Broadcasting Network. The parent is principally owned by Eugene D. Jackson and Sidney L. Small (26.5% each). Mr. Jackson (board chairman and president) and Mr. Small (executive vice president and secretary) are officers of National Black Network, radio news and information network with 82 affiliates. Ann. Nov. 30.

■ WKFD(AM) Wickford, R.I. (1370 khz, 500 w-D)—Seeks assignment of license from Live Broadcasting Co. to Acton Communications of Rhode Island for $300,000 plus 75% of value of accounts receivable. Seller is principally owned by H.W. Livingston (14%) and his sons, Gary L. Livingston (33.5%) and H. W. Livingston II (32%). Live also owns WCNL-AM-FM Newport, N.H. Buyer is wholly owned subsidiary of Acton Corp., manufacturer and distributor of snack foods with interests in communications. It is cable operator and is seeking WMUR-TV Manchester, N.H. and KECC-TV El Centro, Calif. Samuel J. Phillips is president, board chairman and major stockholder. Ann. Nov. 30.

■ KXYZ(AM) Houston (1320 khz, 5 kw-U, DA-N)—Seeks assignment of license from KXYZ Inc. to Slater Broadcasting Co. for $1,800,000. Seller, which is also licensee of KAUM(FM) Houston, is wholly owned subsidiary of ABC Inc. which wants to spin off KXYZ to be able to buy AM in another market. ABC owns maximum number of AM and FM properties allowed by FCC. Buyer is owned by Manning Slater (75%) and William B. Walters (25%). They were part owners of four radio stations in Seattle and California, licensed to Hercules Broadcasting Co, which were sold to Affiliated Broadcasting Inc. (granted Sept. 28). Ann. Nov. 30.

■ KQOT(AM) Yakima, Wash (930 khz, 1 kw-D)—Seeks transfer of control of KQOT Inc. from Robert R. Moore et al. (100% before; none after) to J. Grant McDaniel and wife, Virginia (none before; 100% after). Consideration: $175,000. Seller is owned by Robert R. Moore (51%), Jerry Hawkins (10%), Marjory Moore (14%) and Dorothy McCue (25%). They have no other broadcast interests. Buyers are businessmen who own real estate and recording studio. They have no other broadcast interests. Ann. Nov. 29.

Actions

■ KALJ(FM) Yuma, Ariz. (FM: 95.1 mhz, 25 kw)—Broadcast Bureau granted assignment of license from Joel E. Pollard to Purr Broadcasting Inc. for $450,000, including $18,000 covenant not to compete. Seller has no other broadcast interests. Buyer is owned equally by James L. Evans and Mervyn Richmond. Mr. Evans is general sales manager at KYEL-TV Yuma. Mr. Richmond owns motel and fast food restaurant in Yuma. Neither has other broadcast interests. (BALH 780927EB) Action Nov. 27.

■ KPMC(AM) Bakersfield, Calif. (1560 khz, 10 kw-U, DA-1)—Broadcast Bureau granted assignment of license from Pioneer Mercantile Co. to D.B. Speare Enterprises for $600,000 plus $1,000 covenant not to compete. Seller is owned by Leo A. Schamblin who is retiring for health reasons. He has no other broadcast interests. Buyer is owned jointly by Dan B. Speare and wife, Mary. Mr. Speare is former vice president, stockholder and general manager of KGEE Inc., licensee of KGEE(AM)-KGFM(FM) Bakersfield. (BAL-9305). Action July 31, 1978. (Editor's note—Sale of KPMC was not reported earlier due to an oversight by BROADCASTING.)

■ WXAP(AM)Atlanta (860 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Radioad Inc. to Sears Broadcasting of Georgia for $700,000. Seller is owned by Louis O. Hertz, one-time owner of WENN-AM-FM Birmingham, Ala., and WOKS(AM) Columbus, Ga. Buyer is owned by Michael J. Sears (90%) and Judith B. Harrell (10%). Ms. Harrell is wife of Mr. Hertz. Both are directors and officers of Radioad. Mr. Sears has no other broadcast interests. Ms. Harrell was director of her husband's broadcast companies in Birmingham and Columbus. (BAL 780913EA) Action Nov. 8.

■ WTBQ(AM) Warwick, N.Y. (1110 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Warwick Broadcasting Corp. to Sturr Communications Corp. for $400,000. Seller is principally owned by Edward N. Klein, president, who is president and part owner of Warwick Cable TV Corp. He has no other broadcast interests. Buyer is owned (100%) by James W. Sturr Jr., Chester, N.Y., bank vice president with no other broadcast interests. (BAL 780911ED) Action Nov. 22.

■ WWWJ(FM) Johnstown, Ohio (103.1 mhz, 3 kw)—Broadcast Bureau granted assignment from Robert G. Shaw and John W. Smith (66-2/3% before; none after) to Triple S Communications Inc. (33-1/3% before; 100% after). Consideration: $157,500. Principals: Richard N. Seiler, Jr. is buying out his partner's interests and forming new corporation of which he owns 37.5%. James R. Goldurs owns 25.83% and is a radio announcer. Robert A. Cohen, a college professor, owns 20%. The remaining stock is held by four others. (BALH-2673, BASCA-881). Action Nov. 22.

■ KGAR(AM) Vancouver, Wash. (1550 khz, 10 kw-U, DA-N)—Broadcast Bureau granted transfer of control of KGAR Inc. from Gordon A. Rogers et al. (100% before; 20% after) to Inland Radio Inc. (none before; 80% after). Consideration: 80% of the difference of $1,000,000 and liabilities at time of closing. Seller is owned jointly by Gordon A. Rogers (51%), Lloyd Graham (24.5%) and Robert Schaefer and John Wynne (12.25% each). Mr. Rogers will retain 20% interest which Inland has sole option to buy. Buyer is owned principally by David N. Capps, president, and his brother, Gary L. Capps, vice president, (37.82% each). Inland is licensee of KSRV(AM) Ontario, Ore., and KEEP(AM)-KEZJ(FM) Twin Falls, Idaho. It is also half owner of Juniper Broadcasting which is licensee of KGRL(AM)-KXIQ(FM) Bend, Ore. and KGAL(AM) Lebanon, Ore. and 100% owner of Eastern Oregon Broadcasting Inc., licensee of KTIX(AM) Pendleton, Ore. (BTC780821EC) Action Nov. 17.

■ KEVA(AM) Evanston, Wyo. (1240 khz, 1 kw-D. 250 w-N)—Broadcast Bureau granted assignment of license from KEVA Inc. to Listeners' Network for $112,500 including $50,000 for agreement not to compete. Seller is owned David Johnson, Ronald England and Jerold W. Johnson. J. Jonnson owns 1.9% of KSUB-AM-FM and is trustee of 50.8% for Howard and Lucile M. Johnson. Buyer is equal partnership of Gary W. Crowder, Brent W. Lambert and Eric H. Johnson. Mr. Crowder is general manager and 33% owner of WADK(AM) Newport, R.I. and all three buyers are equal partners in KIOQ-FM Bishop, Calif. (BAL 781005EE) Action Nov. 27.

Facilities Changes

AM applications

■ WKEA(AM) Scottsboro, Ala.—Seeks CP to change power from 1 kw to 5 kw; install new type trans. Ann. Dec. 1.

■ KEWQ(AM) Paradise, Calif.—Seeks CP to change hours of operation to unlimited; installing DA nighttime with power of 1 kw. Ann. Dec. 1.

■ KWKW(AM) Pasadena, Calif.—Seeks CP to change TL: Mountain and Duarte Rd., Duarte, Calif.; install new type trans., make changes in ant. system (decrease height) and install DA tower; change nighttime power to 2.5 kw. Ann. Dec. 1.

■ KPOP(AM) Roseville, Calif.—Seeks CP to change power to 5 kw; install DA-2. Ann. Dec. 1.

■ KRDZ(AM) Wray, Colo.—Seeks CP to change freq. to 1440 khz; increase power to 5 kw; install new type trans. Ann. Dec. 1.

■ WMMW(AM) Meriden, Conn.—Seeks CP to change hours of operation to unlimited, using power of 2.5 kw; install DA-2, both operating at new TL: 1 mi. N of Route 66, on Chamberlain Highway, Meriden. Change SL: 21 Colony St., Meriden; install new type trans.; make changes in ant. system (decrease height). Ann. Dec. 1.

■ KVEG(AM) Henderson, Nev.—Seeks CP to change city of license to North Las Vegas; change freq. to 1410 khz; change power 5 kw; install DA-N; add new nighttime TL: 0.7 mi. SE of Las Vegas Blvd. and Richmar Ave.; Henderson (two site operation); install new type trans., day and night. Ann. Dec. 1.

■ WEWO(AM) Laurinburg, N.C.—Seeks CP to change freq. to 1460 khz; change hours of operation to unlimited; night power to 5 kw; install DA-2. Ann. Dec. 1.

■ KXA(AM) Seattle, Wash.—Seeks CP to change powers from 1 kw to 50 kw; install DA-2; change TL: near Issaquah, Wash.; install new type. trans.; make changes in ant. system (increase height). Ann. Dec. 1.

FM applications

■ KYLO(FM) Davis, Calif.—Seeks CP to make change in ant. system; change SL: 17 Arboretum Drive, Davis; change type trans.; change type ant.; change TPO. Ann. Nov. 29.

■ WLQY(FM) Fort Pierce, Fla.—Seeks CP to change HAAT: 1383 ft. (H&V); change TL: 7.3 miles SW of Palm City, Fla.; install new type trans.; ant. sections (H&V); make changes in ant. system (increase height). Ann. Dec. 1.

■ WGLF(FM) Tallahassee, Fla.—Seeks CP to make changes in ant. system; change type trans.; make change in trans. line; increase HAAT: 443 ft. (H&V); increase ERP: 100 kw (H&V); change TPO. Ann. Nov. 29.

■ WLOQ(FM) Winter Park, Fla.—Seeks CP to change TL: 1330 Minnesota Ave., Winter Park,; make change in ant. system (increase height); change HAAT: 197 ft. (H&V). Ann. Dec. 1.

■ WNIB(FM) Chicago—Seeks CP to increase ERP: 5.75 kw (H) 5.46 kw (V); install new type trans.; make changes in ant. system (install DA ant.). Ann. Dec. 1.

■ WLHN(FM) Anderson, Ind.—Seeks CP to install new aux. trans. at main TL to be operated on 97.9 mhz; ERP: 3.2 kw (H&V) and change TPO. Ann. Nov. 30.

■ WLAP-FM Lexington, Ky.—Seeks CP to install new type ant.; make changes in ant. system (increase height); change HAAT: 642 ft. (H&V). Ann. Dec. 1.

■ KHOM(FM) Houma, La.—Seeks mod. of subsidiary communications authorization to make changes in Programing. Ann. Nov. 30.

■ WDCS(FM) Portland, Me.—Seeks request for subsidiary communications authorization on a subcarrier freq. of 67 khz. Ann. Nov. 30.

■ WJFM(FM) Grand Rapids, Mich.—Seeks CP to make change in ant. system; change type trans.; change type ant.; increase ERP: 500 kw (H&V), and change TPO. Ann. Nov. 30.

■ KLDN(FM) Eldon, Mo.—Seeks CP to make changes in ant. system; change type ant.; increase HAAT: 591 ft. (H&V); decrease ERP: 0.785 kw (H&V), and change TPO. Ann. Nov. 30.

■ WMSS(FM) Middletown, Pa.—Seeks CP to increase power, ERP: 125 w, and install new type trans. Ann. Dec. 1.

■ WOQI(FM) Ponce, P.R.—Seeks CP to change TL: 5.5 miles SSE of Jayuya, P.R., install new type trans. and ant.; change ERP: 15.5 kw (H&V), HAAT: 2472 ft. (H&V); make changes in ant. system (increase height). Ann. Dec. 1.

■ WESC-FM Greenville, S.C.—Seeks CP to change TL: Solomon Jones Rd., Caesars Head, S.C.; change SL: 223 W. Stone Ave., Greenville; install new type trans. and ant.; change HAAT: 2000 ft. (H&V); make changes in ant. system (increase height). Ann. Dec. 1.

■ KEAN-FM Abilene, Tex.—Seeks CP to change TL: Near Highway 36, 15 miles SE of Abilene; install new type trans.; make changes in ant. system (increase height); install new type ant.; change ERP: 100 kw (H&V), HAAT: 824.5 ft. (H&V). Ann. Dec. 1.

■ WGDR(FM) Plainfield, Vt.—Seeks CP to change power to ERP: 1.34 kw; HAAT: minus 374 ft., and install new type trans. Ann. Dec. 1.

■ WCCX(FM) Waukesha, Wis.—Seeks mod. of CP freq. to 104.5 mhz. Ann. Dec. 1.

■ KFBC-FM Cheyenne, Wyo.—Seeks CP to change TL: Borie Electronic Site, 10 miles WSW of Cheyenne Wyo.; change ERP: 100 kw (H&V); HAAT: 541.8 ft. (H&V); install new type trans. Ann. Dec. 1.

AM actions

■ KBRR(AM) Leadville, Colo.—Broadcast Bureau granted CP to request specified hours of operation. (BP-21,245) Action Nov. 27.

■ WDJZ(AM) Bridgeport, Conn.—Broadcast Bureau granted mod. of CP to make changes in ant. system (radiation pattern); conditions. (BMP-14,513) Action Nov. 20.

■ WQBA(AM) Miami, Fla.—Broadcast Bureau granted CP to make changes in MEOV's for nighttime directional pattern, conditions. (BP-20, 934) Action Nov. 24.

■ WLAV(AM) Grand Rapids, Mich.—Broadcast Bureau granted CP to change type trans. and make changes in ant. system (increase height of non-DA tower). (BP-20,996) Action Nov. 15.

■ WAMB(AM) Donelson, Tenn.—Broadcast Bureau granted CP to install new aux. trans. at main TL on 1170 khz, 5 kw daytime. (BP-780906AM) Action Nov. 15.

mainder of its license term—February 1, 1980. In doing so, it rejected petition by Rev. Billy Wolfe and Jerry Adams seeking designation of renewal application for hearing. Action Nov. 2.

■ WUTR(TV) Utica, N.Y. and WEZF-TV Burlington, Vt.—FCC renewed the licenses of UHF television stations, allowing both stations to broadcast less than 5 percent local programing from 6 a.m. to midnight. The stations contended that their limited local programing proposals were due to financial and staffing problems, but the proposals were designed to meet ascertained community problems, needs and interests. Action Nov. 14.

