

Originals are crowding out reruns in prime time  
Station trading breaks out of the slump

# Broadcasting Jan 31

The newsweekly of broadcasting and allied arts

Our 46th Year 1977

NEWSPAPER



**W L T**  
**43 0 2**

Now *that's* an impressive record. An unbeaten record—43 wins, no losses and two ties, winning or tying 45 out of 45 categories in news-show competition. That's KSTP-TV's Eyewitness News at 10 o'clock, according to Arbitron.\* And in Nielsen we won or tied 43 out of 44.\*\*

Our 6 p.m. news scores were equally impressive, winning or tying 42 out of 44 categories in Nielsen and 40 out of 45 in Arbitron and giving us a clean sweep of our local news doubleheader. Number one at both 6 and 10!

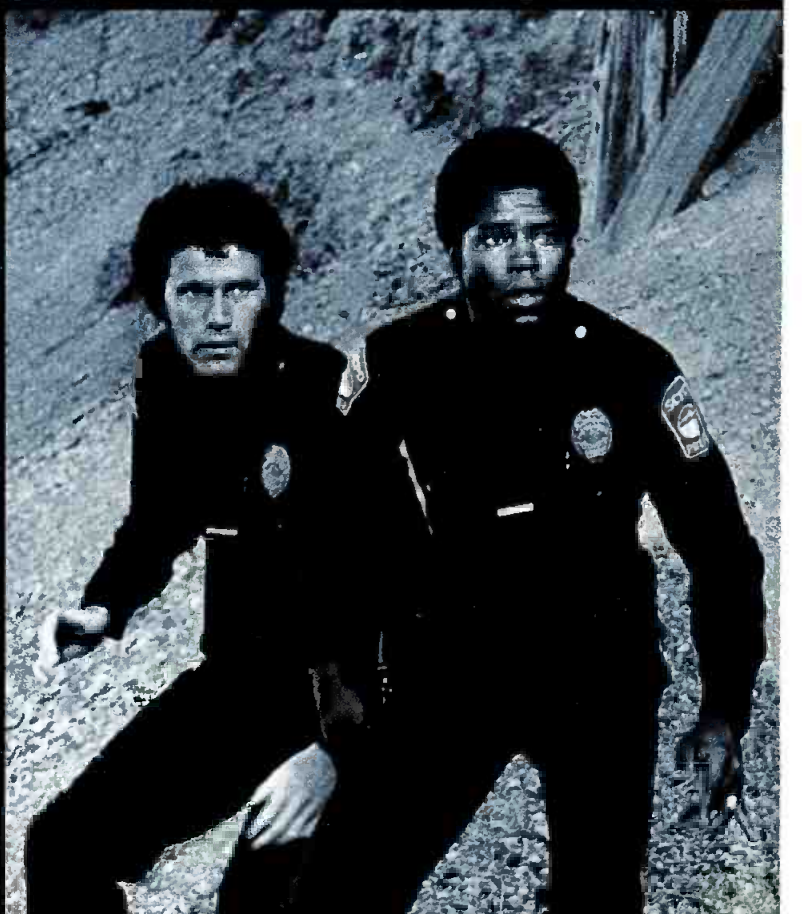
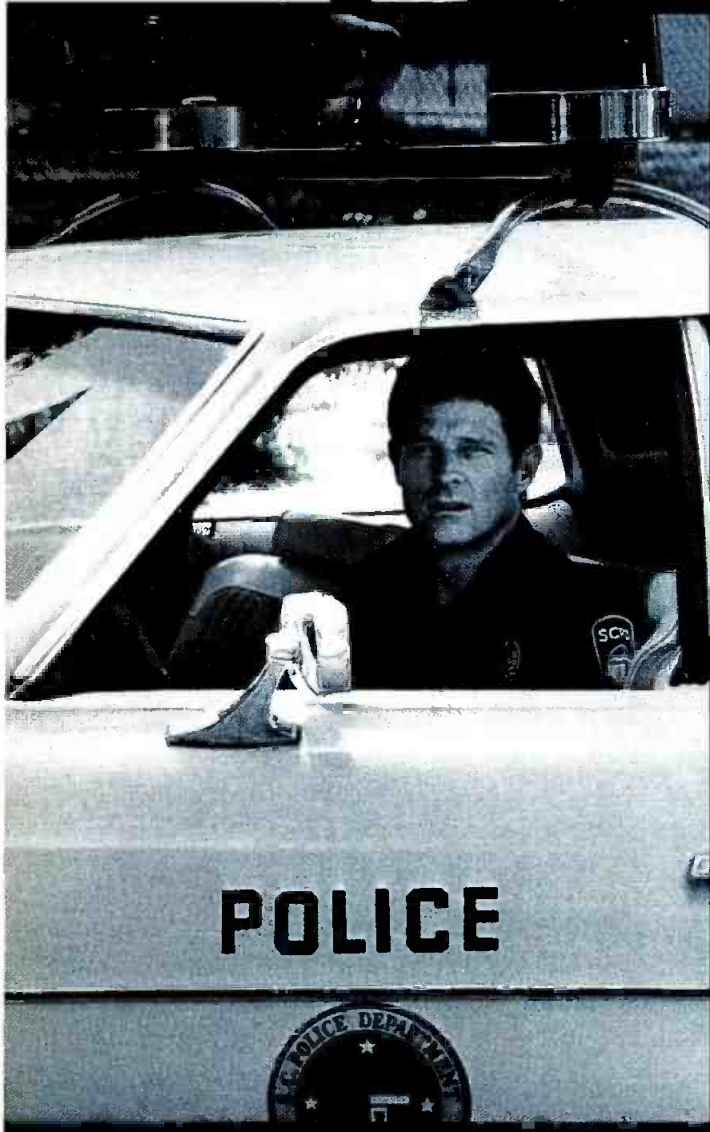
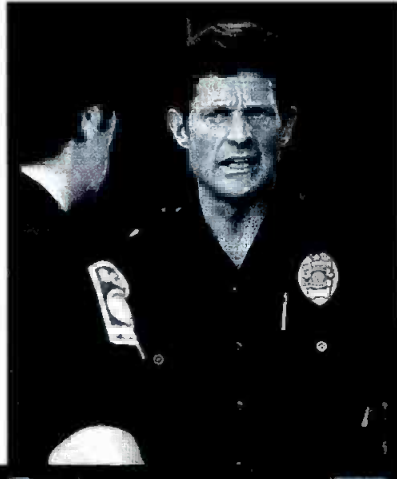
When you think Twin Cities, think KSTP-TV.  
The Hubbard Broadcasting team with the winningest record.

**EYEWITNESS NEWS**  
**KSTP-TV**   
MINNEAPOLIS • ST. PAUL

Source: \*Arbitron, November 1976 and \*\*Nielsen, November 1976, 6 p.m./6-day and 10 p.m./7-day program averages. Estimates subject to limitations in said reports. For KSTP-TV information contact Jim Blake, General Sales Manager, Dave Garvin, National Sales Manager, at 612-645-2724, or your nearest Petry office.

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(Sept. I, Wk. II-Mar. II),  
1975-76  
(Sept. I, Wk. II-Feb. I).  
Regularly scheduled programs only.  
Audience estimates  
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"The Rookies" are ready for future assignment to local markets.

Count on them to put a lock on young adult audiences.

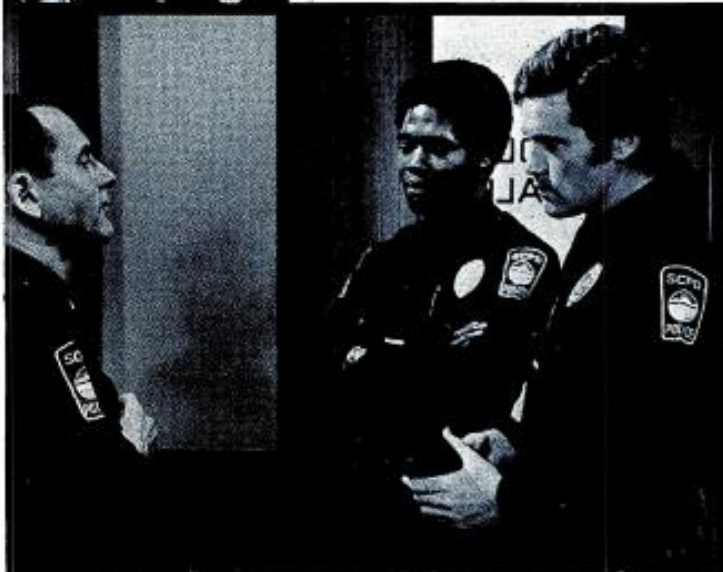
This Spelling/Goldberg production captured the highest average number of young women and men viewers, both 18-34

and 18-49, in its time period over the course of a 4-year run on ABC.

During the same period, two-thirds of all "The Rookies" viewers were adults!

Two-thirds of all women were 18-49!

And two-thirds of all men were 18-49!



How's that for strength in key audience protection?

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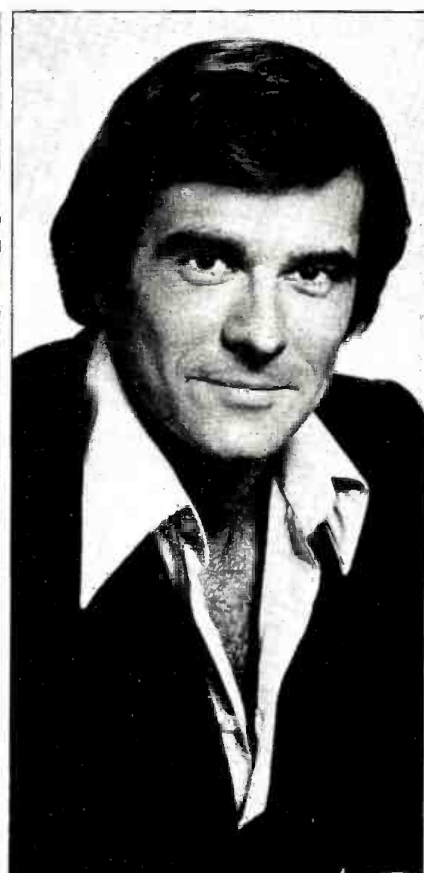
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THE ALL AMERICAN SOUND

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November 19, 1976

Mr. Will Bone  
Harris Corporation  
123 Hampshire Street  
Quincy, Illinois 62301

Dear Will:

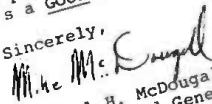
When we first talked about the new Harris MW-5 AM Transmitter for WAAX RADIO you and I discussed several values we could expect for our dollar---values that simply were not in our twenty-year old transmission gear. I was looking for an ease of operation, quiet running, and the modern convenience of transistors.

All of this we got! It is extremely quiet; uses less current; requires less heat/air dissipation; tests itself and tells US what it found; changes power modes slicker and quicker than people can notice, and recovers from power failure faster than most ears can tell. But Will, those are not its BEST features!

You told us to expect a better signal. More "depth" in the modulation, you said, which would help us in the outer fringe areas. You promised it would deliver! At first, we had our doubts, but now after our first year of operation we have had a chance to hear the difference. In our first trouble-free year, we drove in the outer fringes and listened in with standard windshield antennas. The signal is really solid, with great depth and body, good fidelity, and overcomes the noise and interference that formerly made us unlistenable in the far reaches.

You told it like it was! Now we are able to tell it like it is! We are talking to more people now and we appreciate your advice and guidance. It's a GOOD transmitter!