■ Eaton, Ohio—FCC has denied the Great Trails Broadcasting Corp. waiver of the multiple ownership rules in connection with its application to change the facilities of WJAI(FM) Eaton, Ohio. Great Trails proposed to move its station 14 miles northwest of Eaton to Brookville, Ohio, increase power from 20 to 50 kw, raise its antenna to 500 feet and make related equipment changes. Changes were opposed by the Group One Broadcasting Company, licensee of WONE(AM)-WTUE-FM Dayton, and the WAVI Broadcasting Corp., licensee of WAVI(AM)-WDAO-FM Dayton. They contended that grant of application would constitute a de facto reallocation of the channel from Eaton to Dayton, would raise a "surburban community" issue and would result in regional concentration of control since Great Trails already operates five stations in Dayton-Springfield-Columbus area. Action Nov. 30.

■ Yellow Springs, Ohio—FCC has denied Taft Broadcasting Company, licensee of WTVN-TV Columbus, Ohio, reconsideration of FCC's Aug. 15 action denying Taft's objections to application by Antioch College to increase power and expand coverage of its WYSO(FM) Yellow Springs, Ohio. FCC also denied Taft review of FCC Broadcast Bureau's Sept. 27 grant of Antioch application. Action Nov. 21.

■ Beaufort, S.C.—FCC has explained the "standard of proof" it used in revoking license of Sea Island Broadcasting Corporation of S.C. for its WSIB(AM) Beaufort, S.C. Decision was based on Sea Island's pattern of making deliberate misrepresentations and other misleading and deceptive statements to FCC to conceal billing practices that violated FCC's rules. Action Nov. 30.

Other Actions

■ KOZN-FM San Diego, Calif.—Broadcast Bureau granted mod. of license covering name change to HBC Inc. (BMLH780922AF, BMLST 780922ME) Action Oct. 11.

■ WEZN(FM) Bridgeport, Conn.—Broadcast Bureau granted mod. of license covering changing name to Park City Communication Inc. (BMLH780918AK) Action Oct. 11.

Rulemaking

Proposed

■ Belmont, Mass.—Harvey M. Sapolsky requests amendment of rules to prohibit any broadcast station licensed by the FCC from permitting identification by name, voice, or image of incumbent elected local, state or federal officials in the broadcast of public service announcements at any time. (RM-3243) Ann. Nov. 29.

■ McAllen, Tex.—Tesoro Broadcasting Co. requests amendment of one-to-a-market multiple ownership rules to provide as follows: "The licensee of existing AM, FM or TV station shall not produce for or deliver by any means program or commercial material for broadcast on a foreign TV station, when such foreign TV station has a Grade A contour which encompasses the city of license of such AM, FM or TV station of licensee; provided, this rule shall not apply to a licensee which provides on behalf of a client or public service entity copies of commercial or program material which is prepared for original broadcast on licensee's own station." (RM-3244) Ann. Nov. 29.

■ Office of Communication of the United Church of Christ, et al. request amendment of rules, radio and television table of assignments to ensure native American Indians of adequate access to and control of broadcast facilities. (RM-3245) Ann. Nov. 29.

Cable

Service registrations

■ The following operators of CATV systems have filed service registrations:

■ Parsley Cable Co. of Myrtle W. Va., for Myrtle, W. Va. (WV0556) new system.

■ Parsley Cable of Marrowbone Creek, for Marrowbone Creek, W. Va. (WV0557) new system.

■ Parsley Cable of Morrowbone Creek, for Middle Burning Creek, W. Va. (WV0558) new system.

■ Parsley Cable of Marrowbone Creek, for East Kermit, W. Va. (WV0559) new system.

■ Parsley Cable Co. of Stepptown W. Va., for Stepptown, W. Va. (WV0560) new system.

■ Parsley Cable Co. of Crum W. Va., for Crum, W. Va. (WV0555) new system.

■ Parsley Cable Co. of Bias West Virginia, for Bias, W. Va. (WV0561) new system.

■ Parsley Cable Co. of Bias West Virginia, for Mountain Springs, W. Va. (WV0562) new system.

Call letters

Applications

Call	Sought by
	New AM's
WDCI	Dirigo Communications Inc., Gorham, Me.
WLIC	Dixie Communications Inc. of Tennessee, Adamsville, Tenn.
	New FM's
KAVV	Stereo 97 Inc., Benson, Ariz.
WNIN-FM	Southwest Indiana Public Broadcasting Inc., Evansville, Ind.
KJAO-FM	Rainbow Broadcasting Co., Gordonville, Mo.
KNEN	Central Radio Inc., Norfolk, Neb.
*WSIA	College of Staten Island, Staten Island, N.Y.
KLAN	Charles L. Scofield, Williston, N.D.
WMEX	Family Broadcasting and Communications Corp.
	Existing AM's
KITA	KOKY Little Rock, Ark.
WFXI	WHAN Haines City, Fla.
WRDC	WDSK Cleveland, Miss.
KRPM	KUPY Puyallup, Wash.
	Existing FM's
WOLM-FM	WCCF-FM Punta Gorda, Fla.
KWK-FM	WGNU-FM Granite City, Ill.
WOAZ	WDLT Cleveland, Miss.
WOKM	WNAU-FM New Albany, Miss.
WMMJ	WTSA-FM Brattleboro, Vt.
	Existing TV
WGCB-TV	WEOA Red Lion, Pa.

Grants

Call	Assigned to
	New FM's
KOKK	McFadden Broadcasting Co., Manteca, Calif.
*WOAS	Ontonagon Area School District, Ontonagon, Mich.
KWXI	Media Properties Inc., Portland, Tex.
KMXU	Sanpete County Broadcasting Co., Manti, Utah
KZAN	Ben Lomond Broadcasting Co., Ogden, Utah
	New TV
KHIJ	Monterey County Board of Education, Salinas, Calif.
	Existing AM's
WPLP	WFSO Pinellas Park, Fla.
KMZK	KRXV Fort Worth, Tex.
	Existing FM's
WBAM-FM	WFMI Montgomery, Ala.
KMVC	KSAX Burley, Idaho
WZZC	WEMO East Moline, Ill.
KABE	KORM Orem, Utah

■ Bootheel Video Inc., for Caruthersville, Mo. (MO0010) add signal.

■ Bootheel Video Inc., for Hayti, Mo. (MO0011) add signal.

■ Coastal Cable Corp., for Belfast, Me. (ME0107) new system.

■ Coastal Cable Corp., for Searsport, Me. (ME0108) new system.

■ Warner Cable Corp., for Dalton, Mass. (MA0027) add signal.

■ Warner Cable Corp., for Pittsfield, Mass. (MA0028) add signal.

■ Warner Cable Corp., for Richmond, Mass. (MA0096) add signal.

■ Public Cable Co., for Gorham, Me. (ME0199) new system.

■ Cablesystems South Ltd., for Amite City, La. (LA0131) new system.

■ Keyser Television Co., for Allegheny, Md. (MD0117) add signal.

■ Cable Service Inc., for Jamestown, N.D. (ND0003) add signal.

■ Cable Services Inc., for Valley City, N.D. (ND0037) add signal.

■ Upper Potomac Television Co., for Piedmont, W. Va. (WV0188) add signal.

■ Upper Potomac Television Co., for Beryl, W. Va. (WV0187) add signal.

■ Upper Potomac Television Co., for Westernport, Md. (MD0046) add signal.

■ Upper Potomac Television Co., for Luke, Md. (MD0045) add signal.

■ Upper Potomac Television Co., for Bloomington, Md. (MD0044) add signal.

■ Phoenix Communications Inc., for Hopewell, Va. (VA0178) add signal.

■ Norseman Communications Inc., for Minster, Ohio (OH0357) add signal.

■ Norseman Communications Inc., for Fort Loramie, Ohio (OH0356) add signal.

■ TV Cable of Space City Inc., for Alamogordo, N.M. (NM0023) add signal.

■ TV Cable of Space City Inc., for Holloman AFB, N.M. (NM0024) add signal.

■ TV Cable of Space City Inc., for Otero, N. M. (NM0075) add signal.

■ Valley Cable TV Co., for Trafford, Pa. (PA0631) add signal.

■ Valley Cable TV Co., for East McKeesport, Pa. (PA0616) add signal.

■ Valley Cable TV Co., for Turtle Creek, Pa. (PA0596) add signal.

■ John Wilner (Wilner and Scheiner), for Rankin, Pa. (PA0625) add signal.

■ Valley Cable TV Co., for Braddock, Pa. (PA0614) add signal.

■ Valley Cable TV Co., for North Versailles, Pa. (PA0591) add signal.

■ Valley Cable TV Co., for Wilkins, Pa. (PA0598) add signal.

■ Florida TV Cable, for Ormond Beach, Fala. (FL0016) add signal.

■ Florida TV Cable, for Volusia, Fla. (FL0015) add signal.

■ American Television and Communications Corp., for Kennett, Mo. (MO0004) add signal.

■ American Television and Communications Corp., for Senath, Mo. (MO0086) add signal.

■ Mahoning Valley Cablevision Associates, for Weatherfield, Ohio (OH0211) add signal.

■ Mahoning Valley Cablevision Associates, for Niles, Ohio (OH0210) add signal.

■ Mahoning Valley Cablevision Associates, for Howland, Ohio (OH0213) add signal.

■ Mahoning Valley Cablevision Associates, for Vienna, Ohio (OH0215) add signal.

■ Mahoning Valley Cablevision Associates, for Hubbard, Ohio (OH0310) add signal.

■ Mahoning Valley Cablevision Associates, for Liberty, Ohio (OH0209) add signal.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager. West Coast high-powered FM station in small/medium market. Base plus sales and profit incentives. Growth potential to other larger station in two-station group. EOE. Reply Box Q-75.

Experienced Sales Manager needed for top operation in smaller medium market in Southeast—good opportunity for right person. EOE. Send resume to Box R-16.

Manager/Sales for Upper Midwest daytimer in diversified recreational area. Must love to sell, want to lead, motivate and create promotions. Good opportunity for 1st management position. Salary plus percentage, FCC 1st preferred. Box R-21.

Sales Manager Southeastern medium market Adult Contemporary leader. Must carry list and be strong recruiter and motivator. Good benefits. Group ownership. Reply Box R-27.

General Manager experienced in quality religious programming needed in Florida. Must be able to supervise staff and program structure. Heavy emphasis on sales. Box Q-42.

FM Sales Manager: Number One Rated. Experienced individuals only. Resume to: Mr. Schmidt, KWTO, Box 4568, G.S., Springfield, MO 65804.

HELP WANTED SALES

California Daytimer seeks strong sales manager in personal billing, promotions, merchandising training, motivating sales staff. Excellent compensation. Send resume to Box P-126.

Experienced salesperson to assume responsibility for established second studio location. Minimum announcing, reliable help, good benefits, excellent earnings. Wisconsin location—Resume' to Box Q-58.

Join the sales experts in growing San Francisco Bay area market. Earn big bucks if you can hack it. Learn how the experts sell the sizzle/prepare, product winning spec copy, and close short and long term contracts, on both retail and agancy level. If you're 100 percent sales radio, with plenty of drive, and want to be a true professional radio salesperson, send us your resume. M/F-EOE. Box Q-132.

Sales and Sunshine! Join us at our new Florida station and develop lucrative account list. Growth potential with aggressive company. On air and production ability a plus—strong selling a must. Box Q-141.

Fast growing AM Station in booming small market has excellent opportunity for ambitious salesperson. Established account list plus great benefits. The sky is the limit. Send resume to P.O. Box 915, Pulaski, VA 24301, or call 703—980-3411.

Experienced Salesperson for contemporary station in Top 10 East Coast market. EOE. Send resume to Box R-9.

Wanted—Small market salesperson ready to move up to medium market station in Northern Illinois. Box R-25.

Sales Manager—Exceptional opportunity for dynamic, experienced sales manager to join growing group broadcast company in major market. Salary, incentive compensation and benefits paid. Send resume to Entercom, 555 City Line Ave., Bala Cynwyd, PA 19004.

Colorado, Mountain West metro station seeks agressive sales person with proven track record. Must be self-starter and capable of billing in excess of $8,000.00 monthly. Rocky Mountain Broadcasting Company of Colorado offers a challange and an opportunity to the right person. Needed immediately. Contact William Engler, President/General Manager, KPUB, Box 421, Pueblo, CO 81002.

Midwest. Expanding six station group operation in medium/large markets looking for experienced sales and sales management personnel. Excellent potential, benefits. Dale Cowle, Box 728, Ames, IA 50010. 515—232-1430.

Experienced Sales Persons immediately wanted for two new stations, western capital city in the Rocky Mountains. Applicants must have radio sales experience (retail and ad agencies), plus ability and potential to grow with us! Top money, bonuses, company car, expense allowance, plus best insurance benefits possible. Future guaranteed with our young, very successful company, which is expanding rapidly in both radio and TV. Established account list. 5,000-watt AM adult contemporary, 100,000-watt FM AOR station. Contact General Manager, 208—344-8661, or write General Manager, KIDO-Radio, PO Box 8087, Boise, ID 83707.

HELP WANTED ANNOUNCERS

WTLC-FM/Indianapolis accepting applications for future on air positions. Applicants must have at least one years experience on air large or medium market. Send tape and resume to Ass't Manager, WTLC, 2126 N. Meridian, Indianapolis, IN 46202. EOE/MF.

St. Cloud MN seeking announcers and newpersons for Jan. 1st AM/FM split. Tapes and resumes to J J Justin or Pat Kelly, KCLD, Box 1458, St. Cloud, MN 56301.

Southern Florida Contemporary station has immediate opening for AM or PM Drive Jock with Production knowledge. Added compensation for copy and traffic experienced. Sell us on your ability and we'll sell you on a better life in Florida. EOE/MF. Resumes and references to Box Q-135.

Golden opportunity for young announcers to join very professional small station in Florida. Be warm this winter and learn great radio. Send tapes to P.O. Box 10966, Baltimore, MD 21234.

WKYG Parkersburg, West Virginia needs Country jock for Mid-Mornings. Experience and 3rd endorsed necessary. Tapes and resumes to Kirk McCall, P.O. Box 268, Parkersburg, WV 26101. 304—485-4565. E.O.E.

Deejay—bright, community oriented for M-O-R station within 100 miles of New York City. 3rd endorsed a must. Immediate resume to: Box R-1.

Morning personality, experienced, for Southern Top 80 Market MOR station. Creativity and understanding for ratings necessary. Must do live spontaneous interviews and have ideas to build ratings. Our growing group offers good opportunity and future. EOE. Box R-10.