Sincerely,



Michael H. McDougald  
President and General Manager

MHM/le

BIG WAAX - 570 --- North Alabama's Number One Radio Station

For the whole story, contact  
Harris Corporation  
Broadcast Products Division  
Quincy, Illinois 62301



**HARRIS**  
COMMUNICATIONS AND  
INFORMATION HANDLING

# The Week in Brief

**ABC STRIKES GOLD** □ The network took a gamble in programming *Roots* in eight consecutive nights, but the gamble is paying off in a big way. **PAGE 19.**

**THE 'LIVING SEASON'** □ The TV networks break out from the fall season/second season mold, begin introducing new programs at any time; one result is fewer reruns. **PAGE 19.**

**FORWARD-LOOKING** □ NAB joint board meeting in Maui is a quiet affair that set the sights of the association on goals for the future. **PAGE 21.**

**A GOOD YEAR FOR BROKERS** □ Almost \$291 million was paid in 446 station transfers in 1976. In this special report, the biggest sales are detailed. **PAGE 23.** And the brokers reflect on last year's business and look ahead to 1977. **PAGE 23.**

**CLIMBING UP** □ Ted Bates's annual analysis of media trends shows substantial increases in most advertising costs-per-thousand categories. **PAGE 34.**

**A SOUND ALTERNATIVE** □ The Radio Advertising Bureau embarks on another campaign that uses radio to sell radio advertising. **PAGE 38.**

**FIGHTING FIRE** □ The Newspaper Advertising Bureau mounts an extensive effort to counter the appeal of television and persuade young people to read newspapers. **PAGE 41.**

**FROWNS** □ Broadcast industry and advertisers aren't happy about Federal Trade Commission rulemaking that could place strict limitations on the wording used in drug advertising. **PAGE 44.**

**TAKING STOCK** □ Church groups that own stock in companies that advertise on television are urging those firms not to advertise on shows that depict "excessive violence." **PAGE 44.**

**PALTRY PLATTER** □ FCC Commissioner Joseph Fogarty lashes out at TV programming, saying the medium offers no real alternatives, and offers solutions to improve them. He says he is one commissioner who has not been intimidated by the family-viewing decision. **PAGE 45.**

**WANTS NO OBSTACLES** □ Representative Lionel Van Deerlin poses some questions to the FCC so that his project to rewrite the Communications Act won't be affected by the commission's inquiry into network-affiliate relationships. **PAGE 46.**

**SPREADING THE GOSPEL** □ More than 1,200 broadcasters, programers and others associated with communications gathered in Washington for the 34th annual convention of the National Religious Broadcasters. **PAGE 51.**

**SURPRISE WITHDRAWAL** □ CBS decides it will not pursue pooling or individual agreements for the 1980 Summer Olympics in Moscow, saying that the confused bargaining situation only promises to become more complicated. **PAGE 54.**

**THOSE PTA HEARINGS** □ Chicago plays host to the fourth regional session on TV violence. Broadcast spokesmen doubt the validity of some research on the issue, question the wisdom of advertiser boycotts. **PAGE 54.**

**NCTA'S OFFENSIVE** □ Association launches a major attack on the Bell bill, declaring it would shackle cable service, confer monopolistic power on AT&T. **PAGE 56.**

**ATC'S PAY PLAN** □ Major cable-system operator applies for channel 20 in Denver with hopes for subscription programming. If the FCC approves, the company will invest \$6.9 million and get started by fall 1978. **PAGE 57.**

**THE 1980 CAMPAIGN** □ NBC's Schlosser looks ahead to the next national election and maintains that the equal-time rule should be repealed. Also, he says, gavel-to-gavel convention coverage should be re-evaluated. **PAGE 58.**

**MUZAK IN SKY** □ Company, in conjunction with RCA Americom, is testing a new receiving system for satellite transmissions to music franchisees. The National Black Network shows strong interest in the system. **PAGE 61.**

**REVISIONIST** □ Good looks aren't everything; House Communications Subcommittee counsel Chip Shooshan also wields behind-the-scene power in the planned rewrite of the 1934 Communications Act. **PAGE 81.**

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# **PROFESSIONAL SALESMANSHIP MAKES THE DIFFERENCE**

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NATIONALLY**

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Buckley Radio Sales, Inc.

New York • Atlanta • Boston • Chicago • Dallas • Detroit • Los Angeles • Philadelphia • San Francisco • St. Louis



# Closed Circuit<sup>®</sup>

Insider report: behind the scene, before the fact

## Missionaries

Members of FCC as well as key staff executives are expounding these days on effectiveness of lobbyists, and current consensus is that National Cable Television Association top executives and members are "running rings around broadcasters." Commissioners are loathe to talk for fear of colliding with situations that might be construed improper, but they do complain privately that too many cable people are dropping in.

Officials suggest that NCTA is both younger and hungrier than National Association of Broadcasters. NCTA relies more than NAB on individual members making back-up calls at FCC and on Capitol Hill, where congressmen or their assistants can pave way to FCC.

## Best of both

High RCA officials insist it wasn't meant the way it sounded when RCA President Edgar H. Griffiths told group of Wall Street reporters NBC would try to get away from blockbuster type of programing that has boosted its ratings this season (BROADCASTING, Jan. 24). What he meant, they say, was that NBC has done well with blockbuster programing but not so well with regular series and therefore will shift more emphasis to series improvement. This, they maintain, implies no cutback in blockbuster and event-type programing, and they say none is intended.

## News network

Possibility of putting together network of news and information radio stations for advertising sales is being explored by Buckley Radio Sales. Rep firm is talking with some current News and Information Service subscribers, hopes to attract others.

## Organizing news

Founding convention for new national association of all-news and information radio stations is now planned for Feb. 14-16 at Quality Inn in Dallas. Association of 43 stations affiliated with NBC News and Information Service (NIS), which ceases operation May 29, is "binding together so we can stay in business in all-news programing," according to Bill Weaver of KNWZ(AM) Albuquerque, N.M., chairman of steering committee. (BROADCASTING, Jan. 24).

Clue to kind of money that may be involved in NIS stations' cooperative effort is contained in presentation

submitted to their committee by Keystone Broadcasting System. Keystone estimates 10 short (two minutes or less) features per day—five produced independently, five by member stations—would cost \$84,656 per year. With 40 member stations, Keystone estimates, features would cost each station \$176 per month. Keystone has offered to join NIS group as partner so its affiliates in noncompetitive markets could have access to features.

## Prospect

Among these said to have been recommended for appointment to FCC is black lawyer long active in civil rights matters in Memphis. He is Russell Sugarman, who grew up in that city with FCC Commissioner Benjamin L. Hooks. Commissioner Hooks, who is leaving in July to become executive director of National Association for Advancement of Colored People, is pressing Carter administration to name black to succeed him, but he says he is not backing Mr. Sugarman or any other individual.

Another possible contender for FCC appointment and indeed chairmanship is Charles D. Ferris, 43, staff director and general counsel of Democratic Policy Committee for past 13 years, now looking for another job after change in Senate majority leaders. He had been running for appointment as deputy attorney general, but name was missing from those mentioned as finalists in reports last week. Word around Senate was that Mr. Ferris may be shifting sights to FCC. He has strong backing from members of Senate and what associate said was "working relationship" with House Speaker Thomas P. O'Neill (D-Mass.). "Don't count Charlie out for FCC," said colleague.

## Fade out?

Although idea of rewriting Communications Act first came from him, there's question about how deeply Representative Lou Frey (R-Fla.) will be involved in actual production. He may be lame-duck congressman; it's known on Capitol Hill that he is assessing chances of winning Florida governorship in two years.

It's possible, in theory at least, that Mr. Frey, who is ranking Republican on Communications Subcommittee, might leave panel this year. Jockeying for subcommittee positions in next few weeks may propel Representative James Broyhill (R-N.C.) or Clarence Brown (R-Ohio) into Frey seat, and force him to look for ranking position on another subcommittee.

## Going up

Asking prices for radio stations are escalating along with those for television properties. Word last week was that \$15-million tag had been placed on KRLD(AM)-KAFM(FM) Dallas by owners, who include sons and daughter of former Dallas mayor, John Eric Jonsson. Jonssons and associates paid \$6,750,000 for stations in 1970 when properties were spun out of sale of *Dallas Times Herald* and KRLD-TV (now KDFW-TV) to Times Mirror Co. of Los Angeles. If Metromedia makes deal with Jonssons, as has been discussed, it will spin FM out to third party. Metromedia already holds quota of seven FM's. Proceeds from that sale are expected to be in neighborhood of \$2 million.

KRLD is on 1080 khz with 50 kw full time—a 1-B clear. KAFM is on 92.5 mhz, with 99 kw and antenna 1,670 feet above average terrain.

## Tailored baseball

Midwest baseball radio network is being formed to serve regional advertisers. It's outgrowth of meeting in Detroit last week to talk about ways to beef up selling of baseball coverage. Co-hosts were WJR(AM) Detroit and Katz sports division led by Katz Vice President Gil Miller. Broadcast or team representatives of nine major league clubs took part. New network is said to include Kansas City Royals on WIBW(AM) Topeka, Kan., and 67-station AM-FM line-up in 52 markets; Detroit Tigers on WJR; Chicago Cubs on WGN(AM) Chicago and Minnesota Twins on WCCO(AM) Minneapolis. WJR, WGN and WCCO may be bought with or without their own baseball networks.

Katz and other reps will sell for their respective stations, and in addition some central sales executive for entire network may be retained. Rate card not yet set. Leaders estimate network this year will provide coverage of "most" of Midwest.

## Arrangements offered

Footnote to wheelings and dealings for American broadcast rights to 1980 summer Olympics (see page 54). John J. Kapstein, principal negotiator for enigmatic Satra Corp., which has "protocol" agreement with Russian Olympic Committee, approached at least one network, NBC, year and half ago offering "inside track" to rights. Information emerged from New York State Senator Joseph R. Pisani's investigation into Satra and its Olympic plans. Mr. Pisani said he is finding it difficult to get information out of Satra.

**Book after book,\*  
WHN has consistently been  
one of the three  
most popular  
radio stations in  
America's No. 1  
market among  
Adults 25-49 all week long!**

**"The biggest thing  
since  
Rock 'n' Roll"**

**Country.**

\* New York Arbitron, 5 survey average of Oct-Nov '75, Jan-Feb '76, Apr-May '76, Jul-Aug '76, Oct-Nov '76, AQH, TSA, 6:00 AM - 12:00 Midnight.  
All data are estimates and subject to survey limitations.

**WHN**

A STORER STATION

# Business Briefly

**Coca-Cola** □ Beverage company is scheduling four-week TV push for Minute Maid chilled orange juice beginning in mid-February. Marschalk, New York, is seeking slots during day and fringe-time hours to reach women, 25-54.

**Swift** □ Food company is arranging four-week radio campaign for Brown and Serve sausages beginning in February. William Esty Company, New York, is setting spots in upstate New York, aiming at women, 25-49.

**General Motors** □ Chevrolet's Nova gets three-week TV drive in California. Campbell-Ewald, Detroit, is scheduling spots during fringe-time viewing to reach men, 18-49.

**Chesebrough-Ponds** □ Company will test Vaseline Intensive Care shampoo in three TV flights beginning in March, April and June. Ogilvy & Mather, New York, will run tests four-to-six weeks in four markets during day and prime-time hours to reach women of all ages.

**Renault** □ Foreign car manufacturer has radio spot campaign set to begin in February. Marsteller, New York, will handle radio spots in 20 markets, including Washington and Philadelphia, to reach adults, 18-24.

**Braniff** □ Airlines has 18-week radio spot drive planned for early February. Dillon, Gordon, Hawkey, Shortt, New York, will place radio spots in 17 markets to reach men, 25-49.

**Nabisco** □ Food manufacturer is

mapping two-week TV drive for Premium saltine crackers in mid-February. William Esty, New York, is seeking TV spots during day and fringe time hours to reach women, 18-54.

**Dunkin Donuts** □ Donut chain has TV promotion planned for late February for two-to-three weeks. Vitt Media International, New York, is setting spots in 10 markets during fringe and weekend time slots. Spots are geared to children.

**American Express** □ Thirty-one week spot-radio drive for American Express travelers checks beginning in early February is being set up by Ogilvy & Mather, New York. Spots in seven major markets, including Boston, Los Angeles and Chicago, seeks men, 25-64.

**Kinney** □ Major shoe manufacturer is scheduling three spot-TV flights beginning in March, May and June for three-to-four weeks each. Sawdon & Bess, New York will arrange TV spots during fringe time to reach adults, 18-49.

**ITT Continental Baking** □ Company has six-week spot-TV drive planned for its Proclaim bread in mid-February. Grey Advertising, New York, will place TV spots in day and fringe-time hours to reach women, 25-49.

**Underwood** □ Accent, flavoring used for food, will be promoted in four-to-five week spot-TV campaign set for late February. Kenyon & Eckhardt Advertising, New York, will place spots in 20 markets, during fringe and prime-time hours.

Women, 18-49, are demographic target.

**Hormel** □ Meat manufacturer is planning four-week radio campaign for late February. Creamer/FSR, New York, seeks radio spots in 10 Northeastern markets. Demographic target is women, 25-64.

**Hanes** □ May Queen pantyhose will get eight-week TV campaign starting in February. Long, Haymes & Carr, Winston-Salem, N.C., will seek TV spots in 30 markets, during day, fringe and news time. Women, 18-49, are demographic target.

**Kem** □ Division of Sherwin-Williams is planning spot-TV drive in early March featuring Kem paints. Wyse Advertising, Cleveland, will place TV spots in selected markets during fringe and prime-time slots to reach adults, 25-49.

**Quaker Oats** □ four-week TV promotion for Celeste Pizza will start in mid-February. House agency, Adcom, Chicago, is scheduling TV spots in fringe-time to reach women, 18-49.

**Riceland Foods** □ Company plans four-week TV drive for rice in mid-February. Noble-Dury & Associates, Nashville, will arrange TV spots in 12 markets, during fringe, day, prime and news times to reach women, 25-64.

**Stroh Brewery** □ Detroit-based beer company is planning 52-week TV spot promotion for beer starting in early April. Doyle Dane Bernbach, New York, will schedule TV spots in 30 markets during fringe, special and prime-time periods. Demographic target is men, 18-49.

**Del Monte** □ Food company has two-week TV drive set for pickles starting in late March. McCann-Erickson, Los Angeles, will seek TV spots during the daytime hours to reach women, 18-49.

**Midland Ross** □ Automotive parts manufacturer is slating eight-week TV promotion for trucking industry beginning in early February. Klock Advertising, Hazel Park, Mich., will handle TV spots in about 40 markets during news and fringe-time periods to reach men of all ages.

**Stella Doro** □ Bakery company is scheduling six-week TV campaign for a variety of its baked goods to begin mid-February. Firestone & Associates, New York, is placing TV spots during daytime viewing hours, zeroing in on women, 25-49.

**Ericsson** □ Telephone business system is readying four-week spot-radio drive in mid-February. Chollick and Associates, New York, is placing spots in Boston to

## BAR reports television-network sales as of Jan. 9

ABC \$25,166,000 (28.7%) □ CBS \$28,576,300 (32.5%) □ NBC \$34,117,100 (38.8%)

Day parts	Total minutes week ended Jan. 9	Total dollars week ended Jan. 9	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1975
Monday-Friday Sign-on-10 a.m.	125	\$ 697,200	125	\$ 697,200	\$ 742,400	- 6.1
Monday-Friday 10 a.m.-6 p.m.	996	13,286,600	996	13,286,600	18,311,900	- 27.5
Saturday-Sunday Sign-on-6 p.m.	305	10,785,300	612	21,501,000	11,000,300	+95.5
Monday-Saturday 6 p.m.-7:30 p.m.	100	3,512,700	118	5,164,500	4,872,600	+ 5.9
Sunday 6 p.m.-7:30 p.m.	21	2,657,000	157	3,358,400	1,057,000	+217.7
Monday-Sunday 7:30 p.m.-11 p.m.	415	29,299,100	544	39,486,800	40,368,900	- 2.2
Monday-Sunday 11 p.m.-Sign-off	192	3,824,100	207	4,364,900	4,014,200	+ 8.7
<b>Total</b>	<b>2,154</b>	<b>\$64,062,000</b>	<b>2,641</b>	<b>\$87,859,400</b>	<b>\$80,367,300</b>	<b>+ 9.3</b>

Source: Broadcast Advertisers Reports

### Rep appointments

- WNIC-AM-FM Detroit: McGavren-Guild, New York.
- WANT(FM) Richmond, Va.: Katz, New York.
- KUUU(AM)-KZOK(FM) Seattle; KALE(AM) Richland, Wash.; KASH(FM) Eugene, Ore.; KSND(FM) Springfield, Ore.; KSJO(FM) San Jose, Calif.; KEDO(AM)-KLYK(FM) Longview, Wash.; KIFN(AM) Phoenix: Bob Howard & Co., New York.
- KRSI(AM)-KFMX(FM) Minneapolis; KEZX(FM) Seattle; WTVR-AM-FM Richmond, Selcom, Hollywood.
- WRIT(FM)-WBCS(FM) Milwaukee: Buckley Radio Sales, New York.
- KWJJ(AM)-KJIB(FM) Portland, Ore.: Christal, New York.
- WDEF-AM-FM Chattanooga; WHEN(AM) Syracuse, N.Y.; WNCT-AM-FM Greenville, N.C.; WNAX(AM) Yankton, S.D.: Eastman Radio, New York.
- CFOX(AM) Pointe Claire, Quebec: Andy McDermott Broadcast Sales, Toronto.

reach men, 35 and over.

**Sea Pack** □ Company plans four-week TV push featuring its Shrimp In Batter starting in late February. Healy-Shutte Advertising, Buffalo, N.Y., will schedule TV spots during evening and late fringe periods.

**Bernhard Haldane** □ Career counseling firm has one-week radio campaign set for early February. Berenson & Isham, Boston, is aiming spots in three markets to reach men, 25-49.

**Land O' Lakes** □ Dairy manufacturer has four-week TV push planned for butter at the end of February. Campbell-Mithun, Minneapolis, will place TV spots in eight markets. Women, 25-54, are target of late evening fringe-time spots.

**Herfy's** □ Restaurant chain division of Campbell Soup is readying four-week spot-TV campaign starting in late February. Lewis & Gilman, Philadelphia, will handle TV spots in three markets to reach men and women, 18-34.

**Regina** □ Vacuum cleaner company will spotlight its Regina electric broom in two-week spot-TV campaign beginning in early March. Hicks & Greist, New York, will set TV spots in two markets in fringe and daytime periods to zero in on all women.

**Topps** □ Chewing gum company is planning four-week TV campaign for mid-March. Children, 6-11, are targets of spots being placed by Hicks & Greist, New York, in fringe and weekend time.

**West Bend** □ Appliance firm takes

three one-week TV flights for its products starting in late March and in early and late April. Mission Argyle Productions, Los Angeles, will place TV spots during fringe and daytime hours to reach women, 25-54.

**Eureka Tents** □ Company plans 10-week spot-TV drive for its recreational tents beginning in early April. Baxter Advertising, Minneapolis, will schedule TV spots in 15 markets during special-time viewing hours to reach adults, 18-49.

**Wonder Grow** □ Lawn care company slates two TV flights for six weeks and in June for eight weeks. Desmond & Associates, Oak Park, Mich., will place TV spots during fringe and daytime periods, mainly in Michigan. Adults, 25-49, are demographic target.

**Libby Glass** □ Company is readying TV promotion for Libby glassware in late April. Ross Roy, Detroit, will seek fringe and daytime viewing hours for TV spots, geared to women, 18-49.

**J.P. Stevens** □ Fruit of the Loom, hosiery division, has three-week TV campaign set for its pantyhose beginning in early April. Clyne Company, New York, will place spots during day and fringe time in 22 markets, aiming to reach women, 25-54.

**Estee Lauder** □ Major cosmetic firm is readying two-week spot-TV promotion, starting in mid-March, for its Great Effects cosmetic kit. AC&R Advertising, New York, will seek spots during fringe and prime-time periods, geared to reach women, 25-54.

**Murphy Phoenix** □ Company plans 12-week TV drive for Murphy's oil soap late in February. Women, 18-49, are target of spots being scheduled in day, fringe and prime-time periods. Meldrum & Fewsmith, Cleveland, is placing spots in 12 markets.

**Savin** □ Office copiers and supplies firm will devote two flights to its for business machines in May and June for two weeks. Western International Media, New York, will set TV spots in fringe and news-time hours, zeroing in on men, 35 and over.

**Pearson Candies** □ Division of ITT Continental Baking will launch eight-week spot-radio campaign for Pearson candies beginning in early April. Grey-North, Chicago, will place spots in Mid-western markets during afternoon and evening listening time to reach adults, 12-34.

**O.M. Scott & Sons** □ Lawn and seed product firm will take two TV flights for Scott turf builder beginning early March for eight weeks and again in early May for 12 weeks. Doyle Dane Bernbach, New York, will schedule TV spots during early and late fringe time in 30 markets to reach men, 25-54.

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Doris Kelly, *secretary*.

### CIRCULATION

Bill Criger, *circulation manager*.  
Kwentin Keenan, *subscription manager*.  
Sheila Chamberlain, Denise Ehdalvand, Patricia Johnson, Lucille Paulus, Bruce Weiler.

### PRODUCTION

Harry Stevens, *production manager*.  
K Storck, *production assistant*.

### ADMINISTRATION

Irving C. Miller, *business manager*.  
Phillippe E. Boucher.

### BUREAUS

New York: 75 Rockefeller Plaza, 10019.  
Phone: 212-757-3260.

Rufus Crater, *chief correspondent*.  
Rocco Famighetti, *senior editor*.  
John M. Dempsey, *assistant editor*.  
Douglas Hill, *staff writer*.  
Diane Burstein, *editorial assistant*.

Winfield R. Levi, *general sales manager*.  
David Berlyn, *Eastern sales manager*.  
Ruth Lindstrom, *account supervisor*.  
Harriette Weinberg, Lisa Flournoy, *advertising assistants*.

Hollywood: 1680 North Vine Street; 90028.  
Phone: 213-463-3148.

Bill Merritt, *Western sales manager*.  
Sandra Klausner, *editorial-advertising assistant*.



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# WORLD TELEVISION CHAMPIONS

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A broadcast advertising commentary from E. E. Norris, executive vice president, BBDO, New York

## Truth of the matter: seven myths about advertising in 1977

I think the reason so many of us are not very good about figuring out what's right about tomorrow is that we're so wrong about what is going on today. So I'd like to tick off seven myths about advertising that are dead wrong. And because they are dead wrong right now, the chances are excellent that they will be dead wrong tomorrow.

□ *Advertising costs are growing far faster than other costs of living.*

Wrong.

Now it is true that advertising costs—particularly those of newspaper and TV—took a big jump in 1976. Newspapers went up 22% and network TV went up 16%. Spot TV went up 20% and daytime TV went up 23%.

But one jump in TV doesn't make a trend. If you go back 10 years, you will find that media costs—even including those in soaring '76—don't compare too badly with other price increases. On an index basis, with 1967 as 100, the cost of food is now 179. On the same basis, the cost of all media is 179. The gross national product is 196.

All of those figures are horrible, but the fact is that media aren't a much bigger mess than anything else.

□ *Advertising is so expensive, pretty soon we won't be able to afford it.*

Wrong.

The fact is that advertising has hovered around 2% of the gross national product for the last 35 years. To be specific, it was 2.34% of GNP in 1935 and 1.87% of GNP in 1975. That's a drop of 20% in the relative cost of advertising over all these years. And even if you allow for the jump in media costs in recent months, total advertising expenditures would still be about 2% of GNP—a far cry from unaffordable.

□ *Clutter is ruining the effectiveness of advertising.*

Wrong.

The main thing that cluttered up TV is that the cost of running 60-second commercials got so high that virtually everybody went to 30's. For all practical purposes, therefore, between 1965 and 1975 the number of TV commercials doubled. We had the same old dog programs, but the commercials had puppies.

So all this clutter is making TV less effective, right?

Wrong.

In 1965 an average of 22 out of every 100 people could remember a specific 30-second TV commercial that they had seen the night before. Today there are roughly twice as many commercials as there were



E. E. Norris is an executive vice president and member of the executive committee and board of directors of BBDO. He joined BBDO as an account supervisor in 1959 and was elected a vice president the next year. He became a management supervisor in 1962; was elected to the board of directors in 1965; to senior vice president in 1968 and to executive vice president in 1972. The media, network programming and marketing services departments report to him.

in 1965, and the number of people who can remember last night's 30-second commercial is 24%. So clutter has magically improved recall by 10%.

□ *Media costs are going up as much in 1977 as they did in 1976.*

Wrong.

The latest estimates are for prime-time TV to go up around 10% and for spot TV to go up around 5% to 7%. Three months ago, the figures were twice that high and there was a tremendous rush to buy this stuff—which can now sell as high as \$4,000 a second—before it got really expensive and only the Arabs could afford it. Now there is an overswing the other way.

□ *Many people are saying that the bottom is going to drop out of media because the economy is so bad.*

Wrong.

The economy is not in all that horrible a shape. We've got about 62% of the population working. And that's only a half a point under the 25-year high.

Personal savings are at \$90 billion—not far from double what they were five years ago. Inventories are about as low as they were in 1972 with only minor exceptions. Corporate profits are up and interest rates are at a three-year low.

Things weren't a whole lot better in Camelot. The only thing we could stand is

perhaps two more points in unemployment—and a much better stock market. My own personal broker says the market is going to 1200 and that that will be an all-time high. He's wrong. To equal the 977 high of '67—plus inflation—the market would have to go to 1711.

If it does, which I rather doubt, the price of media will be pretty high, but you'll be able to afford it.

□ *There will be a new trend to more local advertising.*

Wrong.

The trend has always been to local advertising. Over the last five years, advertising in local media has gone up 58% while advertising in national media has gone up 36%. All we are going to see is a continuation of this trend—plus more advertising copy addressed to any local habits that are odd, unusual or best of all—profitable.

□ *Since TV is the best medium, the more TV used, the better the media plan is.*

Wrong.

What you have to know here is that all products have heavy users.

Let's take that universal favorite, toilet paper. You probably thought that all people use the same amount of toilet paper. Well, that's wrong. The fact is that 20% of the homes use 40% of the toilet paper. It is also a fact that 20% of the homes watch 45% of all the TV that gets watched.

Now it would be wonderful for media buyers if the 20% of the people who bought all that toilet paper also watched all that TV. Unfortunately, they don't. The 20% who watch 45% of TV only buy 20% of toilet paper.

These same kind of figures also hold up for newspapers, magazines and radio. In each media about 20% of the people do 40% to 50% of the viewing, listening or reading—but you've got to remember two things: First, the 20% who view all the TV aren't the same 20% who read all the magazines—they have to sleep some time. And second, the various 20 percents who gobble up 40% to 50% of the various media don't gobble up 40% to 50% of anything else.

So, for instance, if we advertise on TV only, or in newspapers only, what we are doing is piling a lot of media weight against people who are not better than average purchasers of most products. Worse, still, we have virtually ignored the light TV viewer or newspaper reader who is as good a customer as anybody else.

The simple way to avoid this, unless you're really broke, is to consider buying at least two advertising vehicles that might spread your costs across your prospective buyers much more efficiently.

And stop worrying about tomorrow. Figure out what's going on today; that's pretty much what tomorrow will be like.

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KFAB/KGOR  
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### The Christal Company

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212-688-4414 Robert J. Duffy, President

■ indicates new or revised listing

## This week

**Jan. 31**—FCC's deadline for comments on amendment of cable television rules to reduce filing requirements for certificates of compliance and to modify or eliminate franchise standards (Docket 21002). Replies are due March 2. FCC, Washington.

■ **Jan. 31-Feb. 1**—Communications Law Workshop of the *Federal Bar Association*. Monday's program includes appearances by Harry M. Shooshan, chief counsel for House Subcommittee on Communications; Jonathan G. Rose of the Department of Justice's Antitrust Division, and FCC Chairman Richard Wiley. Mayflower hotel, Washington.