Afternoon Personality for the most successful medium market station in Wisconsin. Contemporary-adult format. No idiot cards. You must be very good and want to get better. Super staff and equipment. $11,000 or more to right person. A great place to work as our employees will tell you. An equal opportunity employer. Reply to Box R-35.

WLEA, Hornell, New York, is looking for an Announcer/Salesperson. Immediate opening. Salary plus. Call 607—324-1480.

Opening for Mature-sounding, professional announcer for Adult MOR AM-FM. Excellent opportunity, beautiful area. Tape and resume to: Program Director, WJBL, 5658 143rd Avenue, Holland, MI 49423.

WKBW, Buffalo has a rare opening for a Professional Air Personality. No time and temperature nor screamers need apply. If you know what entertainment and service is all about, send tape, resume, references and salary requirements to Sandy Beach, Program Director, WKBW Radio, 695 Delaware Ave., Buffalo, NY 14209. A Capital Cities' station, and Equal Opportunity Employer.

Announcer with news & production skills for non-automated Beautiful Music format. Mature sounding & experienced. Tape & resume to WSRS, West Side Station, Worcester, MA 01602 EOE.

Host for beautiful music/big band night request show. If you've got the pipes and personality, maybe we can do business. Tapes and resume to WBKV, Box 60, West Bend, WI 53095.

Here's a dy-no-mite opportunity for a dy-no-mite adult contemporary morning personality. If you have had at least 3 years on-air experience, are really interested in a professional position, not just another gig; if you want to really get into a community that's one of the South's fastest growing, and finally, if you want to earn top dollar, send tape and resume to Gloria Wilson, WCSC-Radio, P.O. Box 186, Charleston, SC 29402, EOE.

Your Opportunity: Staff announcer, production, news. Full time ABC. Resume, tape. KFRO, Longview, TX 75601. E.O.E.

Announcer/Producer-Cultural Affairs: Annual Salary $9,583.92 Selects & schedules classical music for weekday morning radio programs. Prepares commentary to inform listeners about the music. Performs duties of broadcast engineer, operating all broadcast equipment and performing other duties related to on-air operation during assigned shifts. Announces classical music for morning programs. Requires: Graduation from standard high school and two years experience as radio announcer. Send resume with references and nonreturnable audition tape to Claudia Lewis, Cultural Affairs Director, WFSU-FM, 420 Diffenbaugh Building, Florida State University, Tallahassee, FL 32306 EOE Application deadline: 29 December, 1978. Position available: 15 January, 1979.

Stable AM-FM in Eastern Oregon Mountain country seeks experienced announcer-production Person. No beginners. P.O. Box 907, La Grande, OR. Send tape and resume.

Night People—We need great voices for seven to midnight and midnight to six. Bonneville Beautiful station. Good pay! Easy livin in rural Wisconsin. Tom Holter 608—251-3955. E.O.E.

Morning drive announcer needed immediately to help get our manager off the air. WJNR-FM, 219 East A Street, Iron Mountain, MI. Send tapes or call Aaron Harper, P.D., 906—774-5731.

Area's number one contemporary station has an opening in afternoon drive. Must have experience and talent. Great opportunity for right individual. Send resume and tape to WENY, Box 208, Elmira, NY 14902.

Strong Personality Jock wanted: good pay, 3 state market, 31,000 watts reaching Boston to Portalnd Maine. Tape and resume: PD, WHEB Box 120 Portsmouth, NH 03801.

Start the new year with a change of scenery at a top-rated Phila. suburban station. We need an experienced pro for this well established 5 kw AM. Good pay and benefits. Send tape and resume to WCOJ, P.O. Box 231, Coatesville, PA 19320. An Affirmative Action/ EOE.

Night Announcer—Mature, natural sound for adult contemporary Midwest station. Some production. Send tape and resume to—Jim Miller, KFOR Lincoln, NE. Equal opportunity employer.

Vermont's Only Soft Album-oriented station. Looking for Morning Personality/Production person; someone comfortable on the air and able to write and produce tasteful, creative spots. Resume and tape to WNLS-FM, Box 551-A, Montpelier, VT 05602. EOE.

HELP WANTED TECHNICAL

Chief Engineer for 5 KW AM Directional and 100 KW Stereo FM. Must have working knowledge of Directional Antennas, Automation, and FCC rules. Beautiful winter resort area. Contact Robert Knutson, WJMS/WIMI, Ironwood, MI. 906—932-2411.

Palm Springs, California has an immediate opening for a Chief for directional AM, FM automated. Send resume and salary requirements to Joe Tourtelot, KDES, 821 N. Palm Canyon Drive, Palm Springs, CA 92262—An Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

All-America City expanding communications program seeking qualified applicants for positions in Electronic Equipment Maintenance. Requires 2nd class FCC license and 3 years minimum experience, including 1 year repairing modern 2-way radios. $15K+/Excellent benefits. Send resume to: Civil Service Commission of Baltimore, 111 N. Calvert Street, Baltimore, MD 21202.

Midwest Medium Market. Full charge chief engineer. MOR, 5KW-1KW, 3 tower nite directional. EOE. Send resume and current salary to Box Q-119.

Radio Chief Engineer. Midwestern AM-FM regional. Opening for qualified Chief. Ours being promoted to Corporate. Automation and directional requirements. Salary opens at $20,000 range. Equal Opportunity Employer. Write Box Q-120.

Broadcast Technicians. Group operation seeks experienced maintenance technicians. Should have abilities with DA's, high power AM & FM, studio construction. A working knowledge of digital electronics is preferred. Chance for advancement with growing group. E.O.E. Reply Box R-12.

Minneapolis area medium market high power automated FM and fulltime AM seeks chief. Major group owner with substantial benefits, including pension. Send resume and salary requirements to Box R-24.

Chief Engineer, quality minded Stereo FM in Southwest, some announcing required but emphasis on maintenance. This is an opportunity for the right person to grow with a growing group. Send resume to: Guy Smith, Box 3280, Albuquerque, NM 87190, or call: 505—265-1880.

We need a person who can run an engineering department which will quickly expand to two people or more, and work with a successful management team that has built a tea-kettle into a powerhouse, in a highly competetive small, isolated, mountainous, West Coast market. AM with directional CP, Class C-FM, automation, multiple studios, heavy in RPU and PA systems and looking at RENG and two-way mobile. Lower living costs with many nice homes renting for $250-$300. Vast outdoor recreation area, just 150 miles from Pacific Ocean. Twelve thousand to start, plus incentives, and much more in the future, if you can produce results. E.O.E. Mr. Smith, 503—882-8833.

HELP WANTED NEWS

Anchor-reporter to handle morning drive news in Southeastern Top 50 market. Must be super-strong on air. Prefer two or more years experience in radio news. Starting salary range $180-230 weekly. Great benefits. Equal Opportunity Employer. Send resume and tape to Mike Edwards, WRAL FM, N.C. News Network, P.O. Box 17000, Raleigh NC 27609.

Immediate Opening for news director. Strong on human interest and actualities. MOR format & sports. Midwest, 5,000 watts. E.O.E. Call 812—425-2221.

Immediate opening for reporter in a town where a lot of news happens. Tape and resume to: Rick Cohler, KASI, Box 728, Ames, IA 50010.

Clear Channel AM/100kw FM needs Newsperson to report and inform in Northern Iowa and Lower Minnesota. Want a reporter, not just a newsreader. Jim Forsyth, News Director, KSMN/KLSS, Box 1446, Mason City, IA 50401, 515—423-8634.

Newsperson for top local news operation in Midwest university city. Send tape, resume, writing samples to Tom Krynski, KFRU, Columbia, MO 65201.

News Director/Morning News Anchor. If you can gather, write, get actualities, sound great on the air, and build and direct a top-notch medium market news department, we want you. Kentucky-Tennessee area. Send complete resume, salary history to Box R-14.

News/Announcer, good voice, journalism background. Commercial experience a must. Medium Market in Northern Illinois. Position open after January 1, 1979. Box R-42.

Newsperson: Experience a must! Strong background in writing and gathering essential. Tape and resume to Susan Giovati, WHUT, Box 151, Anderson, IN 46015. EOE.

Farm Director. Agricultural experience required, sales helpful. Good opportunity for professional in medium Mid-West market. Tape and resumes to General Manager KECK, Box 6006, Lincoln, NE 68506.

Leading Southeastern contemporary radio station needs strong on-air morning anchorperson. Send tape, resume, and references to: Steve Shumake, WKIX-WYYD, Box 12526, Raleigh, NC Zip 27605. Salary is equal to experience and ability. An equal opportunity employer.

Strong radio newsperson. No beginners. Need scrappy digger, concise writer, authoritative on-air newsperson to join eleven person midwest news team. Salary open. Opportunity to advance. Send tape and resume to George Wymer, WING, Dayton, OH 45429.

Need newsperson for AM-FM operation in multi-station market. Send tape and resume to Lenny Reeves, News Director, The WROM Stations, P.O. Box 1546 Rome, GA 30161. EOE.

Immediate opening for dedicated newsperson. Must be interested in community activities and be able to investigate local news. Wire service, audio net available. New studios. Contemporary format. No calls please. EOE M/F. Jason W. Fine, KOBO, Box 1056, Yuba City, CA 95991.

Successful chain wants fast thinking, progressively minded news people for immediate opening. Male or female, there's a place for the right mind in our News Department. Experience helpful but not necessary, attitude prime! Send tape and resume to P.O. Box 6000, Diplomat Station, Fort Wayne, IN 46896. E.O.E.

Reporter/Anchor who wants the challenge of depth reporting at a station where content and significance, not format, dictate story length. Brief weekday anchor shift also expected. Vacancy is due to an internal promotion. Requires strong delivery, writing and interview skills, experience. Resume, non-returnable tape, references to Mike St. Peter, News Director, WEBR 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

Whoever Heard of small market news with network standards? Nobody works 12 hour days, has ethics or eats, sleeps news anymore. But, if you do, please ... tape-resume, General Manager, KPSA Radio, Box 720, Alamogordo, NM 88310. An EOE.

WBHP Radio News has an opening for a pro with ability to handle desk, mobile and limited beat work. An excellent opportunity to join an expanding news department in a prime location in the south. Send tape and resume to Tim Tyson, News Director, WBHP Radio News, Huntsville, AL 35804. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

One of the Top Ten Black Stations in the Midwest has a growth opportunity for a Program Director. Applicants should either have their college degree or five years radio experience. Ability to motivate creative people a must plus good administrative skills. Send tape and resume to General Manager, Box 697, Indianapolis, IN 46206. EOE/MF.

Experienced Program Director. 12-15 thousand per year. Hire-supervise program staff. Air shift. Competitive 30 thousand Midwest. Box Q-121.

98/WONE Dayton has opening for program director with administrative abilities, handling an excellent crew of people. Top benefits with highly regarded EEO Group One Broadcasting. Send full resume, tape, and all particulars to Don Kidwell, General Manager, WONE, 11 South Wilkinson Street, Dayton, OH 45402.

Program Directors for news-talk stations are needed at WOAI Radio San Antonio and KXXO Radio Tulsa. Extensive experience in talk formats and supervisory experience in any format required. Send tape, resume, and 500-word minimum paper on philosophy of talk radio to John W. Barger, Vice President, Clear Channel Communications, Inc., 1031 Navarro, San Antonio, TX 78205. EOE/MF.

No. 1 station in Jackson, TN has immediate opening for Program Director. Prior PD experience desirable. Excellent step toward becoming a PD in a major market. Send resume and air check to Station Manager, WDXI 1310 Radio, 1 Radio Park, Jackson, TN 38301. No phone calls. EOE.

Midwest medium market top 5 kw AM and stereo FM needs talented and experienced Radio commercial writer with background in supervising writing and production staff. Send resume to Box R-34.

Minneapolis area medium market is searching for deep voice production whiz for high power FM contemporary and AM MOR. Experience in automation programming is desired. Major group owner with substantial benefits, pension. Send resume and salary requirements to Box R-41.

Production Director. Good opportunity for creative person with production experience and good copy writing skills. Tape and resume to Program Director, KECK/KHAT, Box 6006 Lincoln, NE 68506.

Progressive Radio Network, winner of Billboard's "Best National Radio Series" Award 1978, is looking for a highly creative producer, with major market voice, encyclopedic knowledge of rock music and super production skills required. Full, part-time or free-lance. Call 212—585-2717; 10AM-6PM.

Music/Fine Arts Director for University-owned 30,000 watt N.P.R. affiliated FM station. Primary responsibilities include: formulation and development of Music/Fine Arts programming; selection and acquisition of programs; work with students in refining production and on air techniques; producing and hosting a daily or weekly program. Requirements: Bachelor's degree in broadcast or related area; Masters preferred. Three years experience in broadcasting. Third class license, endorsed. Salary range: $10,000 -$11,500 plus benefits. Send Resume by January 5, 1979 to: Dr. Alan L. Mikels, Chairman, Communication Arts Department, University of the Pacific, 3601 Pacific Avenue, Stockton, CA 95211. An affirmative action employer.

Development Director for 100,000-watt public radio station. Training position with outstanding opportunities. Apply no later than December 15, 1978 to Larry Miller, KOSU-FM, Oklahoma State University, Stillwater, OK 74074. Equal Opportunity Employer.

Traditional Country AM with full time CP is expanding air staff. Opportunities in many specialties, jocks, production, news or supervisory positions for capable, dedicated people who can handle the details of responsibility. Isolated, competetive, mountainous West Coast community, ideal for family living. If you expect to be a star overnight, don't bother, but if you want a good job with a future, give us a call. E.O.E. Nell Smith, 503—882-8833.

Contemporary Music Director: Annual salary: $10,105.92 Supervises staff of volunteer board operators who produce Contemporary music programs. Maintains contemporary music library. Auditions, selects records, establishes format and playlists for contemporary music programs. Acts as liason between WFSU-FM and record companies for shipment of new record albums. Issues playlists to record companies. Plans, designs, and develops live and recorded programs and produces coverage of special musical events. Conducts interviews, plans, arranges, and supervises studio performances of contemporary music professionals. Requires graduation from accredited four-year college with major course work in journalism or broadcasting. Send resume with references and nonreturnable audition tape to George Thurston, Program Director, WFSU-FM, 420 Diffenbaugh Building, Florida State University, Tallahassee, FL 32306 EOE Application deadline: 29 December, 1978. Position available: 15 January, 1979.