**Feb. 1**—*Television Bureau of Advertising* regional sales seminar. Benson hotel, Portland, Ore.

**Feb. 1**—Deadline for entries for Janus Awards of *Mortgage Bankers Association of America*, conferred annually for excellence in financial news programming during the 1976 calendar year. Eligible are all networks or radio and television stations and cable-TV stations. Entry forms and further information: Public relations department, MBAA, 1125 15th Street, N.W., Washington 20005; (202) 785-8333.

■ **Feb. 1**—*National Parent Teachers Association* regional public hearing on television violence. Adolphus hotel, Dallas.

**Feb. 1**—*Radio Advertising Bureau* sales clinic. Sheraton Jetport Inn, Orlando, Fla.

**Feb. 2**—*Radio Advertising Bureau* sales clinic. Atlanta Airport Hilton, Atlanta.

**Feb. 2**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation. "The Feeling Is Mutual." Statler-Hilton, Dallas.

**Feb. 2-3**—*Association of National Advertisers* joint workshops on television (Wednesday) and media (Thursday). Plaza hotel, New York.

**Feb. 3**—*Television Bureau of Advertising* regional sales seminar. Marriott, Denver.

**Feb. 3**—*Radio Advertising Bureau* sales clinic. The Hilton Inn, Greensboro, N.C.

**Feb. 4**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation. "The Feeling Is Mutual." Site to be determined. Houston.

**Feb. 4-5**—*Northwest Broadcast News Association* annual seminar. Sheraton Ritz hotel, Minneapolis.

**Feb. 4-6**—*American Women in Radio and Television's* national board of directors meeting. Hyatt Union Square, San Francisco.

**Feb. 6-8**—*Public Broadcasting Service* annual membership meeting. Hyatt Regency hotel, Atlanta.

**Feb. 6-11**—*Institute for Performance Improvement* seminars on communications law. First seminar (Feb. 6-8) will explore significant legal developments affecting commercial AM, FM and TV. Second seminar (Feb. 9-11) will concentrate on legal background, current problems and prospects for new technologies. On seminars' faculty: Seymour M. Chase, Federal Communications Bar Association; Henry G. Fischer, editor, *Pike & Fischer Radio Regulation*; Robert L. Schmidt, president, National Cable Television Association; John P. Bankson Jr., FCBA president, and Henry W. Harris, Cox Cable Communications. Woodbridge Condominium and Conference Center of Snowmass, Colo.

## Also in February

■ **Feb. 7**—FCC's new deadline for comments on proposed changes in international radio regulations to be presented at *1979 World Administrative Radio Conference of the International Telecommunications Union* (Docket 20271). Replies are due Feb. 25. FCC, Washington.

**Feb. 7**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation. "The Feeling Is Mutual." Atlanta Hilton, Atlanta.

**Feb. 7-8**—*American Women in Radio and Television's* educational foundation board of trustees meeting. Hyatt Union Square, San Francisco.

**Feb. 7-8**—*South Carolina Cable Television Association* annual convention. Wade Hampton hotel, Columbia.

**Feb. 7-11**—*National Association of Broadcasters* annual engineering/management development seminars. Purdue University, West Lafayette, Ind.

Los Angeles. 1978 convention will be June 17-20, Radisson Downtown, Minneapolis; 1979 convention will be June 9-14, Queen Elizabeth hotel, Montreal.

**Sept. 15-17**—*Radio Television News Directors Association* international conference. Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel Sept. 12-16; 1979 conference at site to be designated in Chicago.

**Sept. 18-21**—*Institute of Broadcasting Financial Management* 17th annual conference. Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be in New York Sept. 16-19.

**Oct. 2-6**—*National Radio Broadcasters Association* annual convention. Palmer House hotel, Chicago.

**Oct. 23-26**—Annual meeting of *Association of National Advertisers*. The Homestead, Hot Springs, Va.

**Nov. 14-16**—*Television Bureau of Advertising* annual meeting. Hyatt Regency hotel, San Francisco.

■ **Nov. 18-20**—National convention of *The Society of Professional Journalists, Sigma Delta Chi*. Renaissance Center, Detroit.

■ **Feb. 8**—*National Parent Teachers Association* regional public hearing on television violence. Jantzen Beach Thunderbird hotel, Portland, Ore.

■ **Feb. 8**—Meeting of *Boston/New England chapter of National Academy of Television Arts and Sciences*. 57 Restaurant, Boston.

**Feb. 8**—*Radio Advertising Bureau* sales clinic. Holiday Inn-National Airport, Washington.

**Feb. 8-19**—Seventeenth *International Television Festival of Monte Carlo*. Monte Carlo. Information: InterComm Public Relations Associates, 9255 Sunset Boulevard, Los Angeles.

**Feb. 9**—*Ohio Association of Broadcasters* legislative dinner. Columbus Sheraton, Columbus.

**Feb. 9**—*Radio Advertising Bureau* sales clinic. Sheraton Inn-LaGuardia, New York.

**Feb. 9**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation. "The Feeling Is Mutual." Hyatt Regency Memphis.

**Feb. 9**—Luncheon by the *American Advertising Federation* and the *Advertising Women of New York* to induct William Bernbach, Doyle Dane Bernbach; Victor Elting Jr., formerly of Quaker Oats Co., and David Ogilvy, Ogilvy & Mather International, into the Advertising Hall of Fame. Waldorf-Astoria, New York.

**Feb. 9-11**—*Public Broadcasting Service* annual programming conference. Hyatt Regency hotel, Atlanta.

**Feb. 10**—*Radio Advertising Bureau* sales clinic. Holiday Inn-Waltham, Boston.

**Feb. 10-11**—*Arkansas Broadcasters Association* winter convention. Camelot Inn, Little Rock.

**Feb. 11**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation. "The Feeling Is Mutual." Stouffer's, St. Louis.

**Feb. 12-16**—*National Association of Television Program Executives* 14th annual conference. Fontainebleau hotel, Miami.

**Feb. 14**—FCC's deadline for filing comments on cable television syndicated program exclusivity rules and their effect on viewing public (Docket 20988). Replies are due March 16. FCC, Washington.

**Feb. 14**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation. "The Feeling Is Mutual." Crown Center hotel, Kansas City, Mo.

**Feb. 14-15**—*National Cable Television Association* board meeting. San Piper Bay, Port St. Lucie, Fla.

■ **Feb. 15**—*National Parent Teachers Association* regional public hearing on television violence. Sheraton Hartford hotel, Hartford, Conn.

**Feb. 15**—FCC's deadline for comments on proposed rulemaking to reduce noise level in UHF receivers (Docket 21010). Replies are due March 31. FCC, Washington.

**Feb. 15**—*Television Bureau of Advertising* regional sales seminar. Houston Oaks, Houston.

**Feb. 15-16**—*Wisconsin Broadcasters Association* winter meeting and legislative reception/dinner. Course hotel, Madison.

**Feb. 16**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation. "The Feeling Is Mutual." The Sheraton Ritz, Minneapolis.

**Feb. 16-19**—International Conference on film, theater, video of *Center for Twentieth Century Studies, The University of Wisconsin, Milwaukee*. Contact: Michel Behamou, director. CTCS, P.O. Box 413, Milwaukee 53201.

**Feb. 17**—*Television Bureau of Advertising* regional sales seminar. Sonesta hotel, Atlanta.

**Feb. 17**—*Southern Baptist Radio and Television Commission* eighth annual Abe Lincoln Awards. Tarrant County Convention Center, Fort Worth.

**Feb. 17-18**—Workshop on financial and legal prob-

## Major meetings

**Feb. 6-8**—*Public Broadcasting Service* annual membership meeting. Hyatt Regency hotel, Atlanta.

**Feb. 12-16**—*National Association of Television Program Executives* 14th annual conference. Fontainebleau hotel, Miami. 1978 conference is scheduled for Los Angeles.

**March 27-30**—*National Association of Broadcasters* annual convention. Washington.

**April 17-20**—*National Cable Television Association* annual convention. Conrad Hilton, Chicago.

**April 27-May 1**—*American Women in Radio and Television* 26th annual convention. Radisson Downtown hotel, Minneapolis.

**May 18-21**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**June 2-4**—*Associated Press Broadcasters* annual meeting. Chase-Park Plaza, St. Louis.

**June 11-15**—*American Advertising Federation* annual convention and public affairs conference. Hyatt Regency hotel, Washington.

**June 11-16**—*Broadcast Promotion Association* 22d annual seminar. Beverly Hilton hotel,



lems of investing in the mass media, covering broadcast stations, cable, domestic satellite and earth stations and sponsored by *Seminars Inc., New York*. New York Sheraton, New York. (Other workshops will be held Feb. 24-25 at the Greenbriar, White Sulphur Springs, W. Va., and March 10-11 at the Fairmont hotel, San Francisco. Contract: 258 West 22nd Street, New York 10011.

**Feb. 17-19**—Winter convention of *Colorado Broadcasters Association*. Four Seasons motor hotel, Colorado Springs.

**Feb. 18**—FCC's new deadline for replies to Cole, Zylstra & Raywid petition (RM-2761) concerning public inspection of certain data in annual financial reports (Form 324). FCC, Washington.

**Feb. 17-20**—*Howard University School of Communication's* sixth annual communications conference. Mayflower hotel, Washington.

**Feb. 18-19**—*Georgia Cable Television Association* annual convention. Stouffer's Atlanta Inn, Atlanta. Contact: Boyce Dooley, Summerville (Ga.) Cable TV; (404) 857-2551.

**Feb. 20-21**—*Associated Press Broadcasters* board of directors winter meeting. Westward Look, Tucson, Ariz.

**Feb. 21**—Deadline for entries in 13th annual Armstrong Awards program for excellence and originality in FM broadcasting, administered by the *Armstrong Memorial Research Foundation*. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York City 10027.

**Feb. 22**—*Tennessee Association of Broadcasters* reception for members of legislature. National Life Center, Nashville.

**Feb. 22**—*Radio Advertising Bureau* sales clinic. Holiday Inn, Covington, Ky. (Cincinnati).

**Feb. 22**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual!" The Priester, Milwaukee.

## Amplification

EDITOR: The point I was trying to make at this year's Association of Independent Television Stations convention in San Francisco [BROADCASTING, Jan. 17] was to urge the independent stations to translate their "improved revenues over the past few years into an investment" that would "add some share points in prime time." I stressed the point that "conditions are ripe for the independents to act more aggressively in the prime time program area."

In sum, I tried to encourage the independent stations to develop a "fourth market" alternative, while adding that success of such a venture depended primarily on initiative and commitment of resources by the independent stations themselves. My "words of caution" were intended as a warning that little could be expected in the way of advance "seed" money from advertisers. In saying this, I think I reflect a consensus; even those advertisers and agencies who are working most closely with the independents on a "fourth network" project are acting, they say, largely as catalysts.—*Walter Reichel, senior vice president, executive director, media and*

*programs, Ted Bates & Co., New York.*

## Where credit is due

EDITOR: The significant influence of J. Leonard Reinsch on broadcasting's increasing capacity to serve the American public continues to be felt. The most recent example: public television's landmark coverage of the Senate confirmation hearings for President Carter's cabinet nominees (see page 59):

For the first time in American history, people throughout the country received a direct view of their new leadership answering the questions of their senators. This important service may, in reality, be considered a tribute to Mr. Reinsch's foresight and persistence. It was he, after all, who pioneered in calling for television to provide full coverage of such events, beginning way back with the presidential nominating conventions.—*Lawrence K. Grossman, president, Public Broadcasting Service, Washington.*

Mr. Reinsch is the past president of Cox Broadcasting and the present chairman of Cox Cable. His long involvement with broadcasting and public affairs includes service as radio-TV adviser to the Democratic party.



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Starting February 5, "General Mills Radio Adventure Theater" will dramatize the most "listenable" tales of great story-tellers past and present. On the CBS Radio Drama Network. Exciting, different stories, every Saturday and Sunday, with Tom Bosley as host. They're stories that unfold most vividly on the stage of the imagination. The listener travels to faraway places, feels the presence of buccaneers and beauties, braves perilous worlds of the future.

Children will discover, as adults rediscover, such spell-binders as "Mysterious Island," "The Man in the Iron Mask," "Moby Dick," "King Solomon's Mines," "Call of the Wild," "Kidnapped," "Captains Courageous," and other famous stories. Along with gripping originals, both fact and fiction, created for this series.

It's a massive project in scriptwriting and dramatic production. It attracts writers with sparkling gifts of visual language, and performers with talents for the voice-transmission of character, mood, and motion.

Story-telling on radio wins active involvement beyond giving listeners many parts to play. It whets the appetite for more. It can stir youngsters to read the stories—and thus open up literature to them.

"Radio Adventure Theater" is the latest innovation from CBS Radio.

Other notable successes include the Peabody Award-winning "CBS Radio Mystery Theater," "Round-the-Clock News," year-round "Sports Spectaculars," and "Weekend Specials." All for radio's multi-million action-loving listeners at home, on holiday, and on the road.

See and feel the excitement of "Radio Adventure Theater." Just listen.