SITUATIONS WANTED MANAGEMENT

Management and Sales twenty five years with the industry deeply involved sales the fields of programing, news development personnel, employee benefit plans, union negotiations, finance and acquisition radio and CATV AMFM available now. Reply in confidence. Box Q-2.

General Manager who can prove it, winner, track record, super heavy background in programing, sales, administration, management. FCC regulations, searching stable permanent position, credentials speak for themself. Reply in confidence. Box Q-64.

Black Station Manager 7 years of successful medium market manager's experience. Heavy sells, programming and administration. Excellent references. Box Q-133.

SITUATIONS WANTED MANAGEMENT CONTINUED

Want to make money? Enthusiastic sales manager with strong programming and promotion background ready to manage your small to medium market station. Community involved family man prefers South or Midwest but will consider all. Box Q-123.

Attn: Medium/Large markets—G.M. available. Heavy in programming, promotions & profit. Let's talk, 318—368-3727.

GM Leader, Trainer. Promoter. Program Mgr. Salesman. Outstanding! Box R-4.

Successful PD Seeking PD or first GM opportunity. Detailed 8 year resume includes sales, license renewal, and references. Box R-5.

Experienced, Capable, Energetic. General Manager with strong sales background in large and medium markets. If your problem is sagging sales, tough New (or old) competition, a new acquisition "turn around" or any of the other little headaches that make our business so much fun ... please contact me. I would particularly like to hear from you if you're willing to consider offering investment opportunities. Write in confidence to Box R-11.

General Manager presently working in top sixty market. Looking. Box R-32.

SITUATIONS WANTED ANNOUNCERS

Soul Personality Seeking to relocate to either North Carolina, South Carolina or Virginia area. 919—483-6530.

Young Air Personality with 3rd Endorsed. Some experience. Top 40 format preferred. Will relocate anywhere immediately. Tape and resume upon request. Call 312—767-7868 anytime or write Ed Dudziak, 8000 So. Pulaski, Chicago, IL 60652.

1st Phone—26 year old married male seeking employment with all rock station. Currently employed. 5 years experience, good team member, willing to learn more. Midwest Markets. Tapes available. Box Q-60.

Looking for good solid station on East Coast; Top pro who's done it all in medium market radio for fifteen years ... write Box Q-93.

Excellent Sports Play-By-Play: Fluid, graphic, friendly. UCLA and USC experience all sports. F.C.C. 1st. Contact Allan Elconin. 213—785-0774 or 283-2131.

If you're a P.D. in small-town U.S.A. who "busts chops" to get the best out of your broadcast staff, I'm professionally trained, ready with tape, resume, and positive attitude. Call Angelo, 609—784-8462 or 215—922-2797.

One of a Kind—young inflation-fighting Broadcaster, Newscaster, D.J. and (former) accountant. Consider the multitude of payroll savings! Box Q-128.

Creative, Reliable 4 year radio pro, looking for better job. Ken 914—856-6757.

Talented, ambitious young man with 3rd endorsed and experience in announcing, automation, board, production and news, wants Florida position. Write Rick Richards, 621 Lenox Ave., Miami Beach, FL 33139, or call 305—672-4890.

Announcer, 31, 2 yrs college, single, warm mellow voice, experienced in commercials, writing and part time local station news. Looking for MOR or Top 40. Will start at bottom to show ability. Tape says it all. P.O. Box 17729 Phila. PA 19135.

SITUATIONS WANTED TECHNICAL

Chief engineer seeks position in Southeast. Excellent references. Good on-air work, too. 304—252-0958 or Box 1731, Beckley, WV 25801.

Young chief engineer available. Career oriented. Currently employed, five years experience, two as chief. Knows latest technology. Box N-162.

Engineer: Quality oriented, experienced chief seeks position. Box Q-110.

SITUATIONS WANTED NEWS

Baseball PBP. Young, 27, experienced, enthusiastic Sportscaster looking for Baseball PBP for 1979 season. Current Radio Sports Director—University PBP. M.S. Communications. Box Q-136.

Sports PBP Experience in basketball, football, baseball. Good interviews. I'm looking for that move up. Prefer Midwest. Box Q-138.

Reporter-Law. If significant stories aren't getting adequate attention, consider this: I'm a 30 year old attorney (F) who wants to cover all areas of law-related news for your station. Contact Gwyneth Jones, all Crows Nest Road, Bronxville, NY 10708 914—337-4204.

Experienced (18 months) black female broadcaster, 28, 3rd endorsed. Will relocate anywhere. Call Beryl Jackson. 215—877-6844 or 215—922-2797.

Twelve Year Newscaster, Reporter, 31, Black wants larger market. Solid Radio/Television News and Public Affairs background. Box R-17.

Experienced News Director; gathering, writing, public affairs, good production, actualities, community minded, MS degree plus. Box R-23.

Expand Coverage with your own London Stringer. Network experience. Rates negotiable. Call Ms. Martin 703—684-7850 afternoons.

The CBS all-news O&O where I've worked the past 2 years is changing its format to talk, forcing a large number of low-seniority layoffs. If you want a top-notch editor, writer, reporter, or producer for your top-notch operation, write to Edward Fischer, 407 South 21st Street, Philadelphia 19146, or call 215—546-4343. Available March first.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Well experienced Top 40 PD ready now. Learned from the best. Box Q-47.

Female first phone, well rounded electronics education, studio operation and production. Mature person. Can perform on-air in pinch. Flexible to your budget. Box Q-82.

Audience Builder! 2 years heavy experience in Production and Air Shifts. Have recently programmed Contempory FM from 5th in its market to No. 1 AOR Adults 18-35 M&F, using relaxed one on one approach. Looking for big small to small medium day airshift with programming or production. Prefer Mountainous location—Call 502—587-1415 leave message!

TELEVISION

HELP WANTED MANAGEMENT

General Sales Manager capable of directing a strong Western Network Affiliate. Good Salary plus profit sharing, health care and other benefits. Excellent living conditions in an ideal climate. A real challenge for a sales person. Station enjoys prestige, good ratings and strong share in the market. Resume to Box Q-37.

General Sales Manager—Excellent opportunity for experienced sales person strong on creative leadership, innovative, pricing, and inventory knowledge and control. Equal opportunity employer. Send complete resume including salary history to Box Q-92.

Program Manager, on the way up, opportunity on Top 15 market station that is hot. Must have knowledge of ratings, movie titles, negotiating for programming, production. An excellent opportunity for someone in a smaller market to move up. An equal opportunity employer. Box R-13.

General Manager. Should have extensive TV experience including success in managing, programming, production and engineering; strong background in management of personnel and resources is desired, as well as a knowledge of public broadcasting and higher education. Appropriate earned degree or equivalent education or experience. Salary commensurate with background and experience. Job description available upon request. Application deadline: December 31. Resumes, applications, nominations and correspondence should be directed to: Ms. Helen Howard, University of Utah, Personnel Administration, 101 Annex Bldg., Salt Lake City, UT 84112.

Director of Business Services—for a regional network of Public Television Stations. Accounting and other administrative responsibilities. Excellent compensation package. Equal Opportunity Employer. Send resume to Box R-44.

HELP WANTED SALES

Account Executive: Midwest UHF TV station looking for aggressive self starting account executive with a hard hitting background in local and agency selling. Established list with super growth potential. Available the first of the year. We are an Equal Opportunity Employer. Send resume to Box Q-111.

KMPH-TV 26 has a sales executive position opening in Fresno, California and Visalia, California. Broadcast experience required. Equal Opportunity Employer. Male/Female. Contact: Gary Waller—Fresno 209—486-2600 or Sam Horel—Visalia 209—733-2600.

HELP WANTED TECHNICAL

Immediate Opening for First Phone Technician who likes a heavy maintenance schedule on studio cameras, ENG cameras, video tape, both quad and helical. Knowledge of digital systems is a must. We're doing big things at WBRE-TV, Wilkes-Barre and we need good technical help and will pay for it. Contact Charles Baltimore at 717—823-3101.

TV Maintenance Supervisor, major market ABC affiliate is looking for a fully-qualified person capable of supervising eight-person maintenance crew. ENG, ACR-25's, automated switching, Harris transmitter, generally mixed plant. Degree preferred, minimum of 5-10 years experience desired. Substantial supervisory experience required. Salary negotiable. Equal Opportunity Employer. Reply Box Q-56.

Assistant Chief Engineer: Responsible for operation of studio facilities with TK-46 and TK-28 cameras, AC-25, AVR-2 and VPR-1 tape machines plus ENG/EFP equipment. Digital experience required. KOLO-TV, Box 10,000. Reno, NV 89510, 702—786-8880.

Microwave/Maintenance Engineer: Responsible for microwave and translator sites, assisting with studio and transmitter maintenance. Basic digital knowledge required. KOLO-TV, Box 10,000. Reno. NV 89510, 702—786-8880. E.O.E.

Maintenance Chief for VHF television station in Southern Maine. Applicants must have a practical knowledge for repair of quad, helical tape equipment, studio/remote cameras, transmitters etc. Must also be able to supervise the Technical Department. For more information send resume to Box P-29.

Master Control Operator: Responsible for set up and operation of all master control equipment for on air use, monitoring and control of remote control transmitter. KOLO-TV, Box 10,000 Reno, NV 89510, 702—786-8880. E.O.E.

Switcher/Engineer—First Class License, experience necessary. Quad and 3/4" equipped. NBC affiliate. Write or call Larry Young, Chief Engineer, WMBB-TV, Box 1340, Panama City, FL 32401, phone 904—769-2313.

Broadcast TV Operations Engineer with experience in operation of studio and remote audio, set up and shading TV cameras. Maintenance helpful. Station has Fernseh cameras, Ampex VTRs and McCurdy audio boards. Send resume and salary requirements to WNED-TV, Engineering Department B, P.O. Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Video Engineer/Technician: Experienced in maintenance of Professional Video Studio Equipment. Quad and Helical VTR's, Projectors, Telecine, Monitors and Signal Processing Equipment. Strong Digital background preferred. Immediate vacancy in position of Engineer/Operator exists. Outstanding benefit program includes company paid retirement and free parking. Call or come to Byron Motion Pictures, Inc., 65 K Street, N.E., Washington, DC 20002, 202—789-1100.

Assistant Chief Engineer—Knowledgeable in maintenance of studio and transmitter equipment; attractive location. Salary in mid-teens, depending on experience. Write or call Larry Young, Chief Engineer, WMBB-TV, Box 1340, Panama City, FL 32401. phone 904—769-2313.

HELP WANTED TECHNICAL CONTINUED

Broadcast Supervisory Engineer—KAET-TV. Permanent position $16,329 or as determined by experience. Under the general supervision of the chief engineer, assumes responsibility for large sub-divisions of engineering department such as transmitter remote facilities or studio facilities. Must function as acting chief engineer in absence of the chief engineer. Responsible for assuring that each subdivision of engineering is functioning at state of the art and in compliance with FCC rules and regulations. BA or BS preferred: minimum high school or GED. First Class FCC license, five to seven years experience in broadcast color production and transmission, three years as supervisor, must demonstrate working knowledge of FCC rules and regulations. Major market experience desirable. Closes December 28, 1978. Good opportunity, modern facilities, pleasant surroundings. Write Personnel Department, Arizona State University, Tempe AZ 85281, refer to job number 0022161. An Equal Opportunity Employer.

Studio Technician I - Trainee to fill grant position at WENH-TV. High school graduation plus three years combined post high school education and/or related experience required. FCC license preferred. Position is subject to funding up to two years. Starting salary $8,740/year. May be higher depending on qualifications. Forward resume by December 20, 1978, to Director of Engineering, WENH-TV, Box Z, Durham, NH 03824. AA/EEO.

Radio-TV Engineer. KAMU TV/FM, a public broadcasting facility licensed to Texas A&M University, is seeking two (2) Radio-TV Engineers experienced in the maintenance and operation of a full color broadcast and production facility. First phone required. Salary begins at $12299. Send resume to: Wayne Pecena, Chief Engineer, KAMU TV/FM, College Station, TX 77843. KAMU TV/FM is an Equal Opportunity Affirmative Action Employer.

HELP WANTED NEWS

Photographer—We are looking for an experienced television news photographer capable of handling both ENG and film. Person must be experienced in all phases of news photography and editing. Send video cassette with samples of field work and resume to: News Director, P.O. Box 2009, Durham, NC 27702. A Capital Cities Station. E.O.E.

Reporter. Must be experienced in beat reporting, preferably hard news. Must be aggressive and productive. All-ENG, group-owned affiliate in major Sunbelt market. Box Q-33.

Reporter—A substantial background in television news reporting is required. Must be experienced in all phases of TV news operation. Reporting, 16 mm photography, electronic news gathering, writing, editing, etc. Heavy emphasis on reporting and writing. No telephone applications can be accepted. Send complete resume and video cassette tape to: News Director, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

Weather Anchor: For 6 and 11 p.m. news Monday through Friday. Experienced only. Should have knowledge of meterology. Strong air presentation essential. Will work with color weather radar. Possibility of environmental reporting. Will fill quickly. Resume and salary requirements to Ron Miller, News Director, WWBT; Box 12; Richmond, VA 23201. No Calls.

Combination reporter/photographers skilled in shooting and editing film and tape. Journalism/Communications degrees or comparable experience necessary. Equal opportunity employer. South Florida TV station. Send resume to Box Q-134.

No 1 news station top 60 market expanding staff. Need experienced reporters and photographers. Beginners need not apply. Tapes and resumes to Gary Long ND (KARK-TV), P.O. Box 748, Little Rock, AR.

Weather/Anchor—Leading East Coast Independent seeks vibrant weather/anchor. Must be experienced in ENG. Duties will include spot reports on the environment and light, humorous feature stories in addition to regular weeknight anchor duties. Send resume and cassette to Jim Schultz, News Director, WTTG-TV, 5151 Wisconsin Avenue, N.W., Washington DC 20016. No Phone Calls.

Sports director needed for agressive sports oriented station. We travel the state covering pro, college, and local sports events. Looking for person who can also inject creative recreational coverage. No beginners, please. E.O.E. Box R-15.

TV Station Wants young, progressive news people, Southwest Florida Market. Must be able to shoot their own stories and interviews with ENG equipment. All interested persons resume to Box R-20.

Top Ten Market Group Owned TV Station seeking news producer. Must have strong writing and production background. Prefer person with documentary or mini-doc experience. Male or female. Equal Opportunity Employer. Send Resume to Box R-22.

Reporter—who can write and package with a flair, and knows how to dig for a story. Medium market Midwest station with exceptionally strong news commitment. EOE. Box R-31.

No. 1 Medium Market Southwest expanding need Assistant News Director. 4-5 years experience in all phases of news gathering plus Anchor. Also adding Reporter/Photographers. Box R-33.

News Reporter/Producer with minimum of 2 years experience in ENG/Film. Weather and sports experience helpful but not essential. Writing and news judgment important. Journalism degree desirable. Equal Opportunity Employer. Send resume to: Box R-39.

Co-anchor—sharp co-anchor needed for our top-rated weekday newscasts. Must have anchor and reporting track record, and broadcast journalism degree. Sunbelt seacoast market. E.O.E. Box R-40.

Reporter for Medium Market Upper Midwest station, Previous experience essential, We're looking for strong writing skills and the ability to enterprise stories. $180 to $200 weekly. Resume and cassette to News Director, Box 47, Eau Claire, WI 54701. No phone calls, please. An Equal Opportunity Employer.

TV Weather Talent. TV Station. Channel 9, needs full time weather person: weekend shows plus special features. Two years college or formal training in meteorology. Contact Gary England at 405—843-6641, Mon-Fir. between 12:00 noon-2:00 p.m., or send resume to KWTV, Box 14159, Oklahoma City, OK 73114. KWTV is an Equal Opportunity Employer.

News Director. If you are an experienced administrator with anchor ability and interested in leading an expanding news operation, we would like to hear from you. KEYT, an ABC Affiliate, is located in one of California's most beautiful cities. The climate is ideal all year. Send your resume stating commercial TV experience to; Manager, KEYT, P.O. Drawer X, Santa Barbara, CA 93102. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

TV technician for commercial production unit. San Diego affiliate. Experience in mini-cam, film photography, editing, lighting and maintenance. Minimum 5 years experience. TV Program Director, PO Box 80888, San Diego, CA 92138. An E.O.E.

Director of Programming Position Availability. The Iowa Public Broadcasting Network is seeking qualified candidates for the position of Director of Programming. IPBN operates an eight-station network with major production facilities and program staff headquartered at KDIN-TV, Des Moines. Director of Programming manages all programming functions including planning, development, production, acquisition, scheduling, and ascertainment. Position requires demonstrated administrative skills in budgeting, public contact, program development, grantsmanship, FCC rules, management principles, and supervision of a large and diversified staff. For position description and requirements, contact: Rod Thole, Executive Director, IPBN, P.O. Box 1758, Des Moines, Iowa 50306. Applications close January 31, 1979. An Equal Opportunity Employer.

Art Director—Broadcast experience required. Well versed in art design for on-air promotion, print-layout and sales promotion. Some management experience including budget controls helpful. Resumes only to: Art Moore, 4100 City Line Avenue, Philadelphia PA 19131. An Equal Opportunity Employer.

Creative Producer—P D: If you have that special talent of turning a dull product into an outstanding TV commercial, then we need your services now! We want you to turn a "ho-hum" production department into a barn burner. Best and latest TV equipment in the South, including a Grass Valley board. EOE. Send full resume and name your salary, I'm sure we can get together. Box R-7.

Production Chief. Responsible for all production in studio plus minicam commercial and program production on location. Minimum 5 years experience in directing live newscasts; ability to fill in on normal directing shift. Ability to schedule and work production staff is essential. EEO employer. Box R-37.

Production Manager: WBNG-TV is looking for acting P.M. in smaller market or top-notch medium market director to fill immediate opening. Send resumes to WBNG-TV, Box 1200, Binghamton, NY 13902, Attn: Bob Eolin. An Equal Opportunity Employer, M/F.

Assistant Business Manager, self starter with BA degree for expanding TV Broadcaster. 2-3 years experience in broadcasting preferred. Equal Opportunity Employer. Send resume with salary history to WJRT-TV, Business Dept., 2302 Lapeer Rd., Flint, MI 48503.

Producer/Writer. Eight-month position beginning January 15, 1979. Salary: $10,500 for that period, KAET-TV. Responsible to Project Director, researches and formulates content material into TV scripts in several phases of development: outline, treatment, detailed treatment, script, and shooting script. Oversees entire television production activities, supervises activities of director, crew, and talent. BA required plus demonstrated producing, writing, and researching abilities. Background in micro-economics desirable. Closes December 20, 1978. A good opportunity, modern facilities, pleasant surroundings. Write Personnel Department, Arizona State University, Tempe AZ 85281, refer to job number 0022158. An Equal Opportunity Employer.

Connecticut Public Television is accepting applications for Executive Producer for public affairs productions. Deadline Dec. 22, 1978. Resume to Rita Dorman, CPTV, 24 Summit St., Hartford, CT 06106. EOE.

Mass. Communication & Management, Ltd. Seeking top level people to work with rapidly growing company in Pittsburgh, Pa. area. Available positions are: VP in charge of radio stations; regional and national Sales Persons for radio stations, TV syndication, personal management, cable TV and satellite network; sports oriented Programming/Production personnel for regionally & nationally syndicated TV & TV satellite; Promotion/Merchandising/Marketing/PR Director; Communications Secretaries. If you are looking for employment with an exciting company with unlimited growth potential, send resume to MCML, 890 Constitution Blvd., New Kensington, PA 15068. EOE.

Wanted: Producer for 6 and 10 pm news on the highest rated station in the U.S. Experienced, but with new ideas. Must be familiar with Major Market technique and creative enough to do better. Demo tape and resume first inquiry. Open January. 1979. Contact Clark Edwards, News Director, WSFA TV, Montgomery, AL. A Cosmos Broadcasting Corporation. An Equal Opportunity Employer.

SITUATIONS WANTED TECHNICAL

Available January 2, 1979. First phone Engineer. 11 years experience in operating, taping, editing, camera set-up and shading; also light maintenance on mostly RCA equipment. Any location considered except West Coast. Call 305—655-2306 anytime after 6 PM EST.

SITUATIONS WANTED NEWS

Hardworking female reporter, BA Broadcast/Film. Experience with ENG/SOF. Looking for a professional medium market news assignment. 205—459-2468.

Female Weekend Anchor/Reporter in Top 30 wants to move up, Warm, creative, personable, and very professional. Box Q-112.

Radio Reporter Seeks switch to TV. Would prefer off-camera work. Excellent reporting and writing ability. Rick Lippincott 201—832-2701.

SITUATIONS WANTED NEWS CONTINUED

News Director/Anchor for small market network affiliate ready for anchor/reporter job in Top 50 market. Call Matthew: 315—797-5220.

Anchor with substantial experience including reporting/producing, interested in your top 50 availability. Box R-6.

Weathercaster/Meteorologist looking for small or medium market station where I can grow. Currently employed major market. Available late January. Box R-8.

Fawcett-Ladd Type with Broadcast Reporting-Writing skills looking for opening. Reputation for unusual angles and panache. Box R-26.

Bright, young, attractive, informed anchor/reporter wants out of hard news; into talk-show spot. Let's chat. Box R-36.

SITUATIONS WANTED PRODUCTION, PRODUCTION, OTHERS

Women love me! Handsome talk/magazine pro, 3 years delivering female demographics. Interviews from politics and personalities to PTA. Box Q-54.

Talk Show Host ... Magnetic, versatile creative, dialectic, comic, singer, dancer, kid shows, editorials, persuasive, 305—923-1426.

Switcher/Director/Engineer, would like job strictly in production. First phone, B.A. Any size market. 208—232-1741.

ALLIED FIELDS

HELP WANTED TECHNICAL

Washington, D.C. TV and Radio financial management consulting firm needs experienced TV and radio engineer to compute replacement cost of technical equipment using in house library of manufacturers catalogs and price data. This is a detail desk job in pleasant surroundings plus field work. You will be working with two other engineers and with client stations. Fine progressive company in its 32nd year. Call John Bowman, Frazier, Gross & Clay, Inc. 202—966-2282.

HELP WANTED INSTRUCTION

MFA/PhD to teach film history and production. Females, minorities especially encouraged to apply. Write: Head, BCA, Central Michigan University, Mt. Pleasant 48859. CMU is a non-discriminatory educational institution and employer. Deadline January 10.

Department Chairman wanted for large radio, television and film department in the Los Angeles area. Program offers B.A. and M.A. degrees. NPR affiliated FM stereo station. Qualifications: Doctorate or other terminal degree with exceptional professional experience. Associate or full professorship with proven administrative ability. $17,940 to $27,348. Deadline 1 Feb. 1979 for Fall 1979. Contact: Mr. Thomas Burrows, RTVF Dept., Calif. State Univ. Northridge, Northridge, CA 91330. Affirmative Action, Equal Opportunity Employer.

Mass Communications, Chairperson: Starting September, 1979. PhD in Journalism/Mass Communications required. To lead in development of Mass Communications Department. Should have solid record in teaching and research with strong academic and professional credentials. Expertise in at least one of these areas is expected—newspapers, broadcasting, magazines, advertising, public relations—but applicant should be competent in the general discipline of Mass Communications. Evidence of association with professional organizations and administrative potential desirable. Rank and salary determined by preparation and experience. Application deadline Jan. 31, 1979. Send resume, statement of research interests, and names and addresses of three references to: Personnel Office, East Tennessee State University, P.O. Box 24, 070A, Johnson City, TN 37601. ETSU is an Affirmative Action-Equal Employment Employer (M/F).

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

Paul Schafer Wants to buy Schafer 800 Automation System. Late Model AM and FM Transmitters all sizes. Call 714—454-1154 or write Schafer International, 5801 Soledad Mtn Rd, La Jolla, CA 92037.

Used 1kw AM Transmitter within 500 miles of Cin'ti Ohio. Call after 3 PM 614—353-5555.

Wanted: Used top condition AM Transmitter 5000 Watt cut back to 1000 or 10,000 Watt we can convert to 5000. KEES Radio, Box 1426, Gladewater, TX 75647, 214—758-5229.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

5" Air Heliax Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312—266-2600.

For Sale: Gates Stereo Statesman Board: 5 Channel—Modules included. Fair condition. 817—776-3900.

IGM Automation Equipment: IGM 500 Control Center, tape transport, (2) Scully 270's Instacart 48PBM, Metrotech Logger, equipment rack. Sold as package. All in mint condition. Steve Feder, K99 Radio, 406—727-7211. Make offer.

TV Transmitter (Tuned to Channel 12), RCA TT50AHLA with sideband filter, diplexer, RF load and complete spares including tubes. Met "proof" specifications when de-activated. Where is, as is, price negotiable. Contact Dick Payne, 205—281-2900.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904—877-9418.

Ramko Consoles Stereo—Used only one year. 8 channel main and 5 channel production board. Current price new is $3800. Cash price $3000. For details call David Green, Broadcast Consultants Corporation 703—777-8660.

PC-70 Camera, complete with Cam Head, H5 Houston Fearless Pedestal and camera cable. Monitoring Package not included. $10,000 or best offer. For information call Jim Martens, WGEM, Quincy, IL 217—222-6840.

For Sale: 11-20 foot sections-Andrews 31/8 inch rigid line-other miscellaneous pieces, with connectors, spring hangers, 1 1/4 inner conductor. Box R-3.

Broadcast Equipment Available including: 1.) GE PE 240 film chain camera. 2.) RCA multiplexor. 3.) Simplex 35mm Telecine. 4.) Spindler & Sauppe 32 slide chain. 5.) Spotmaster 5 unit cart recorder/player. 6.) ADC 553 Switcher. 7.) (2) PC70 cameras w/CCU & 11:1 lenses. 8.) (1) PCP70 camera w/Angenieux 6:1 lens & film lens adapter. 9.) Colortran crab dolly. 10.) Grass Valley 1400-3 switcher. 11.) Ampex AG440 4 track recorder. 12.) (2) Ampex VR 3000's. 13.) Chevy tape truck 25' body w/voltage regulator & A/C low mileage. 14.) Sony D-100 duplicating system. 15.) Lighting equipment. Many other items. For prices and information write Box R-2.

For Sale: Datatron Tempo Control Track Editing System, including two 2850-A Sony Video Recorders. Call: Lorrie Church 201—445-1711.

Revox A77 tape recorders. Immediate delivery at the old price, $999. 2 track stereo, rack mount and cabinet models in stock. Call collect, 303—242-0405.

Major Components from BTA10G/BTA5G Transmitter. Plate Transformers, Modulation Transformers, Inductors, Capacitors, etc. WDEE/Detroit.

AM Transmitters (Used) 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314—334-6097.

RCA TR-4 VTR 2 Available, Hi-Band, New Headwheels, Complete Check-out on your premises. $12,500 Each. Call Mr. Kitchen, Quality Media Corporation, 404—568-1155.

GE PE-250/350 Color Cameras, 3 Available, 2 have complete heads and pedastals. $8,000 Each. Call Mr. Kitchen, Quality Media Corporation, 404—568-1155.

Complete Colorized Radar system for sale, including: AVQ-10 Radar with Receiver, Control Unit, Antenna and Radome, 150' of Low Loss Wave Guide TSC Radar Colorizer with Map Overlay and Complete Remove Control plus all interconnecting cabling. Price under $20,000. Contact WTHI-TV, 812—232-9481. Russ Arnold.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 5 KW, 1 KW, 250 W. Communication Systems,Inc., Drawer C, Cape Girardeau, MO 63701, 314—334-6097.

1-200' Self-Supporting tower, angle legs 2-3oo', 1-180', 2-220', 48" face towers, all used Telco towers, 1-275' Tubular leg. Call 901—794-8625 days 901—853-8037 nights.

VARATOL RM 10:1 RCA TK44A 1.75X and 3X capable. Zoom focus electronic iris o.k. cables and grips. Varatol V TV88 MT. cables and grips. Lens absolutely like new. Angenieux 27.5-500 MM (18:1) F2 RCA TK44A Zoom, focus electronic iris o.k. cables and grips. Original shipping case 2 range ext. Angenieux 10-2-1B 35-350 MM f.3.8 TV88 Mt. Absolutely like new. RCA PMX-1 Film MPXR Complete with RCP. Contact: Mobile Electronics Ted Cohen 609—786-1110.

Sale—Studio Cameras—RCA TK 42 (4), RCA TK 43 (4) W/Lens & Pan Heads, Mod. HFCH. Make offer. E. Schorle WCAU-TV, Phila., PA. 215—839-7000 Ext. 283.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Not Comedy—Total personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 98024-B, Atlanta, GA 30359 (phone 404—231-9884).

"The Radio Personality". Topical humor, biweekly. Free sample. 1509 Country Club Court; Franklin, TN 37064.

"Free" Catalog! D.J. Comedy ... Wild Tracks ... more! Command, Box 26348-H, San Francisco 94126.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312—944-3700.