**GREAT  
STORIES  
ALL YEAR LONG—  
A FEAST FOR  
THE  
MIND'S  
EYE.**

**CBS RADIO  
DRAMA  
NETWORK**

# Broadcasting 4 Jan 31

Vol. 92 No. 5



**Man and phenomenon.** It was "Roots Week" in New York last week—and, considering the ratings that series achieved on ABC-TV—in much of the country as well. Mayor Abraham Beame presented the proclamation to author Alex Haley (l) and Anthony Thomopoulos (r), vice president of ABC Television. **At right.** John Amos, who played the adult Kunta Kinte, and Madge Sinclair, who played Belle.

## 'Roots' biggest event in TV entertainment history

ABC-TV's eight-day telecast of *Roots* erupted into a cultural event of the first magnitude and, over the course of its 12 hours, the most-watched program in the history of television.

Last Tuesday's episode (Jan. 25, 10-11 p.m.) logged a 44.8 rating and 68 share in reaching 31.9 million homes, making it the third highest rated program ever, behind "Gone With the Wind" Part I (33.96 million homes) and Part II (33.75 million homes).

The Monday episode of *Roots* (9-11 p.m.) delivered a 44.0 rating and 62 share (31.3 million homes) and as of last Friday was the fifth highest rated program in history (the most recent Super Bowl, with 31.6 million homes, was fourth). Wednesday's episode (10-11 p.m.), the last for which ratings were available at press time, came up with a 43.8 rating and 66 share (31.2 million homes) and was the sixth highest rated program ever. The first episode, from 9 to 11 p.m. on Jan. 23, episode was ninth, with a 40.5 rating and 51 share and 28.8 million homes.

Even more significant to some network researchers was the fact that *Roots* was attracting people who don't normally watch television—the over-all homes-using-television (HUT) levels were up that first Sunday by 6% over the comparable Sunday a year ago, according to ABC statisticians. On Monday, the jump was 11% over a year ago, and on Tuesday 9%.

When the ratings of *Roots* began coming in, the happiest man on Madison Avenue may have been Arnie Simpsky, the vice president and associate media director for network television at Grey Ad-

vertising, whose client, B.F. Goodrich, ended up being the only advertiser with a spot in each of the eight nights. "We were simply looking for impactful, above-the-normal type programing to keep the momentum going for Goodrich's new 1977 campaign, which was introduced on the Super Bowl," Mr. Simpsky said. "As it turns out, we've probably made the most opportunistic buy in TV history." He laughs now over the "slight premium" ABC asked Goodrich to pay when it made the buy late last year. Goodrich paid about \$120,000 for each of its minutes in *Roots*, compared to the average of \$85,000 to \$90,000 for a typical prime-time minute in January.

"I figured *Roots* would get a 32 or 33 share—a respectable number," said Jack Otter, the vice president and director of network programing at SSC&B, who lucked out with a couple of Cover Girl spots in the telecast. Another agency executive said, "ABC really didn't know which way the rating would go—that why's it didn't put *Roots* in the February sweep period."

That lack of foresight on ABC's part may be the one consolation to CBS and NBC, on the theory of what-can-ABC-do-for-an-encore in the February sweeps, when all three networks will be slugging it out with hit movies, big specials and as much series episode stunting as their budgets will permit. Nevertheless, the past eight nights will have helped push ABC into a season-to-date lead over CBS and NBC that industry insiders say will make it impregnable for the rest of the 1976-77 prime-time season.

## Top of the Week

### More originals, fewer reruns resulting from new TV pattern

**All three networks have put rigid 'seasons' behind them, adopt way of life that ABC's Pierce calls 'a living schedule'; repeats could fall off by as much as 10% over-all; a midseason look at what's coming**

The days when ABC, CBS and NBC would make one set of midseason changes in their prime-time schedules, usually in January, are slowly becoming a memory.

Fred Pierce, the president of ABC-TV, says that the prime-time line-ups have now evolved into "a living schedule." The three networks haven't firmed up all of their March and April—and even summer—replacements yet, but the rerun load could end up being cut back by as much as 10% this year, which all of the network programers point to as a boon to viewers.

The season started in its unorthodox direction last August when both ABC and NBC tore up their fall schedules a few weeks before the season started—the first time that kind of maneuvering had ever happened so late in the summer.

Then, before the season was a month old, the networks started canceling the sure losers. ABC dumped *Cos* and *Mr. T and Tina*, CBS pink-slipped *Spencer's Pilots*, *Ball Four* and *Doc*, and NBC flushed away *The Gemini Man* and *The Wednesday World Premiere Movie*.

CBS probably offers the best 1976-77 example of how network strategies have moved light years beyond the old fall-season/second-season way of doing things. By mid-October of 1976, CBS had announced that a new series of Wednesday-night movies would begin on Nov. 10 to fill a two-hour hole caused by cancellations, and it completely reshuffled its Wednesday and Saturday line-ups for November. This turned out to be only the prelude to further major reshufflings by CBS—third season changes, as it were—that took effect this month.

And, just last week, CBS announced that Lorimar Productions' *Hunter*, an action-adventure series starring James Franciscus, will replace *Executive Suite* (Friday, 10-11 p.m., NYT) some time next month. Bud Grant, CBS's programming vice presi-

dent, said further that two new series would find their way onto the prime-time schedule in March: 20th Century-Fox Television's *Nashville 99*, which CBS-TV's president, Robert Wussler, has described as "*Hawaii Five-O*, only shot in Nashville," and *Here We Are*, a sitcom, also out of 20th Century-Fox. At least four 60-minute episodes of the former and six half-hour episodes of the latter will begin running off in March, the specific time periods still to be announced.

The likelihood, however, is that these two series could end up replacing canceled shows, thus moving into tough time periods, where the competition is solidly entrenched. ABC, by contrast, according to both Mr. Pierce and Fred Silverman, the president of ABC Entertainment, has scheduled a batch of March shows that are expected to be placed in time periods that are delivering decent numbers for ABC instead of being substituted for canceled series. One example is Lorimar's *Eight Is Enough*, a "Cheaper by the Dozen"-type family comedy, which replaces *The Captain and Tennille* (Monday, 8-9 p.m.) for six or seven weeks beginning in March. *The Captain and Tennille* has averaged a 29 share over the last four months, which makes it marginal, but it's not getting swamped by the competition.

Mr. Pierce said that ABC will go with two-hour episodes of MGM TV's *How the West Was Won* in the Monday-at-9 time period, where football established a 36-share dominance during the fourth quarter. And in March, ABC moves *Most Wanted* from Saturday to Monday at 9 and a new comedy-melodrama about lawyers from Columbia Pictures Television, *Feather and Father*, at 10. *Most Wanted*, which has averaged a respectable 30 share on Saturday (10-11 p.m.), will be replaced in March by Larry Gordon Productions' *Dog and Cat*, a cop series that will be laced with humor.

Two other March premieres on ABC are Martin Starger Productions' *Westside Medical*, a young-doctors series, and Paramount Television's *Future Cop*, a tongue-in-cheek police show. Mr. Starger will film 12 hours of *Westside Medical*, according to Mr. Pierce, and it will go into a 10 o'clock time period, possibly on Thursday (where *Streets of San Francisco* has averaged a 32 share). *Future Cop*, Mr. Pierce said, will probably be done in five telecasts, one of two hours' length and the rest one hour each, to be slotted in the schedule at different times on different nights, the way ABC plays off its *Wonder Woman* hours, which average in the high 20's.

"That's significantly more original programming than ABC has presented in the past," said Mr. Pierce. He also noted that a hit series or two could emerge from this late-winter experimentation, harking back to the precedent set by ABC in March of 1976, when it ran six hours of Spelling-Goldberg's *Family* instead of six *Marcus Welby* reruns.

The ratings of *Family* at that time were so encouraging, Mr. Pierce continued, that ABC put it on the fall schedule (Tuesday,

10-11 p.m.), where it has averaged a solid 32 share, consistently winning its time period.

NBC's executive vice president for programming, Irwin Segelstein, plays his cards closer to the vest than his counterparts at ABC and CBS. But because NBC has stocked up on event-type programming and movies and specials, it's been able to postpone most of its major changes to February. All but one of NBC's moves are restricted to Wednesday and Thursday (the exception being Universal's *Quincy*, which will stop rotating in the *Sunday Mystery Movie* slot and start holding down the *Serpico* time period on Friday at 10 p.m.).

On Wednesday, two new 60-minute series, *The Life and Times of Grizzly Adams* (from Sunn Classics) at 8 and Quinn Martin's *Tales of the Unexpected* at 10, will be sandwiched around two NBC sitcoms that premiered last month to blah ratings, *CPO Sharkey* and *The McLean Stevenson Show*. On Thursday, NBC leads off with a science-fiction hour from Columbia Pictures Television, *Fantastic*

*Journey*, and will fill the rest of the evening, for the time being, with two-hour episodes of its moderately successful *Best Sellers* series from Universal. *Seventh Avenue* will play off its six hours in three parts, beginning Feb. 10, and the five-hour *Rhinemann Exchange* will go two hours/one hour/two hours over three separate Thursdays, starting in March.

A Universal series with a newspaper setting—*Kingston*, starring Raymond Burr—is now in production, according to Mr. Segelstein, with 13 episodes scheduled to begin on the air later this winter, in a time slot to be announced. And NBC has ordered Herb Solow and Taft/H-B Productions to begin work on four two-hour episodes of *The Man from Atlantis*, a "Stranger in a Strange Land"-type fantasy-adventure series, which could be scheduled in March or April if some of NBC's February replacements fail to ignite the mass audience. Mr. Segelstein said he also has one or two other series that could be readied for telecasting later this winter but he refused to go into detail.

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## NAB sets sights for the year and for the years ahead

### Boards meet in Maui, establish short- and long-range goals for association; tentative approval given for appeal of FV decision

In four days of meetings and with minimal controversy, the radio, TV and joint boards of the National Association of Broadcasters last week approved a new set of goals and objectives for the association and sanctioned plans already in motion for decreasing the amount of sex and violence on television.

The table of goals is the culmination of a year of work by a reform task force (the NAB executive committee plus four other broadcasters) formed after complaints aired at the winter meeting a year ago that the association lacks direction and effectiveness.

Meeting in Maui, Hawaii, the NAB joint board was still working at deadline Friday on the list of goals. A working draft comprised nine long-range and 26 short-range goals. The nine long-range objectives for the most part reaffirm directions the association is already taking. They include aims such as: representing the industry before Congress, the courts and government agencies; assisting stations and networks and resisting government intrusions into broadcast programming, news and advertising; achieving a better understanding by the public about the operation of free broadcasting, and maintaining the NAB as a strong national organization.

The short-term goals for 1977 are far more specific and include, for examples: participating in the House Communications Subcommittee's planned rewrite of the Communications Act; pressing Congress for license-renewal legislation, particularly for a longer license term; seeking

refund of all FCC fees; taking the "most aggressive attitude in press relations" to improve the industry's image; more actively taking free broadcasting's case to the public; seeking additional sponsors for bills in both houses of Congress to repeal the fairness doctrine; seeking approval in Congress for broadcast coverage of House and Senate floor proceedings; increasing NAB's membership beyond the present 4,946 radio and TV members; seeking improvement of the quality of audience measurement, and maintaining a system of voluntary self-regulation.

The boards tentatively gave their approval for NAB to proceed with an appeal of the decision of the U.S. district court in Los Angeles that struck down industry-enforced family viewing as an infringement of the First Amendment. The court appeal is only half of the association's reaction to the decision by Judge Warren Ferguson, however. The other half is a reaffirmation by the TV board of the TV code—with program guides. The TV board passed a resolution in which the board "reaffirms its support for a strong TV code, including revised and strengthened advisory program guidelines within the limits of its authority."

The vote was unanimous, with one abstention from Peter Kenney, NBC Washington vice president. Privately, Mr. Kenney suggested there is ambiguity in a resolve to strengthen the code, when the board at the same time gave assurances that enforcement would be left strictly to the individual stations.

NAB General Counsel Erwin Krasnow said the resolution is consistent with Judge Ferguson's decision, however. He added that the TV board would try to formulate more specific guidelines on programming

“with increased input from all segments of the broadcasting industry, the creative community and the public.”

It was expected that there would be more discussion about family viewing at the joint board's final meeting Friday, including the decision to appeal. Three board members—David Scribner of Doubleday Broadcasting, Dallas; Forest Amsden of KGW(AM) Portland, Ore., and Ben Laird of WDUZ-AM-FM Green Bay, Wis.—dissented from that decision. Mr. Scribner has argued in the past Judge Ferguson's decision gave broadcasters the freedom they seek to program for their own communities. He obtained a vote from the radio board Thursday to reopen discussion on the appeal question and said before the meeting Friday that his fight was not over yet.

In the first three days of meetings, the board laid the groundwork for radically altered convention plans. The first move by the joint board was to scrap plans for a separate radio programing “college” that had been set for Los Angeles in September. On Friday the board was considering—instead of a seminar chiefly for radio programers, as under the original staff plan—to combine the programing meeting with an annual convention in 1978 extended from the current three days to five days. Under the five-day arrangement, the industry would hold joint meetings one day, radio managers would meet for two and TV would meet for two.

It was suggested that a programing seminar also be included in the TV program of the convention, an indication of NAB's intention to try to bring back the business of the program syndicators it lost several years ago to the annual conference of the National Association of Television Program Executives.

In other actions taken or approved:

- The joint board was expected to approve a statement of principles for the association to present the House Communications Subcommittee as it undertakes its rewrite of the Communications Act of 1934. The document restates familiar NAB positions on free broadcasting, cable TV, government intrusion into broadcast programing, the First Amendment, and takes the general posture that “a broadcasting system that is working well and will continue to grow and improve needs no basic change of structure to improve already superior public service.” It says the current act is “fundamentally defective,” only as it “infringes upon the journalistic discretion of broadcasters.”

- The radio board approved the first 14 entrants to the new Radio Hall of Fame, to be launched formally at this year's annual convention in Washington. The 14: Fred Allen, Amos 'n' Andy (Freeman Gosden and Charles Correll), Edwin Armstrong, Gene Autry, Jack Benny, Milton Cross, Herbert Hoover, Bob Hope, Ted Husing, Graham McNamee, Edward R. Murrow, William Paley, David Sarnoff and Lowell Thomas.

- The radio board created a medium-market radio committee to represent radio sta-



**DSA to HRK.** Harold Richard Krelstein, chairman of Plough Broadcasting Inc., and vice president and director of parent Plough Inc., Memphis, Tenn., will receive the National Association of Broadcasters 1977 Distinguished Service Award, to be presented at the opening general assembly of NAB's Washington convention, March 27-30. Mr. Krelstein is immediate past chairman of the NAB radio board and former chairman of the Radio Advertising Bureau. He was voted the association's highest honor during last week's joint board sessions in Hawaii.

tions in markets of 15,000 to 500,000, much as the small-market committee now represents small-market stations. No members have been assigned to the new committee yet.

- The TV board, as expected, repealed the mandatory TV code subscription rule that required NAB TV members to also be members of the code. It instructed the NAB staff to rework the TV dues structure to accommodate the split and report back

to the board April 1.

- The TV board approved plans for a national seminar on children's television in late 1977 or early 1978.

- The TV board shelved discussion of moving the Television Information Office into NAB in Washington (“Closed Circuit,” Jan. 24).

- The radio board voted to support adding 26 AM frequencies to the AM band when the matter is taken up at the 1977 World Administrative Radio Conference in Geneva. At the same time it voted not to support a proposal to remove some of UHF's space and give it to FM.

- The joint board approved an NAB-run communications seminar scheduled at the Airlie conference center in Virginia for June 19-21 (“Closed Circuit,” Jan. 24). There will be 75-90 participants, each paying a registration fee of \$300.

- The joint board set up a committee to recommend ways to bring greater accountability to the radio dues structure. There had been complaints on the board that, under the present system, where stations certify their own incomes, some stations are paying too little. Jack Younts of WEEB(AM) Southern Pines, N.C., is chairman of the committee. The joint board also approved dues discounts for broadcast groups that sign either all their radio stations or all their TV stations for NAB membership. Under old policy all stations in a group—radio and TV—had to join before the group qualified for discount.

- The joint board set up four new categories of associate members: brokers, consultants (programing and financial), government agencies and advertising agencies.

**Problems, problems.** NAB performed its own ascertainment survey of industry problems before the joint board in Hawaii last week passed a set goals and objectives for the future. The 447 respondents to the questionnaire demonstrated that radio and TV managers see the industry differently: TV listed cable as the biggest problem, while radio listed over-regulation. The tallies in the right-hand column of the following summary are often greater than the sum of radio and TV answers because they include responses from NAB staff and state association presidents.

Problem, by over-all rank	Mentions from TV	Radio	Over-all
1. Overregulation/need reregulation (specific problems include paperwork, ascertainment, EEO rules, outdated technical rules, operator licensing, restrictions on power, others)	42	372	425
2. License renewal legislation needed (respondents emphasized term over stability)	22	151	185
3. First Amendment (fairness doctrine, equal time)	23	103	136
4. Impact of cable/pay TV	53	33	103
5. Expenses/inflation	5	60	73
6. Need better program self-regulation (specific problems include sex and violence and record lyrics)	19	23	48
7. Competition/lack of coordination among industry groups	9	34	48
8. Audience measurement (accuracy, need alternative radio service)	less than 5%	41	47
9. Industry image (need national PR campaign)	10	23	37
10. Government restrictions on advertising	4	23	31
11. Underrecognition by regulators of radio	0	25	25
12. Network domination	16	less than 5%	less than 5%

## In Brief

- With boom still booming, Television Bureau of Advertising's board has raised **television's sales goal for 1980** from \$8 billion, originally set in 1974, to **"in excess of \$9 billion."** Preliminary TVB estimate for 1976: \$6.7 billion, with 14% increase to \$7.6 billion projected for 1977.
- **President Carter will address nation on radio and television at 10 p.m. Wednesday** (Feb. 2), first such appearance since entering White House. Then, on Feb. 7 or 8, he plans to hold news conference. During campaign, Mr. Carter has talked of delivering **"fireside chats"** if elected, as did President Roosevelt on radio. But White House aides are trying to avoid that term in discussing periodic reports they say President will make. Nonetheless, Wednesday's remarks—dealing with domestic and foreign policy—will probably be broadcast from "informal" setting in living quarters, probably with fire in fireplace. Aides say they are not locked in on format for future reports, will ask networks for suggestions after "first few."
- **American Federation of Television and Radio Artists has reached tentative agreement** with TV and radio networks on new contract covering on-air performers, announcers and newsmen. National pact will not be voted upon until local agreements with network owned-and-operated stations are hammered out. Union members have been working without contract since last fall and winter when three-year network pacts expired.
- **Eugene McCarthy** is continuing his effort to establish principle that he, as "major" candidate in 1972 presidential campaign, was entitled to participate in League of Women Voters-sponsored televised debates between Republican Gerald Ford and Democrat Jimmy Carter. He contends that FCC action exempting political debates from equal-time law provided only for exclusion of "fringe," not "major," candidates, and is **asking U.S. Supreme Court to review case.**
- Another **sore spot** has cropped up between Public Broadcasting Service and Corporation for Public Broadcasting—this time over amount of funds that CPB plans to budget for national television production. There are "fundamental problems," with national programming not getting large enough share. PBS President **Larry Grossman** told public stations in closed circuit feed. He was joined by CPB President **Henry Loomis** who outlined budget proposals CPB will present to Congress next Monday and Tuesday (Feb. 7 and 8). Of \$107.15 million ceiling on federal funds for fiscal 1978, minimum of \$10.9 million and maximum of \$13.8 million would be allocated to national programming; 1979, \$120.2 million, \$12.4 million to \$16.7 million. For 1980, President Ford had recommended \$115 million ceiling; CPB will ask for \$160 million (BROADCASTING, Jan. 17). Of \$115 million, national TV production would get \$10 million to \$15.1 million; if \$160 million, range would be \$19.1 million to \$26.2 million. Biggest share of budget goes to support local television and radio stations.
- Boards of **National Public Radio** and **Association of Public Radio Stations**, meeting last week in Phoenix, agreed to recommend merger. Single organization would have two operating divisions encompassing NPR's programming and distribution functions and APRS's representation responsibility; there is now major overlap among NPR's 200 and APRS's 117 station members. Belief is that NPR President **Lee Frischknecht** and APRS President **Matthew Coffey** would become senior vice presidents in charge of respective divisions but also be considered in search for new chief executive officer. Boards will meet in Washington March 3 to refine proposals, expect to bring merger to vote at annual Public Radio Conference May 3-7 in New Orleans. Target date for merger is no later than October.
- 11 **On FCC's February calendar:** regional concentration of ownership rule, Feb. 3; House Appropriations Committee hearing, Feb. 8; cable redefinition and proposal of Corporation for Public Broadcasting and Public Broadcasting Service to establish satellite system of program distribution, Feb. 9; fee refunds, comparative/license-renewal policy, and wireless microphones, Feb. 10; FCC budget supplemental and cable radio rulemaking, Feb. 16; VHF drop-ins, Feb. 24.
- 17 Former FCC Commissioner **Glen O. Robinson**, addressing Federal Communications Bar Association Friday (Jan. 28), called for closer look at mobile radio telecommunications that could become "as common as the telephone," role of postal service in electronic message delivery and regulation of broadband communications. Professor Robinson, now at University of Virginia law school, said that advent of fiber optics puts into question viability of FCC's cable policies. He chose to "throw a stone or two" at FCC, saying it has "identified too closely" with regulated industries and been too quick to regulate. Yet, he said, "for all its warts [FCC] may be the fairest hope for future."
- 17 **RKO General Inc.**, which owns approximately 76% of Cablecom-General, cable systems owner, announced it **plans to offer \$10 cash net per share for remaining Cablecom stock.** Cablecom officials said this amounts to about 600,000 shares, which would make it \$6 million deal. Tender offer is expected to be made after necessary Securities and Exchange Commission and other filings are completed. Not involved: some 10,750,000 6 1/2% convertible issues outstanding.
- 17 Democratic caucus of House Commerce Committee didn't get around to subcommittee assignments last week, but did re-elect **Lionel Van Deerlin** (D-Calif.) as subcommittee chairman. Group also re-elected **John Moss** (D-Calif.) chairman of Investigations Subcommittee and **Bob Eckhardt** (D-Tex.) chairman of Consumer Protection and Finance Subcommittee.
- 17 **Broadcasters and cablecasters are coming to rescue** of schools forced to shut down by gas shortages and severe winter weather. National Cable Television Association last week sent telegrams to education officials in 17 Midwest and New England states hardest hit, offering local cable access channels for classroom instruction. NCTA set up emergency force in Washington to help school districts make arrangements with local operators. Phone: 202-457-COLD. **WBNS-AM-FM-TV Columbus, Ohio**, has same idea, proposing to turn radio and TV daytime hours over to school programming beginning Feb. 7. Noncommercial **WNAS(FM)** and commercial **WREY(AM)**, both **New Albany, Ind.**, are already doing that—WREY is selling its time, five-and-one-half hours daily, to school district for slightly under rate card rates.
- 17 **Lee Currlin**, CBS-TV sales administration VP and before that, briefly, network's programs VP, named to new post of VP, programming. CBS-TV stations division. CBS sources said he will incorporate responsibilities formerly handled by E. Hal Hough, named CBS-TV VP, program services, New York (story page 65).
- 17 **Neil Vander Dussen**, division vice president for **RCA Broadcast Systems**, named division VP and general manager of RCA Commercial Communications Systems. He will be succeeded by **J. Edgar Hill**, broadcast systems division's VP-marketing. **Andrew F. Inglis**, who had headed commercial communications, named president of RCA American Communications Inc. (RCA Americom), operator of domestic satellite system, succeeding **Philip Schneider**, who takes new post as executive VP, operations and engineering, RCA Americom.
- 17 **Dr. V.K. Zworykin**, 87 and still active although retired as RCA scientist, whose inventions include both iconoscope and kinescope TV tubes, and late **Dr. Lee de Forest**, pioneer radio inventor, **elected to National Inventors Hall of Fame.**
- 17 **Freddie Prinze**, co-star of NBC's high-rated *Chico and the Man*, shot and critically wounded himself early Friday (Jan. 28) in Los Angeles, according to police. Mr. Prinze, 22, was reportedly despondent over separation from wife. At 2:45 a.m. he called his manager, Marvin Snyder, who arrived at Mr. Prinze's East Los Angeles apartment about 3. Mr. Prinze then called several friends and, finally, his estranged wife. When he hung up phone, police said, Mr. Prinze took a small caliber pistol and shot himself through right temple. He was taken to UCLA Medical Center, where he was reported in **critical condition and in surgery** late Friday. NBC spokesman said four more segments of *Chicago* are scheduled to be taped this season.

# Station sales rise with curve of air billings

**More stations sold in 1976 than in any other year as majors take to trading out or trading up**

More than \$290 million was paid out last year in 446 station ownership transfers. The number of stations changing hands was the largest of any year in this decade, but the gross dollar value—\$31 million above the 1975 total—was still \$17 million below 1974's and \$103 million below 1971's all-time record of \$393 million (see chart below). By most media brokers' standards 1976 was a good year, and they say 1977 may be their best ever.

The largest broadcasting transaction of the year was the \$42,625,000 sale by Kaiser Industries Corp. of its broadcasting subsidiary to Field Enterprises (not yet approved by the FCC, and thus not included in the year's totals). The deal includes KHBK-TV San Francisco; WFLD-TV Chicago; WLVI-TV Boston; WKBD-TV Detroit, and WKBS-TV Philadelphia (all UHF's). Gaylord Broadcasting is paying Kaiser (36%) and United Artists Broadcasting

(64%) \$10.5 million for WUAB-TV Lorain, Ohio (Cleveland), also a UHF. The FCC approved Kaiser's \$1.2-million sale of KCSC-TV Corona, Calif. (Los Angeles), another UHF, to Oak Broadcasting System. Approval of the Field and Gaylord transactions will close out Kaiser's broadcast portfolio.

Avco Broadcasting Corp. received FCC approval of three station sales first announced in late 1975. Avco sold WLWT(TV) (ch. 5) Cincinnati to Multimedia for \$16.3 million and WLWC(TV) (ch. 4) Columbus, Ohio to the Outlet Co.—which owns other stations and a chain of retail clothing and department stores in the East—for \$16.1 million. Queen City Communications Inc., a Cincinnati-based investment group headed by Jay C. Thompson, paid \$8.5 million for WLW(AM) Cincinnati, the original piece in Avco's broadcast group. The \$40.1-million total of these sales is reflected on the accompanying chart. Avco still retains WRTH(AM) Wood River, Ill. (St. Louis), and KYA-AM-FM San Francisco.