Have a client who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010. 215—525-9873.

Major New York outlet is looking for fresh, new, creative ID Package for an Adult Audience. We want something really special. Call Mr. Mason at 212—586-5700 between 5 and 9.

Radio Stations, Play, Elizabeth The Christmas Queen also My Christmas Prayer by Buddy Pastuck, 45 R.P.M. $1.50 Cowboy Junction, Lecanto, FL 32661.

INSTRUCTION

1st class FCC, 6 wks., $450 or money back guarantee. VA appvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE training for FCC First Class licenses, color Tv production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312—321-9400.

Free booklets on job assistance. 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets benefits.

INSTRUCTION CONTINUED

1978 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! $9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin January 2 and February 19. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577, 813—955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA. 22401.

First Class FCC License in six weeks. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245, 214—352-3242.

San Francisco, FCC License, 6 weeks 1/15/79. Results guaranteed. Veterans Training Approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St., SF 94102 415—392-0194.

RADIO

Help Wanted Management

GENERAL SALES MANAGER

A professional with solid radio sales background is needed for a fulltime 5,000 Watt Eastern medium market station. This is an opportunity to develop, motivate and lead a successful sales team. Excellent salary and future for the person willing to earn them. Equal opportunity employer. Send resume to Box R-43.

VICE PRESIDENT & GENERAL MANAGER

We are looking for an aggressive, experienced person with a sales background and full knowledge of FCC requirements to assume the position of Vice President and General Manager of an AM-FM combination in a fast growing Sierra Nevada market. You will have total responsibility to develop and implement strategies to make a successful operation even bigger and more profitable. Salary open. EOE. Write PO Box R-19.

Help Wanted Sales

ACCOUNT EXECUTIVE

Move up to a major market, major facility, and major list! WLKW AM & FM, No. 1 in Providence, has an Account Executive opening now!! Send resume ASAP to Pete Vincelette. EOE.

Help Wanted Announcers

MORNING ENTERTAINER

After 13 years as Rochester N.Y.'s No. 1 Contemporary Morning Personality, Jack Palvino retires from WBBF. We're looking for someone talented enough to fill his shoes. Excellent salary & benefits. Send resume and air check to:

Selection Committee
WBBF
Lin Broadcasting
850 Midtown Towers
Rochester, N.Y. 14604

Lin Broadcasting is an Equal Opportunity Employer.

Situations Wanted Management

UNUSUAL SITUATION

Young (under 30), successful ($45,000+/year) national radio rep bored doing only sales. Willing to take substantial income drop for job with challenge utilizing previous experience, education and talent in programming, news, engineering as well as sales. Open to all ideas. Replies considered confidential. Box Q-101.

Help Wanted Technical

SONO-MAG CORPORATION (SMC)

world's largest manufacturer of broadcast automation systems has opening in its Customer Service Department, for a Field Service Engineer.

Successful candidate should have a First Phone and two or more years experience with broadcast stations and automation equipment along with a background in digital electronics. This outgoing individual would be required to relocate to Bloomington, Illinois. Travel required throughout the US while supervising the installations of SMC systems.

Send resume to: Mr. Gordon Stark, Manager, Customer Service Dept.
SONO-MAG CORPORATION
1005 W. Washington Street
Bloomington, Illinois 61701

SMC is an equal Opportunity employer.

Situations Wanted Management Continued

GENERAL MANAGER

Turnaround specialist seeks new challenge in large or medium market. At current station, sales have tripled in three years, profits and ratings have soared. Prefer Northeast, Southeast, or Midwest FM or FM/AM with equity plan, but will consider alternatives. Reply in confidence to Box R-29.

STATION SOLD

Vice-President & General Manager. Strong Sales and Administration. Seeks return to Classical Format Station. Investment opportunities considered. Box R-28.

MAJOR MARKET

... General Manager with experience and ability. My background includes extensive sales, programming and management skills. I am dedicated to success and have achieved it on numerous occasions. If you have a station or stations which need positive leadership and professionalism I welcome the opportunity to contribute to achieving the financial rewards you seek. My qualifications are many and can be verified with multiable references. If your company can use new vitality please contact me at Box P-144.

GENERAL SALES MANAGER

... with nine years of major market sales management experience. Solid radio sales background. Ability to develop, motivate and lead a successful sales team. Strong retail and agency experience with references to substantiate. My career has been with one company adapting sales techniques to four different formats. I am a professional looking for a professional broadcasting company. Reply in confidence to Box Q-11.

TELEVISION

Help Wanted Technical

FLORIDA LIVING

R & D positions now open for Analog and/or Digital Engineers. Video experience is desirable. Excellent career growth and job satisfaction. Contact Dale Buzan, Vital Industries, Inc., 3700 NE 53rd Avenue, Gainesville, FL 32601. Tel: 904—378-1581.

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

Help Wanted Programing, Production, Others

PROMOTION MANAGER

A creative self-starter with a minimum of three years of television promotion experience is needed for Meredith Broadcasting's KPHO-TV in Phoenix, Arizona. Must have knowledge of both print and television production with administrative experience and abilities. An Equal Opportunity Employer, M/F. Send resumes to:

Ed Aiken, Program Manager KPHO-TV
4016 N. Black Canyon
Phoenix, Arizona 85017

PRODUCER/DIRECTOR

KTUL-TV,
CHANNEL 8,
TULSA, OKLAHOMA

Have you had experience directing football, basketball, soccer and/or other sports shows? Can you create copy and have a high desire to achieve? Can you do your own switching?

If so, we want to talk to you about a Producer/Director's position.

Send video tape with detailed resume on 3/4" or 2" tape to Gary Ricketts, Operations Manager, KTUL-TV, P.O. Box 8, Tulsa, OK 74101.

Equal Opportunity Employer.

BROADCAST EXPERIENCED

Production and Engineering Personnel Needed

We are a long established Washington, D.C. radio-television recording studio significantly expanding our operation. We are looking for dedicated, quality conscious professionals with a minimum of five years broadcast experience for positions in operations, camera, audio, maintenance, etc. Excellent career opportunity with best equipment for the right people. Our product distribution is coast-to-coast. Send resume in confidence to Box Q-139.

Situations Wanted News

RADIO ANCHORMAN SWITCHING BACK TO TV

Excellent Delivery and On-Air Manner. Willing to Fly-In at Own Expense for audition. I may be the one you're looking for. Box R-18.

Help Wanted Management

ATTENTION TRAFFIC/OPERATIONS/ BUSINESS PERSONNEL

Station Business Systems, one of the nation's leading suppliers of minicomputer based systems for traffic, accounting, billing and payroll processing, now has openings for installation specialists. These positions offer an excellent compensation and benefits package. Extensive travel throughout the United States and long hours under substantial pressure are some of the demands of these positions. These are offset by having free time between installations and working from your home with no need to relocate. We are very interested in hearing from you, if you have radio and/or T.V. experience in the areas of traffic and/or accounting, are a proven communicator and trainer, are free to travel extensively, understand human and work flow relationships clearly, and perform well under pressure. If accepted, you will be placed in a training program with an experienced installation specialist. If you have the above mentioned qualifications and wish to join a profitable growing firm, send a letter and a detailed resume to P.J. LaRuffa:

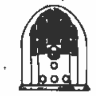
STATION BUSINESS SYSTEMS
4320 Ammendale Road
Beltsville, Maryland 20705

An Affirmative Action Employer M/F

Radio Programing

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series



Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501–972-5884

CONTEMPORARY MUSIC

Public Affairs Program available free!! If you currently air the solid rock, powerline etc. Try the "On The Road" show! Available for Adult Contemporary, AOR, MOR, Oldies and Top 40 formats! This weekly professional half hour show is ready for all markets!! Send for demo: On The Road 1516 Hinman, Suite 505, Evanston, Ill. 60201, or call 312–869-6289 from 9 AM till Noon!

LUM and ABNER

5 - 15 MINUTE PROGRAMS WEEKLY

Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501–972-5884

Television Programing

NET SOUND MEANS SOUND NETWORK

Upgrade your station image for 1979 with Hollywood talent. Have national voices represent your TV station. Promote and sell. Contact:

NET SOUND
4725 Lincoln Blvd.
Marina Del Rey, Ca. 90291

Employment Service

MANAGEMENT

in search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box Q-45.

Business Opportunities

PARTNER

Want prestigious corporate partner interested in identified TV/Radio ownership. Highly profitable group. We have majority financing and professionalism.

Box R-30.

DISCO SENSATION

now has full mobile disco equipment and/or franchises available in major metro areas. Great for station promotion or D.J. extra income. Write P.O. Box 1672, Champaign, IL 61820. West Coast call: (206) 693-6156.

Wanted To Buy Stations

MEDIA BROKER

Has large group owner client wishing to acquire TV, FM ("B" or "C" only), or FM/AM. All markets considered. No fee to seller! Write Box R-38.

ATTENTION: TV PRODUCTION DIRECTORS

EXCESSIVE BLANKING WIDTHS A PROBLEM?

(Public Notice FCC78-423)

DON'T THROW AWAY THAT VALUABLE VIDEO! WE CAN, USING DIGITAL VIDEO EXPANSION, RETURN YOUR VIDEO TO FCC SPECS. WE WILL DELIVER VIDEO STARTING ON LINE 19 AND 11.0 MICRO SECONDS HORIZONTAL BLANKING. IMMEDIATE TURN-AROUND AVAILABLE!

FOR MORE INFORMATION CALL:
CHARLES BALTIMORE
(717) 823-3101

WBRE-TV
WILKES-BARRE, PA.

For Sale Stations

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816—259-2544

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers

213/626-0365
Suite 214
11661 San Vicente Blvd.
Los Angeles, CA. 90049

202/223-1553
Suite 417
1730 Rhode Island Ave. N.W.
Washington, D.C. 20036

HOLT CORPORATION
BROKERAGE — APPRAISALS — CONSULTATION
OVER A DECADE OF SERVICE TO BROADCASTERS

The Holt Corporation
2285 Schoenersville
Bethlehem, Pa.18017

Holt Corporation West
5944 Luther Lane, Suite 401
Dallas, TX 75225
214—696-1353

MEDIA BROKERS
APPRAISERS
RICHARD A.
SHAHEEN INC
435 NORTH MICHIGAN • CHICAGO 60611
312•467•0040

H.B. La Rue, Media Broker
RADIO • TV • CATV • APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474
East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

THE
KEITH W. HORTON
COMPANY

P.O. Box 948
Elmira, N.Y.
14902
(607) 733-7138

BROKERS AND CONSULTANTS TO THE COMMUNICATIONS INDUSTRY

SHERMAN AND BROWN ASSOC.
MEDIA BROKER SPECIALISTS
TV RADIO CATV
P.O. Box 4475, Ft. Lauderdale, Fla 33338
Phone (305) 561-9334

CHAPMAN ASSOCIATES®
media brokerage service

STATIONS					CONTACT	
S	Small	AM	$245K	29%	Bill Whitley	(214) 387-2303
S	Small	AM	$250K	Terms	Bill Chapman	(404) 458-9226
W	Suburban	AM/FM	$1.12MM	29%	Ray Stanfield	(213) 363-5764
W	Suburban	Fulltime	$2MM	Cash	Ray Stanfield	(213) 363-5764
E	Major	AM	$600K	Terms	Warren Gregory	(203) 767-1203

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341

For Sale Stations Continued

Select Media Brokers

N.C. daytimer adjacent to metro market, terms.
N.C. daytimer, terms.
Daytimer. Washington State, terms.
Pennsylvania Daytimer. Metro Market.

P.O. Box 5
Albany, Georgia 31702
(912) 883-4908

- **Two different stations within 80 miles of Oklahoma City. One AM and one FM. AM $125,000 including real estate with terms. FM $500,000 and worth it.**
- **Daytimer with potential to go full time. Plus CP for FM in New York State. $500,000.**
- **AM/FM within 100 miles of Monroe, La. Fantastic Potential. Extra good coverage. Real Estate. $450,000.**
- **Overseas AM/FM/TV. New equipment. Automation. $420,000.**
- **S.E. daytimer. $225,000.**
- **AM/FM in Kentucky. $360,000. Terms.**
- **AM/FM in New Hampshire. Real Estate. Profitable. $460,000.**
- **Daytimer. Ethnic. SE North Carolina. $120,000**
- **Fort Worth-Dallas area. Fantastic coverage. Billing $500,000. Make offer.**
- **N.C. Daytimer. Real estate. Growing market. $400,000. Terms.**
- **Daytimer Southern Kentucky. Only station in county. $240,000.**
- **Two central Georgia properties.**

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).

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: 70¢ per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. $5.00 weekly minimum. All other classifications: 80¢ 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.