Harte-Hanks Newspapers added to its ever-increasing fold of television stations with the purchase of Landmark Communications's WFMV-TV (ch. 2) Greensboro, N.C., for \$19 million—the highest price paid for a single broadcast property in 1976. WFMV-TV joins Harte-Hanks's other stations, KENS-TV (ch. 5) San Antonio, Tex., and WTLV(TV) (ch. 12) Jacksonville, Fla., and the company's 25 daily and 39 weekly newspapers.

The largest radio deal of the year, and

also the largest ever, involved Joseph L. Allbritton's sale of WMAL-AM-FM Washington to ABC for \$16 million. Mr. Allbritton, who purchased the financially troubled *Washington Star* and its broadcast properties a year ago, sold the stations to comply with the FCC's crossownership rules. He still owns WMAL-TV (ch. 7) Washington, WLVA-AM-TV (ch. 13) Lynchburg, Va., and WCIV(TV) (ch. 4) Charleston, S.C. Under the same FCC order that forced his sale of the radio stations, Mr. Allbritton must sell one of the Lynchburg stations and, if he chooses to keep the *Star*, WMAL-TV, too.

Although trading for the coming year promises to be brisk, a case involving a multiple station transfer in San Francisco now before the FCC could cause complications.

Under the proposed transaction, CBS is selling its KCBS-FM to Golden Gate Radio for \$850,000 and is buying the more powerful KEAR(FM) from Family Stations Inc. for \$2 million. Family Stations is buying KMPX(FM) from National Science Foundation for \$1 million.

A local citizens group, the KMPX Listeners Guild, is fighting the proposed transaction because, it says, the transfer would mean the elimination of KMPX's "unique" format—big band and jazz music of the 1920's, 30's and 40's—and would result in the "further duplication of existing programming" (BROADCASTING, Nov. 15, 22, 1976).

The new owner in the transaction is

## The last 23 years in station trading

	Dollar volume of transactions approved by FCC				Number of stations changing hands			
	Total	Radio only	Combined Radio-TV†	TV only	Radio only	Combined Radio-TV†	TV only	
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,906,760	187	18	27	
1955	73,079,366	27,333,104	22,351,602	23,394,660	242	11	29	
1956	115,605,828	32,563,378	65,212,055	17,830,395	316	24	21	
1957	124,187,660	48,207,470	47,490,884	28,489,206	357	28	38	
1958	127,537,026	49,868,123	60,872,618	16,796,285	407	17	23	
1959	123,496,581	65,544,653	42,724,727	15,227,201	436	15	21	
1960	99,341,910	51,763,285	24,648,400	22,930,225	345	10	21	
1961	128,804,167	55,532,516	42,103,708	31,167,943	282	13	24	
1962	101,742,903	59,912,520	18,822,745	23,007,638	306	8	16	
1963	105,303,078	43,457,584	25,045,726	36,799,768	305	3	16	
1964	205,756,736	52,296,480	67,185,762	86,274,494	430	20	36	
1965	135,123,766	55,933,300	49,756,993	29,433,473	389	15	32	
1966	135,718,316	76,633,762	28,510,500	30,574,054	367	11	31	
1967	172,072,573	59,670,053	32,086,297	80,316,223	316	9	30	
1968	152,455,412	71,310,709	47,556,634	33,588,069	316	9	20	
1969	231,697,570	108,866,538	35,037,000	87,794,032	343	5	32	
1970	174,785,442	86,292,899	1,038,465	87,454,078	268	3	19	
1971	393,547,924	125,501,514	750,000	267,296,410	270	1	27	
1972	271,330,537	114,424,673	0	156,905,864	239	0	37	
1973	230,381,145	160,933,557	2,812,444*	66,635,144	352	2*	25	
1974	307,781,474	168,998,012	19,800,000***	118,983,462	369	5***	24	
1975	259,485,961	131,065,860	0	128,420,101	363	0	22	
1976	290,923,477	180,663,820	1,800,000	108,459,657	413	1	32	
<b>Total</b>	<b>\$4,020,502,982</b>	<b>\$1,823,497,857</b>	<b>\$661,819,883</b>	<b>\$1,521,785,142</b>	<b>Total 6,618</b>	<b>239</b>	<b>623</b>	

Note: Dollar volume figures represent total considerations reported to all transactions, with the exception of minority-interest transfers in which control of the licensee did not change hands. All sales have been approved by the FCC.

\*Two acquisitions of radio-TV combinations were approved in 1973 on waiver of FCC one-to-a-customer rule that became effective in 1971.

\*\*\*Figure represents merger of Pacific & Southern's combination of four radio and one television stations into Combined Communications Corp.

\*\*Note: In compiling the number of stations traded, an AM-FM facility, or an AM-only was counted as one radio unit.

†Includes single properties consisting of radio and TV stations.

**Improve your market  
five times a week**

**It's the most successful  
introduced**

**Goodson-Todman's**  
**“Concer**

**NEW YORK, WNBC-TV (9:30 AM)**

Number One again in rating, share, and women in the Number One market. Fourth year on NBC's flagship station.

**LOS ANGELES, KHJ-TV (7:00PM)**

Increases audience of top drama lead-in: rating up 20%, 18-49 women up 50%, 18-34 women up 56%.

**PHILADELPHIA, WCAU-TV (1:00PM)**

Strong Number Two in rating, share, households, 18-49 women. 25% increase over year-ago rating. Fourth year on station.

**ATLANTA, WXIA-TV (7:00PM)**

Increases year-ago audience of Merv Griffin: rating up 50%, share up 50%, households up 103%, 18-49 women up 141%. Builds audience of network news lead-in.

**HARTFORD-NEW HAVEN, WTNH (7:00PM)**

Number Two in rating, share, households, 18-34 and 18-49 women. Increases network news lead-in audience of 18-34 women by 20%.

**SACRAMENTO-STOCKTON, KXTV (7:00PM)**

Number One in rating, share, households and women. Builds lead-in news audience: rating up 45%, share up 44%, homes up 39%, 18-49 women up 138%.

**BUFFALO, WBEN-TV (7:00PM)**

Number Two in rating, share, households, 18-34 and 18-49 women. Increases year-ago audience of news in time period.

**PROVIDENCE, WJAR-TV (7:00PM)**

Number One in time period for 4th consecutive year. First in every category of audience measurement.



**position and demographics  
with one great show.**

**syndicated strip  
in the last four years!**

**tradition"**

**GR'D RAPIDS-KAL'AZOO, WKZO-TV (7:00PM)**

Number One in rating, share, households and women. Increases year-ago audience: rating up 36%, share up 27%, 18-49 women up 64%.

**ALBANY-SCH'Y-TROY, WTEN-TV (7:30PM)**

Strong Number Two in rating, share, households, 18-34 and 18-49 women.

**BIRMINGHAM, WBMG-TV (6:30PM)**

Increases lead-in Truth or Consequences audience in all important categories. Increases year-ago audience: rating up 22%, share up 25%, 18-49 women up 53%.

**SYRACUSE, WSYR-TV (7:30PM)**

Number One in rating, share, households, women and 18-49 women. Increases year-ago audience to Truth or Consequences: rating up 23%, share up 22%, households up 29%, women up 53%, 18-49 women up 56%.

**SALT LAKE CITY, KTVX (6:30PM)**

Number One in 18-34 and 18-49 women. Increases lead-in news audience: rating up 41%, share up 40%, 18-34 women up 25%, 18-49 women up 125%.

**SAVANNAH, WTOG-TV (1:00PM)**

Number One in rating, share, households, 18-34 and 18-49 women. Increases year-ago audiences: rating up 44%, women up 26%, 18-49 women up 22%.

**RENO, KTVN (5:00PM)**

Number One in rating, share, households and women. Increases year-ago share by 30%. 18-49 women up 200%.

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Television Inc.**

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Source: New York and Los Angeles: NSI, Nov. 1976 and 1975.  
All other markets: ARB, Nov. 1976 and 1975.  
Audience estimates are subject to qualifications of the rating services.

black-owned Golden Gate. The issue the FCC is considering, then, is whether new minority ownership or so-called "unique" formats better serve the public interest.

In similar cases involving two New York stations, the FCC approved Sonderling Broadcasting's purchase of WRVR(FM) New York from the Riverside Church of New York for \$2.3 million and Living Communications Inc.'s \$550,000 purchase of WLIX(AM) Islip, N.Y., from Long Island Broadcasting Corp.

The Sonderling acquisition was approved only after the Miami-based group owner revised its application and proposed to retain WRVR's all-jazz format.

The Islip transaction was approved over the objections of another broadcaster in the area (Babylon Bayshore Broadcasting Corp.) which contended that Living Communications's proposed format changes would adversely affect competition in the region.

Over expansion caused one broadcast group to trim its portfolio. Starr Broadcasting, which began liquidating properties late in 1975 with a \$2.2-million sale of WNCN(FM) New York to GAF Broadcasting (approved by the FCC in May 1976), announced the sale of WCYB-TV (ch. 5) Bristol, Va., to Grit Publishing Co. for \$7.9 million and the assumption of about \$700,000 in liabilities. Starr also sold WLOK(AM) Memphis to Gilliam Broadcasting Co. for \$725,000 (approved last week,

see "Changing Hands," page 50) and KDTX(FM) Dallas to Fairchild Industries for \$1,350,000. The publicly traded group owner, controlled by Peter H. Starr and William F. Buckley, needs to "pay off a big debt load," according to Mr. Starr (BROADCASTING, June 7, 1976), and has been looking for a buyer interested in paying \$10 million for its KABL(AM) Oakland, Calif.-KABL(FM) San Francisco. No buyers have appeared.

Gaylor Broadcasting is still awaiting FCC approval of its \$12.5-million purchase of WVUE(TV) (ch. 8) New Orleans from Screen Gems (Columbia Pictures International). Southern Media Coalition has petitioned the FCC to deny the sale because, it says, Screen Gems has discriminated against blacks in its employment and programing policies and should not be allowed to profit from the sale of the station.

The \$3.5-million sale of KEEN(AM)-KBAY(FM) San Jose, Calif., from United Broadcasting Co. to Affiliated Publications Inc., publisher of the *Boston Globe*, fell through because of a competing application for the KBAY frequency filed by a San Jose citizen group.

Major station sales (more than \$4 million) receiving FCC approval in 1976 include:

MTC Properties Inc., a holding company owned by the descendants of the W. J. and F. E. Murphy families (who published the *Minneapolis Tribune* from 1900 to 1940), acquired 100% ownership of WCCO-AM-FM-TV (ch. 4) Minneapolis. MTC, which already owned 26.5% of the stations, paid the Robert B. Ridder voting trust \$11,760,000 for its 26.5% of the stations. The Ridder trust is associated with Knight-Ridder Newspapers Inc. owner of 45% of Akron, Ohio-based Group One Broadcasting Co. MTC exchanged its 14.98% of the *Minneapolis Star-Tribune* and paid an additional \$1 million for the newspapers' 47% in the WCCO stations.

WAPA-TV San Juan, P.R., (ch. 4) was sold by Columbia Pictures International to Dale Moore and John Price for \$11 million. Mr. Moore also owns, through subsidiaries, KMVT(TV) (ch. 11) Twin Falls and KSEI(AM) Pocatello, both Idaho; KTYM(TV) (ch. 6) Butte, KCAP-AM-FM Helena, KCFW-TV (ch. 9) Kalispell and KGVO-AM-TV (ch. 13) Missoula, all Montana. Mr. Price is a Utah-based builder and real estate developer.

A subsidiary of Peter Kiewit Sons Inc., construction company and publisher of the *Omaha World-Herald*, sold, KETV(TV) (ch. 7) Omaha for \$8.9 million plus \$553,000 in film contract liabilities to KETV Television Inc., a subsidiary of the Pulitzer Publishing Co. The Joseph Pulitzer family, principal owner of the publishing company, also owns KSD-AM-TV (ch. 5) St. Louis and KOAT-TV Albuquerque, N.M. Pulitzer also publishes the *St. Louis Post-Dispatch* and the *Tucson (Ariz.) Star*.

Combined Communications Corp. sold WSAI-AM-FM Cincinnati to Affiliated

Publications Inc. for \$6.3 million. CCC had previously announced the sale of the stations to Broad Street Communications Corp. for \$6.5 million, but that deal fell through for lack of financing. CCC sold the stations to comply with cross-ownership rules (the company bought the *Cincinnati Enquirer* in 1975). CCC, based in Phoenix, owns seven television stations, two FM's and three AM's including KSDO(AM) San Diego, which it bought last year from Generation II Radio San Diego Inc. for \$1,576,000. The buyer of the Cincinnati radios bought WFAS(AM)-WWYD(FM) White Plains, N.Y. from Courtland Broadcasting Corp. for \$2.4 million in April. In a sale not yet approved by the FCC, WWWE(AM) Cleveland has been traded to Combined Communications for \$7.5 million by Nick J. Mileti and Joseph Zingale, who also own WWW(FM) Cleveland.