Stock Index

Broadcasting

	Stock symbol	Exch.	Closing Wed. Dec. 6	Closing Wed. Nov. 29	Net change in week	% change in week	1978 High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ABC	ABC	N	38 7/8	36	+ 2 7/8	+ 7.98	41 1/4	23 1/2	9	27,472	1,067,974
CAPITAL CITIES	CCB	N	40 1/2	38 1/2	+ 2	+ 5.19	75	38 1/2	12	14,300	579,150
CBS	CBS	N	54	51	+ 3	+ 5.88	64	43 7/8	8	28,100	1,517,400
COX	COX	N	55 3/4	53 1/2	+ 2 1/4	+ 4.20	56 1/2	25 1/2	14	6,667	371,685
GROSS TELECASTING	GGG	A	18 3/8	18	+ 3/8	+ 2.08	23 7/8	13 5/8	7	800	14,700
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	LINB	O	36 1/2	34 3/4	+ 1 3/4	+ 5.03	43	16 1/2	10	2,789	101,798
METROMEDIA	MET	N	56 1/8	52	+ 4 1/8	+ 7.93	71	25 1/4	10	5,134	288,145
MOONEY	MOON	O	5 1/2	4 3/4	+ 3/4	+ 15.78	5 1/2	1 7/8		425	2,337
RAHALL*	RAHL	O	20 1/2	20 1/2			21 1/4	8 5/8	23	1,264	25,912
SCRIPPS-HOWARD	SCRP	O	44 1/2	44 1/2			52	30 1/2	9	2,589	115,210
STARR	SBG	M	12	12			13 1/2		12	1,512	18,144
STORER	SBK	N	33 5/8	30	+ 3 5/8	+ 12.08	34 7/8	19 3/8	10	4,893	164,527
TAFT	TFB	N	21 1/2	18 5/8	+ 2 7/8	+ 15.43	24 7/8	12 1/4	8	8,508	182,922
									TOTAL	104,915	4,455,217

Broadcasting with other major interests

	Stock symbol	Exch.	Closing Wed. Dec. 6	Closing Wed. Nov. 29	Net change in week	% change in week	1978 High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ADAMS-RUSSELL	AAR	A	10 1/8	9 1/2	+ 5/8	+ 6.57	14 7/8	3 3/4	9	1,233	12,484
AMERICAN FAMILY	AFL	N	10 1/4	9 3/8	+ 7/8	+ 9.33	17 1/8	9 3/8	5	10,536	107,994
JOHN BLAIR	BJ	N	24 1/8	22 1/8	+ 2	+ 9.03	31 3/8	11 1/8	6	2,447	59,033
CHARTER CO.	CHR	N	5 1/4	5	+ 1/4	+ 5.00	8	3 7/8	6	17,941	94,190
CHRIS-CRAFT	CCN	N	9 3/8	8 1/2	+ 7/8	+ 10.29	11 3/8	4 1/2	85	4,413	41,371
COCA-COLA NEW YORK	KNY	N	6 7/8	6 1/2	+ 3/8	+ 5.76	9 1/4	6 1/8	10	17,641	121,281
COMBINED COMM.	CCA	N	30 3/8	29 3/4	+ 5/8	+ 2.10	45 1/8	19	13	10,308	313,105
COWLES	CWL	N	18 3/8	16 7/8	+ 1 1/2	+ 8.88	25 1/4	12 1/2	17	3,969	72,930
DUN & BRADSTREET	DNB	N	36 1/4	34 5/8	+ 1 5/8	+ 4.69	38	26 1/4	16	27,886	1,010,867
FAIRCHILD IND.	FEN	N	28 1/4	25	+ 3 1/4	+ 13.00	35 1/4	9 1/2	8	5,708	161,251
FUQUA	FQA	N	9 3/4	8 3/8	+ 1 3/8	+ 16.41	13 5/8	8	6	12,661	123,444
GANNETT CO.	GCI	N	44 3/8	42 5/8	+ 1 3/4	+ 4.10	49	32 3/4	16	22,430	995,331
GENERAL TIRE	GY	N	25 3/4	24 5/8	+ 1 1/8	+ 4.56	30 5/8	22 3/8	5	22,710	584,782
GLOBE BROADCASTING*	GLBTA	O	4 1/2	4 1/2			4 3/4	2 1/8		2,772	12,474
GRAY COMMUN.		O	21	22	− 1	− 4.54	24	8	8	475	9,975
HARTE-HANKS	HHN	N	24	21	+ 3	+ 14.28	24 3/8	13	15	9,104	218,496
JEFFERSON-PILOT	JP	N	30	30			34 1/2	26 5/8	8	23,134	694,020
MARVIN JOSEPHSON	MRVN	O	14 3/4	14 1/2	+ 1/4	+ 1.72	14 3/4	8 1/4	8	2,516	37,111
KANSAS STATE NET.	KSN	O	11 3/8	10 5/8	+ 3/4	+ 7.05	14 3/8	4 3/4	11	1,727	19,644
KNIGHT-RIDDER	KRN	N	25 5/8	23 3/4	+ 1 7/8	+ 7.89	28 1/8	13 1/4	12	32,797	840,423
LEE ENTERPRISES*	LEE	N	22 3/4	22 3/4			22 3/4	11 1/8	7	7,371	167,690
LIBERTY	LC	N	30 1/2	28 1/2	+ 2	+ 7.01	33 7/8	18	7	6,762	206,241
MCGRAW-HILL	MHP	N	25	23 1/4	+ 1 3/4	+ 7.52	25 3/4	15 5/8	11	24,753	618,825
MEDIA GENERAL	MEG	A	19 1/2	19	+ 1/2	+ 2.63	23 1/8	13 5/8	10	7,451	145,294
MEREDITH	MDP	N	27 3/8	27 1/8	+ 1/4	+ .92	40 1/4	17 3/8	6	3,082	84,369
MULTIMEDIA	MMED	O	25 1/2	23 3/4	+ 1 3/4	+ 7.36	28 1/4	16 1/4	12	6,630	169,065
NEW YORK TIMES CO.	NYKA	A	26 3/8	25	+ 1 3/8	+ 5.50	31 5/8	15 3/4	11	11,599	305,923
OUTLET CO.	OTU	N	23 1/2	22	+ 1 1/2	+ 6.81	32 7/8	16 5/8	6	2,445	57,457
POST CORP.	POST	O	15	14 1/4	+ 3/4	+ 5.26	19 3/8	8 1/8	4	1,824	27,360
REEVES TELECOM	RBT	A	2 5/8	2 3/8	+ 1/4	+ 10.52	3 3/4	1 3/4	26	2,388	6,268
ROLLINS	ROL	N	18 5/8	17 5/8	+ 1	+ 5.67	24 1/4	14 7/8	9	13,407	249,705
RUST CRAFT	RUS	A	29 1/4	29	+ 1/4	+ .86	30 1/2	8 1/2	17	2,311	67,596
SAN JUAN RACING	SJR	N	15 5/8	11	+ 4 5/8	+ 42.04	15 5/8	7 5/8	28	2,509	39,203
SCHERING-PLOUGH	SGP	N	29 3/4	28 1/4	+ 1 1/2	+ 5.30	44 3/4	26 3/8	9	53,580	1,594,005
SONDERLING	SOB	A	23 7/8	23 3/4	+ 1/8	+ .52	24 3/8	8 3/8	9	1,105	26,381
TECH OPERATIONS	TO	A	5	4 7/8	+ 1/8	+ 2.56	8 3/4	2 3/8	45	1,344	6,720
TIMES MIRROR CO.	TMC	N	28 1/2	27 1/4	+ 1 1/4	+ 4.58	35	20 3/4	9	34,811	992,113
TURNER COMM.*		O	16	16			16	5		3,800	60,800
WASHINGTON POST CO.	WPO	A	45 5/8	43 3/8	+ 2 1/4	+ 5.18	47 5/8	21 3/4	9	8,134	371,113
WOMETCO	WOM	N	14 3/8	13 7/8	+ 1/2	+ 3.60	18 1/4	10 7/8	8	8,524	122,532
									TOTAL	436,238	10,848,866

Cablecasting

	Stock symbol	Exch.	Closing Wed. Dec. 6	Closing Wed. Nov. 29	Net change in week	% change in week	1978 High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ACTON CORP.	ATN	A	9 3/8	9 1/8	+ 1/4	+ 2.73	13 5/8	3 1/8	6	2,421	22,696
AMECO*	ACO	O					1/2			1,200	
ATHENA COMM.		O	2 1/4	4 1/2	− 2 1/4	− 50.00	5 1/2	1/8		2,125	4,781
BURNUP & SIMS	BSIM	O	4 5/8	4 1/8	+ 1/2	+ 12.12	6 1/8	3 1/8	23	8,381	38,762
CABLE INFO.*		O	2 1/4	2 1/4			3	1/4	11	648	1,458
COMCAST		O	11	11			14 1/4	3 3/4	13	1,617	17,787
COMMUN. PROPERTIES	COMU	O	16	15 5/8	+ 3/8	+ 2.40	16	3 5/8	19	5,018	80,288
ENTRON*	ENT	O	3 1/2	3 1/2			3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRL	N	30 1/4	27 1/4	+ 3	+ 11.00	40	17 5/8	9	7,641	231,140
GENEVE CORP.	GENV	O	12 3/4	13	− 1/4	− 1.92	15 3/4	7 1/2	5	1,121	14,292
TELE-COMMUNICATIONS	TCOM	O	16 1/4	15 3/8	+ 7/8	+ 5.69	19 1/8	2 7/8	58	5,327	86,563
TELEPROMPTER	TP	N	12 1/4	10 3/4	+ 1 1/2	+ 13.95	14 1/4	6 3/4	20	16,931	207,404
TEXSCAN	TEXS	O	2 1/4	1 3/4	+ 1/2	+ 28.57	2 7/8	1 1/4	13	786	1,768
TIME INC.	TL	N	41 5/8	39 5/8	+ 2	+ 5.04	50	31 3/4	8	20,505	853,520
TOCOM	TOCM	O	7 1/4	6 1/4	+ 1	+ 16.00	11	2 1/4	15	993	7,199
UA-COLUMBIA CABLE	UACC	O	36 3/4	32 1/2	+ 4 1/4	+ 13.07	40 1/4	15 1/2	20	1,679	61,703
UNITED CABLE TV	UCTV	O	23 3/4	23	+ 3/4	+ 3.26	24	3 7/8	23	2,047	48,616
VIACOM	VIA	N	27	25 5/8	+ 1 3/8	+ 5.36	27 1/8	16 5/8	16	3,799	102,573
									TOTAL	83,218	1,783,976

	Stock symbol	Exch.	Closing Wed. Dec. 6	Closing Wed. Nov. 29	Net change in week	% change in week	1978 High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Programing											
COLUMBIA PICTURES	CPS	N	22 5/8	20	+ 2 5/8	+ 13.12	24 1/2	7 3/8	5	9,749	220,571
DISNEY	DIS	N	39 3/4	37 1/2	+ 2 1/4	+ 6.00	47 5/8	32 1/4	14	32,397	1,287,780
FILMWAYS	FWY	N	15 5/8	13 3/4	+ 1 7/8	+ 13.63	17	6 7/8	10	4,113	64,265
FOUR STAR			2	2			2 1/8	1/2	20	666	1,332
GULF + WESTERN	GW	N	14	12 3/8	+ 1 5/8	+ 13.13	18 3/8	10 1/4	5	48,177	674,478
MCA	MCA	N	43 1/8	39 1/2	+ 3 5/8	+ 9.17	48 1/4	25 3/4	7	23,227	1,001,664
MGM	MGM	N	38 7/8	37 3/4	+ 1 1/8	+ 2.98	54	16	13	14,551	565,670
TRANSAMERICA	TA	N	16 3/8	15 1/4	+ 1 1/8	+ 7.37	19	13 1/4	6	66,475	1,088,528
20TH CENTURY-FOX	TF	N	33 1/2	28 3/4	+ 4 3/4	+ 16.52	39 3/8	10	3	7,907	264,884
VIDEO CORP. OF AMER		O	5	5			9 3/4	3 1/2	10	988	4,940
WARNER	WCI	N	49 3/8	45 3/4	+ 3 5/8	+ 7.92	56 7/8	25 3/4	9	14,054	693,916
WRATHER	WCO	A	12 1/2	11 5/8	+ 7/8	+ 7.52	14 7/8	4 1/2	30	2,303	28,787
									TOTAL	224,607	5,896,815
Service											
BBDO INC.	BBDO	O	31	30 3/4	+ 1/4	+ .81	38 3/4	22 1/2	8	2,513	77,903
COMSAT	CQ	N	38 3/4	38 1/4	+ 1/2	+ 1.30	48 3/4	28 3/4	11	10,000	387,500
DOYLE DANE BERNBACH	DOYL	O	17 1/2	16 1/4	+ 1 1/4	+ 7.69	31	16 1/4	5	1,776	31,080
FOOTE CONE & BELDING	FCB	N	18 5/8	17 7/8	+ 3/4	+ 4.19	23 1/8	14 3/4	7	2,538	47,270
GREY ADVERTISING	GREY	O	30	29	+ 1	+ 3.44	34	16 1/2	4	624	18,720
INTERPUBLIC GROUP	IPG	N	33 3/4	33	+ 3/4	+ 2.27	39 1/4	22 1/2	8	2,387	80,561
MCI COMMUNICATIONS	MCIC	O	3 3/4	3 3/4			5 3/4	7/8	38	20,361	76,353
MOVIELAB	MOV	A	2 5/8	2 3/4	- 1/8	- 4.54	3 3/4	1	12	1,414	3,711
MPO VIDEOTRONICS	MPO	A	4 1/8	4 1/8			65 3/8	4	5	520	2,145
A. C. NIELSEN	NIELB	O	24 7/8	23 5/8	+ 1 1/4	+ 5.29	28 1/2	18 7/8	12	10,980	273,127
OGILVY & MATHER	OGIL	O	22 1/4	20	+ 2 1/4	+ 11.25	56 1/2	20	8	3,610	80,322
TPC COMMUNICATIONS	TPCC	O	8 1/4	8 3/8	- 1/8	- 1.49	10 1/2	2 1/4	15	899	7,416
J. WALTER THOMPSON	JWT	N	22 3/4	22 3/8	+ 3/8	+ 1.67	32 7/8	15 1/8	6	2,649	60,264
WESTERN UNION	WU	N	16 3/8	16 1/4	+ 1/8	+ .76	21 1/4	15 1/2	7	15,177	248,523
									TOTAL	75,448	1,394,895
Electronics/Manufacturing											
AEL INDUSTRIES	AELBA	O	6 3/8	6 1/2	- 1/8	- 1.92	10 1/4	2 3/8	5	1,672	10,659
AMPEX	APX	N	15 5/8	14 3/8	+ 1 1/4	+ 8.69	19 1/4	7 3/8	13	11,371	177,671
ARVIN INDUSTRIES	ARV	N	13 5/8	13 1/8	+ 1/2	+ 3.80	22 1/2	12 1/2	4	5,959	81,191
CCA ELECTRONICS*	CCA	O	1/8	1/8			5/8	1/8	1	897	112
CETEC	CEC	A	3 7/8	4	- 1/8	- 3.12	5 3/4	1 3/4	9	2,127	8,242
COHU	COH	A	3 1/8	3 1/8			5 1/2	2 1/8	9	1,732	5,412
CONRAC	CAX	N	15 1/2	15 1/4	+ 1/4	+ 1.63	27 1/4	13 1/2	8	2,030	31,465
EASTMAN KODAK	EASKD	N	60 5/8	57	+ 3 5/8	+ 6.35	86 3/4	42	13	161,376	9,783,420
FARINON	FARN	O	11 3/4	9	+ 2 3/4	+ 30.55	16 1/2	8	12	4,782	56,188
GENERAL ELECTRIC	GE	N	49	48 3/4	+ 1/4	+ .51	56 5/8	44 1/2	10	184,581	9,044,469
HARRIS CORP.	HRS	N	32 1/2	29 3/8	+ 3 1/8	+ 10.63	35 3/4	19 7/8	15	25,189	818,642
HARVEL INDUSTRIES*	HARV	O	6	6			6	3 1/8	16	480	2,880
INTL. VIDEO CORP.*	IVCP	O	1 5/8	1 5/8			2 5/8	1/4		2,701	4,389
M/A COM, INC.	MAI	N	33 1/2	31 3/8	+ 2 1/8	+ 6.77	41 7/8	20 1/4	15	1,320	44,220
3M	MMM	N	61 1/2	58 5/8	+ 2 7/8	+ 4.90	64 3/4	43 1/2	15	116,473	7,163,089
MOTOROLA	MOT	N	43 1/8	39 1/8	+ 4	+ 10.22	56 7/8	34 1/4	11	28,544	1,230,960
N. AMERICAN PHILIPS	NPH	N	26 7/8	27 1/8	- 1/4	- .92	36	24 1/2	5	12,033	323,386
OAK INDUSTRIES	OAK	N	26 1/2	23 1/2	+ 3	+ 12.76	36	9 5/8	27	1,801	47,726
RCA	RCA	N	27 3/8	25 1/2	+ 1 7/8	+ 7.35	33 5/8	22 3/4	8	74,819	2,048,170
ROCKWELL INTL.	ROK	N	35 1/2	32 5/8	+ 2 7/8	+ 8.81	37 1/4	28 1/4	7	33,900	1,203,450
RSC INDUSTRIES	RSC	A	2 3/4	2 5/8	+ 1/8	+ 4.76	4	1 5/8	15	2,412	6,633
SCIENTIFIC-ATLANTA	SFA	A	31 1/4	29 7/8	+ 1 3/8	+ 4.60	35 5/8	16 3/4	15	2,471	77,218
SONY CORP.	SNE	N	7 5/8	7 7/8	- 1/4	- 3.17	10 3/8	7	13	172,500	1,315,312
TEKTRONIX	TEK	N	47 3/4	43	+ 4 3/4	+ 11.04	68 1/2	28 1/4	15	17,995	859,261
TELEMATION	TLMT	O	1 3/4	1 3/4			2 1/4	1/2	2	1,050	1,837
VALTEC	VTEC	O	9 5/8	9 1/8	+ 1/2	+ 5.47	12 3/4	6 1/2	25	4,200	40,425
VARIAN ASSOCIATES	VAR	N	15 3/8	13 3/4	+ 1 5/8	+ 11.81	21	13	10	6,838	105,134
WESTINGHOUSE	WX	N	18 3/8	16 7/8	+ 1 1/2	+ 8.88	24 1/2	16 1/4	6	86,582	1,590,944
ZENITH	ZE	N	13 1/2	13 1/4	+ 1/4	+ 1.88	28	11 3/8	34	18,800	253,800
									TOTAL	986,635	36,336,305
									GRAND TOTAL	1,911,061	60,716,074

Standard & Poor's 400 Industrials Average 108.12 104.29 +3.83

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting*'s own research. Earnings figures are exclusive of extraordinary gains or losses.

Profile

Lou Dorkin: master of the complex art of network TV buying

Louis Dorkin masterminds the placement of more than $150 million in network television for Dancer-Fitzgerald-Sample Inc., New York. And he asserts the responsibility is staggering and becomes more complex each year.

He notes that the intensified competition among the three networks has led to frequent replacement and shifting of programs, placing weightier burdens on agency program chieftains who must make changes as quickly as possible and in line with advertiser requirements.

Mr. Dorkin, senior vice president and director of the network TV programing department for D-F-S, has been a mainstay at the agency for many years. He celebrated his 25th anniversary with D-F-S last June and now oversees 13 specialists in network TV programing (two in Hollywood). Even as a youngster he harbored ambitions for a career in advertising. He says he had "met a few people in the advertising field and decided that was the kind of work I wanted to do."

Shortly after graduating from high school in Bridgeport, Conn., in 1942, Mr. Dorkin, then 17, enlisted in the Navy. He was assigned to aviation maintenance and served mainly in the U.S. but had a tour of duty in Trinidad before his discharge in 1946.

Mr. Dorkin spent a year at the University of Connecticut and then transferred to Syracuse University in 1947. He received a degree in marketing and advertising in 1950 and set off on a round of job interviews in New York.

"There weren't any advertising jobs around for beginners in 1950," he recalled. "After a few months I went out to visit my brother-in-law in Terre Haute, Ind. At a party I met an executive of the Schultz & Co. department store and when he learned of my interests, he mentioned that the job of advertising manager was open."

Mr. Dorkin paused for a moment, grinned and remarked: "It wasn't as impressive as it may sound. It paid $30 a week."

He remained in Terre Haute for a little more than a year and decided to try his luck again in New York. This time he succeeded in landing a job with Warwick & Legler (now Warwick, Welsh & Miller) as a checker of newspaper ads. He progressed to assistant buyer in the media department before he left in June 1953 to join D-F-S as a buyer.

His rise at Dancer was rapid. He was promoted to assistant account executive in 1956 and was named a vice president and account supervisor in 1961. His principal account responsibility was Sterling Drug, a stalwart television advertiser then as now. He had a long tenure in account management work, until 1972 when he assumed his present post.

Louis Dorkin, senior vice president and director of network TV/programing department, Dancer-Fitzgerald-Sample Inc., New York; b. July 13, 1925, Meriden, Conn.; Navy Air Corps, 1942-46; attended University of Connecticut, 1946-47; B.S. in marketing and advertising, Syracuse University, 1950; advertising manager, Schultz & Co. department store, Terre Haute, Ind., 1950-52; checker, assistant media buyer, Warwick & Legler (now Warwick, Welsh & Miller, New York), 1952-53; with Dancer-Fitzgerald-Sample, New York, since 1953 as assistant time buyer, 1953-54; time buyer, 1954-56; assistant account executive, 1956-57; account executive, 1957-61; VP and account supervisor, 1961-72; present position since 1972 and director of network TV/programing, 1972 to present; m. Jane Meehan of Larchmont, N.Y.; 1970; daughter, Jennifer, 7.

By 1972 Dancer's network television investments had grown to sizable proportions and Mr. Dorkin was assigned these responsibilities on a full-time basis. "It was a job I knew well because all the time I was in account work I continued to supervise all network TV program buying," he remarked.

Mr. Dorkin is a friendly, no-nonsense type who, unlike some of his agency counter-parts, refrains from criticizing the quality of network programing.

"Television uses up an enormous amount of material and there's no way that a large number of shows can be 'quality,' whatever that is, and still please the mass audience," he said. "This doesn't mean that I don't have my differences with the networks. I do and I voice it to them privately."

Mr. Dorkin challenges a prevailing sentiment that network TV prices are moderating.

"I wouldn't say that at all," he contended. "Rates in 1979 will go up from 12% to 15% and in 1980 there'll be the Olympics and the national elections. Prices are going to escalate because of the demand."

He added parenthetically that some advertisers used to take advantage of opportunities offered in the third quarter, traditionally a soft period, but said this condition no longer obtains. He observed there has been a rash of soft-drink and fast-food business in that quarter in recent years and that the quarter is now a "sold-out" period.

He agreed that a network program buyer faces a formidable task in the present competitive climate, but said there are ways to fashion buys that can be attractive for advertisers and remain within budget.

"There are times when you have to take chances on a new show," he explained. "You also look at dayparts other than prime time to see if those periods can work for you, particularly for smaller brands that can't afford the unit prices in prime even if the C-P-M's are good. It's a good idea to mix your properties and mix your networks.

"The higher prices run from Oct. 15 to Dec. 15. It might make sense to buy in September and right after Christmas to take advantage of lower rates. Timing too is important. At times it's better to buy upfront and there are times when it's better to wait to get a better price."

Mr. Dorkin stressed that judgments must be made based on the marketing requirements of the agency. He asked: "If a quality audience is indicated, would it be smart to invest in *Mork & Mindy*?"

He shuffled through a Nielsen report and read: "According to Nielsen, *Mork & Mindy* is first among people earning $20,000 or more; is third in A counties (metropolitan area) and is fourth among those viewers who have had four years or more of college." He then asked: "Would you call this a quality show?"

Mr. Dorkin watches a wide array of programing for professional reasons, but for personal satisfaction he views sports, news and informational fare. Asked if he favored an agency producing prime-time presentations (as suggested by NBC President Fred Silverman), he replied: "It's too risky. If a show is a bomb, it's devastating. Only a company with a multiplicity of products could take a chance."

For relaxation, Mr. Dorkin plays tennis with a skill that has won tournaments, skiis and plays golf. He finds little time to read, "except for scripts and material associated with my work."

Editorials

To the rescue

The National Association of Broadcasters is fulfilling one of its missions in petitioning the FCC to reconsider a gross extension of its authority over political broadcasting. In late October, the FCC ordered WKKQ(AM) Hibbing, Minn., to alter its format and advertising policies and sell a political candidate five-minute blocks of time at a rate below one fixed by the station. If that decision stands, it will invite future FCC's to tell stations how much time to dedicate to political advertising and at what prices.

Broadcasters everywhere will be gratified that the NAB has joined the Hibbing daytimer in a petition for review. Reason and the law are on the side of the petitioners.

When the issue was put before the FCC, WKKQ had already sold 75 spots at conventional rates to the incumbent Senator Wendell Anderson (D-Minn.), running for re-election. (He lost.) It refused, however, to sell him 24 five-minute periods in the last two weeks of the campaign, with the explanation that a political load of that weight—and possibily compounded by an equal-time demand by his opponent—would inordinately disrupt its music-and-news format. Against the possibility of being forced to the program-length sale, however, it calculated a rate of $80 for five minutes. Since that was more than five times the lowest rate charged for one-minute announcements, the FCC declared it excessive. The clear implication of the FCC's order was that Mr. Anderson must be sold the five-minute periods at a rate close to five times the lowest charged for a spot, an inexcusably simplistic formula of rate making.

As dissenting Commissioners Robert E. Lee and Margita White noted at the time, the decision was a blatant offense to the broadcaster's First Amendment rights and put the FCC impermissibly deeper into program and advertising judgments.

If the FCC majority cannot be persuaded to reverse itself, the case will be ripe for the appellate court. Go, NAB.

Ferrispeak?

The governmental corruption of language that George Orwell forecast in "1984" is ahead of schedule at the FCC. As reported elsewhere in this issue, the commission has rebuked a Honolulu broadcaster for falling below standards in hiring minorities, which, by FCC arithmetic, constitute 14% of his employes.

That, said the FCC, was inadequate in a community where the general work force is 0.5% black, 2.4% Spanish-surnamed and 67.1% Oriental. Yes, George, that's what the man said: The Oriental "minority" adds up to 67.1%.

Few elections are won by majorities that large.

Recorded handouts

The White House press office has introduced an audio service that radio stations may tap by telephone for actuality reports. Predictably, the introduction has raised questions about governmental manipulation of the news.

The expansion of the image factory at the White House while the President calls for austerity in budgeting may cast some doubt on the consistency of White House economics. There is, however, nothing more sinister politically in the audio service than in the release of information in other form by the White House and all other offices of government.

In the modern information distribution system, the government handout has become a fixture that is inescapable, if not indispensable. The handout, of course, is treated by journalists with an understanding of its limitations. Nobody should ring up the audio service at the White House in the expectation of hearing Jimmy Carter denounced by Gerald Rafshoon.

If there is a danger to broadcast journalism in the new service, it lies in the possible misuse of it by overrushed or ill trained broadcasters. No station claiming to be in the news business will broadcast a White House recording without identifying it as such and making an effort to flesh out whatever story the recording pretends to contain.

For the people

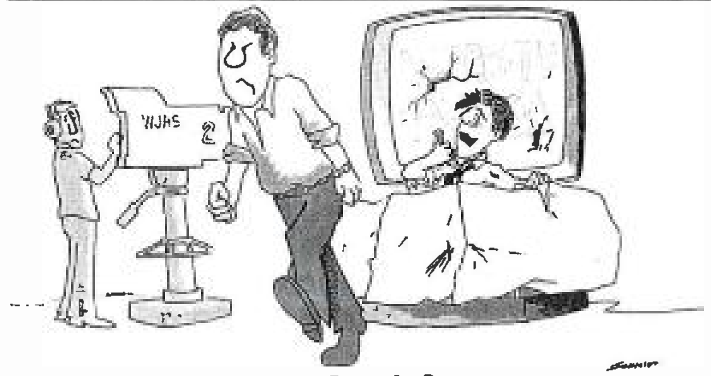
The extensive overhauls that the TV networks are making in their prime-time schedules reflect conditions a good deal more significant, it seems to us, than the failure of a large number of the original programs to live up to expectations.

Failures are always disappointing, but in the programing business they are only occasionally surprising, the statistical fact being that fewer than half of all new shows have ever reached a second season. A bigger factor in the reshuffling, both this year and in recent years, is the intensifying competition among the networks. Indeed, it seems reasonable to surmise that if the competition were less keen, some of the programs that are being canceled would still be on the schedule.

ABC's margin of leadership in the prime-time ratings is currently so large that it would be easy to say—and is said—that ABC really has no competition. But that margin, instead of minimizing the competition, accentuates it. There is, of course, a great deal of money at stake. To get one's share of the money, one must have audience, and to get audience, one must have—but the equation is obvious, and the reason for all the program changes is equally so.

There is competition, too, for affiliates. ABC has had some noteworthy successes in that area as well—thanks largely to its success in programing. As ABC has strengthened its station line-up, other line-ups have presumably been weakened—and presumably they will remain so until—again, through programing—the other networks are able to establish some sort of audience parity with ABC.

So the competition, whether it's for dollars or affiliates or whatever, comes down to audiences. They're the ones who decide, they're the ones for whom the changes are made, and they're the ones who in the long run benefit.



Drawn for BROADCASTING by Jack Schmidt

"Which proves once again that viewer reaction to Talk Ten *is spontaneous and entirely unrehearsed."*

KTXL—GROWING EVEN FASTER THAN SACRAMENTO!

KTXL's net weekly household circulation has increased 816% over the past 10 years in California/Nevada alone.*

Households in the Sacramento metro area have increased 36.1% over the past 10 years.**

On top of that, KTXL's Sacramento/Stockton market, as of Jan. '78, ranks:***

- 23rd in Total Households
- 25th in Total Effective Buying Income
- 22nd in Total Retail Sales
- 21st in Total Food Sales
- 22nd in Total Automotive Sales
- 15th in Total Drugstore Sales

TV 40

KTXL-TV40

The Sacramento/Stockton market is growing and KTXL is growing with it.

* SOURCE: Arbitron Reports for Sacramento/Stockton (N.S.I. not available for 1968.)
** SOURCE: Market Statistics, Inc.
*** SOURCE: Arbitron Television Markets and Rankings Guide 1977-78

Represented Nationally by MMT Sales