WSAV Inc. of Savannah, Ga., sold its TV station there, WSAV-TV (ch. 3), to News-Press & Gazette Co. for \$5,250,000. In another deal announced in late December, the Savannah company sold WSAV(AM) to George C. Beasley for \$575,000. That sale has not been approved by the FCC. News-Press & Gazette Co. is principally owned by David R. Bradley, who publishes the *St. Joseph (Mo.) News-Press and Gazette* and owns a cable system there.

KROC-TV (ch. 10) Rochester, Minn., was sold by Southern Minnesota Broadcasting Co. to Quincy Newspapers Inc. for \$4,250,000. G. David Gentling, principal in Southern Minnesota, retained ownership of KROC-AM-FM, and, with his son, G. David Jr., still owns KTYD-AM-FM Santa Barbara, Calif. The buyer publishes the *Quincy (Ill.) Herald-Whig* and owns 88% of WGEM-AM-TV (ch. 10) and 100% of WGEM-FM Quincy. The company, owned by several family trusts, also owns WSJV(TV) (ch. 28) Elkhart-South Bend, Ind.

Swanco Broadcasting Inc. paid Communications Properties Inc. \$4,107,500 for KFJZ(AM)-KWXI(FM) Fort Worth. The deal included the Texas State Network (130 radio affiliates). Communications Properties is a cable-system operator with 59 systems in 11 states and some 236,000 subscribers. Swanco is a group owner with radio stations in Wichita, Kan., New Orleans, Albuquerque, N.M., Oklahoma City, Tulsa, Okla., and San Antonio, Tex.

KOAA-TV (ch. 5) Pueblo-Colorado Springs was sold by William Grant and Mahlon and Helen White to the Evening News Publishing Co. for \$4,050,000. Evening News owns the *Charleston (S.C.) News & Courier* and *Post*, KDBC-TV (ch. 4) El Paso and newspapers in Maryland, Virginia and Buenos Aires.

Other major sales of last year (more than \$1 million) receiving FCC approval include:

KJOI(FM) Los Angeles was sold by Louis Marx and Dan W. Lufkin to the Coca-Cola Bottling Co. of Los Angeles for \$3.9 million. Messrs. Marx and Lufkin also sold KOAX(FM) Dallas to Norman Wain and



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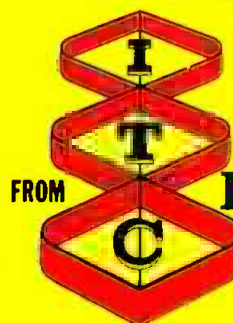
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<i>Boston</i>	<b>WCVB-TV</b> (ABC)	<i>Washington</i>	<b>WMAL-TV</b> (ABC)	<i>Detroit</i>	<b>WWJ-TV</b> (NBC)	<i>Miami</i>	<b>WTVJ</b> (CBS)
<i>Pittsburgh</i>	<b>WIC-TV</b> (NBC)	<i>St. Louis</i>	<b>KMOX-TV</b> (CBS)	<i>Milwaukee</i>	<b>WTMJ-TV</b> (NBC)	<i>Indianapolis</i>	<b>WTHR</b> (ABC)
<i>New Haven</i>	<b>WVNH-TV</b> (ABC)	<i>Denver</i>	<b>KMGH-TV</b> (CBS)	<i>Louisville</i>	<b>WHAS-TV</b> (CBS)	<i>Knoxville</i>	<b>WATE-TV</b> (NBC)
<i>San Francisco</i>	<b>KRON-TV</b> (NBC)	<i>Cincinnati</i>	<b>WLWT</b> (NBC)	<i>Atlanta</i>	<b>WAGA-TV</b> (CBS)	<i>Columbus</i>	<b>WTVN-TV</b> (ABC)
		<i>Salt Lake City</i>	<b>KUTV</b> (NBC)	<i>Albany, Ga.</i>	<b>WALB-TV</b> (NBC)	<i>Tucson</i>	<b>KGUN-TV</b> (ABC)
<i>Providence/New</i>				<i>Tampa</i>	<b>WTOG</b> (IND.)	<i>El Dorado</i>	<b>KTVE</b> (ABC)
<i>Bedford</i>	<b>WTEV</b> (ABC)	<i>Idaho Falls</i>	<b>KIFI-TV</b> (NBC)	<i>Pensacola</i>	<b>WEAR-TV</b> (ABC)	<i>Jacksonville</i>	<b>WJXT</b> (CBS)
<i>Baltimore</i>	<b>WJZ-TV</b> (ABC)	<i>Honolulu</i>	<b>KGMB-TV</b> (CBS)	<i>High Point</i>	<b>WGHP-TV</b> (ABC)	<i>Phoenix</i>	<b>KTAR-TV</b> (NBC)
<i>Ft. Wayne</i>	<b>WTA</b> (ABC)	<i>Saginaw</i>		<i>Buffalo</i>	<b>WGR-TV</b> (NBC)	<i>Eugene</i>	<b>KVAL-TV</b> (NBC)
<i>Charlotte</i>	<b>WBTV</b> (CBS)	<i>Day City</i>	<b>WNEM-TV</b> (NBC)	<i>Portland</i>	<b>KATU</b> (ABC)	<i>Seattle</i>	<b>KOMO-TV</b> (ABC)

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Robert C. Weiss (Metroplex Communications Inc.) for \$1.7 million.

WCEE-TV (ch. 23) Freeport (Rockford, Ill.), was sold by General Media Inc. to Worrell Newspapers Inc. for \$3,870,000. Worrell publishes 17 daily newspapers in 10 states and owns WHSV-TV (ch. 3) Harrisonburg, Va.—purchased last year from Gilmore Broadcasting Corp. for \$3,150,000 plus a \$100,000 covenant not to compete.

WCKY(AM) Cincinnati was sold by Post-Newsweek Stations to Truth Publishing for \$3.6 million. Truth, owned by John F. Dille Jr. and Walter R. Beardsley, owns the *Elkhart* (Ind.) *Truth*, and WTRC(AM)-WYEZ(FM) Elkhart. Mr. Dille and his son, John Dille III, also own WCUZ(AM) Grand Rapids, Mich., WMEE(AM)-WMEF(FM) Fort Wayne, Ind., and have recently purchased, subject to FCC approval, WYON(FM) Grand Rapids, Mich., and WWEZ(FM) Cincinnati.

WZGC(FM) Atlanta was sold by GCC Communications Inc. to First Media of Georgia for \$2,510,000 plus a \$990,000 covenant not to compete. First Media is principally owned by members of the Marriott family, who are also the major stockholders in the Washington-based hotel, restaurant, catering and entertainment corporation of the same name. The Marriotts also own WPGC-AM-FM Morningside, Md. (Washington) and KAYK-AM-FM Provo, Utah.

WERE(AM) Cleveland was sold by ASI Communications to Oliva-Neuhoff Broadcasting Inc. for \$3.1 million. ASI this year sold WRYT(AM) Boston to Carter Broadcasting Co. for \$1.2 million (BROADCASTING, Jan. 10). Oliva-Neuhoff is owned by Paul Neuhoff and George Oliva Jr. Mr. Oliva also owns four AM's in Florida and Georgia. In another Cleveland purchase, Oliva-Neuhoff acquired WGCL(FM) from GCC Communications for \$2.5 million.

KELP-TV (ch. 13) El Paso was sold by John B. Walton Jr. to Marsh Media Ltd. for \$3,075,000. Mr. Walton also sold KBUY(FM) Fort Worth to Latin American Broadcasting Co. for \$450,000. Marsh Media is owned by Stanley, Michael, Tom and Estelle Marsh (brothers and sister). The Marshes have interests in KVII-TV (ch. 7) Amarillo, Tex., a cable system there

and KFDO-TV (ch. 8) Sayre, Okla.

WRBT(TV) (ch. 33) Baton Rouge was sold by Richard O. Rush, Ramon V. Jarrell and Southern Educators Life Insurance Co. to Corporate Communications Group Inc. for \$200,000 plus about \$2.75 million in corporate debt. Mr. Rush is principal and board chairman of American Public Life Insurance Co., which sold WAPT(TV) (ch. 16) Jackson, Miss., to Lewis C. Hopper, Dr. Curtis D. Roberts, Robert G. Nichols, William Neville III, Dr. Louis A. Farber and Dr. Russell Birmingham for \$500,000 plus the assumption of about \$3 million in liabilities. Principals in Corporate are Jules B. LaBlanc and Cyril E. Vetter, Baton Rouge attorneys.

WIBG(AM) Philadelphia was sold by Buckley Broadcasting Corp. to Fairbanks Broadcasting Corp. for \$2,950,000. Fairbanks is an Indianapolis-based group owner.

KFDA-TV (ch. 10) Amarillo, Tex., was sold by Bass Broadcasting Co. to Panhandle Telecasting Co. for \$2.8 million. Panhandle is owned by Ray Herndon, owner of KMID-TV (ch. 2) Midland, Tex., and R. H. Drewry, owner of KSWO-TV (ch. 7) Lawton, Okla. Bass, which closed out its broadcast holdings with this sale, sold its other properties—KDNT-AM-FM Denton, Texas.; WSLC(AM)-WSLQ(FM) Roanoke, Va., and KFDW-TV (ch. 12) Clovis, N.M.—to Mel Wheeler Inc. for \$2,171,000 plus the assumption of about \$325,000 in liabilities. The Bass family intends to devote its resources to oil and gas exploration and production. Mr. Wheeler has interests in KITT(FM) San Diego and KUOE(FM) El Paso.

KOST(FM) Los Angeles was sold by Coronado Communications to Cox Broadcasting Corp. for \$2.2 million. Barton R. McLendon and his son, Gordon B., owners of seller, own KNUS(FM) Dallas. Cox is major group owner with stations in Atlanta; Charlotte, N.C.; Dayton, Ohio; Oakland, Calif.; Los Angeles, Miami and Pittsburgh.

KLAK-AM-FM Lakewood (Denver), Colo. were sold by Edward S. Scott to KLAK Inc., a subsidiary of McCoy Broadcasting Co. (Arthur H. McCoy 85%). Mr.

McCoy also owns KHON-TV (ch. 2) Honolulu and its satellites, KHAW-TV (ch. 11) Hilo and KAH-TV (ch. 7) Wailuku, both Hawaii, and KYXI(AM) Oregon City and KGON(FM) Portland, both Oregon.

KBMT(TV) (ch. 12) Beaumont, Tex. was sold by Liberty/National Corp., Oklahoma City, to Texas Telecasting Inc. for \$2.4 million. The buyer is owned by Michael G. and Clinton McKinnon, who also own KIII(TV) (ch. 3) Corpus Christi, Tex. and KSON(AM) San Diego.

KBCI(TV) (ch. 2) Boise, Idaho, was sold by Boise Valley Broadcasters to Eugene Television for \$1.9 million plus \$187,000 for new equipment.

WHEN(AM) Syracuse, N.Y., was sold by Meredith Corp. to Park Broadcasting for about \$1 million.

WCTI(TV) (ch. 12) New Bern (Greenville), N.C., was sold by Continental Communications to Malrite Broadcasting for \$2 million.

KZAZ(TV) (ch. 11) Nogales (Tucson), Ariz., was sold by I.B.C. to Roadrunner Television for \$1,985,000 plus \$187,000 in mortgage payments and liabilities.

WCJB(TV) (ch. 20) Gainesville, Fla., was sold by Minshall Broadcasting to Community Broadcasting Service, a subsidiary of Diversified Communications, Camden, Me., for \$1,870,000 plus a \$500,000 covenant not to compete.

WBKO(TV) (ch. 13) Bowling Green, Ky., was sold by Professional Telecasting System to Bluegrass Media for \$1.75 million.

KMEO-AM-FM Phoenix were sold by Southwestern Horizons Inc. to B&D Broadcasting for \$900,000 plus a \$600,000 noncompetition covenant.

WAAB(AM)-WAAF(FM) Worcester, Mass., were sold by George Gray to Robert L. Williams Broadcasting for \$1,450,000.

WPBS(FM) Philadelphia was sold by Bulletin Co. (*Philadelphia Bulletin*) to LIN Broadcasting for \$1.4 million.

WSNT-AM-FM Sandersville; WJAT-AM-FM Swainsboro, and WBRO(AM) Waynesboro, all Georgia, were sold by country music singer Webb Pierce to Cleatus O. Brazzell and his wife, Frances, for \$1,290,000.

WIVY-AM-FM Jacksonville, Fla., were sold by Jacksonville Broadcasting Corp. to Torrid Broadcasting for \$1,250,000.

KBUZ-AM-FM Mesa, Ariz., were sold by KBUZ Inc., a subsidiary of Number One Radio Inc. of Phoenix, to Southwestern Media for \$1.2 million.

KCOH(AM) Houston was sold by Dorothy Meeker, executrix of the estate of Robert C. Meeker, to KCOH Inc. for \$1.1 million.

KPEL-AM-FM Lafayette, La., were sold by Radio Lafayette Inc. (First National Bank of Dallas acting as trustee of the estate of Edward L. Francis) to Lafayette Broadcasting for \$1,025,000.

WKID(TV) (ch. 51) Fort Lauderdale, Fla., was sold by Channel 51 Inc., debtor in possession to Johns-Koenig Associates for \$1 million.

WNLC(AM)-WTYD(FM) New London, Conn., were sold by Thames Broadcasting to Mercury Broadcasting for \$1 million.

Major station transfers announced last

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year but not yet approved by the FCC include:

Wometco Enterprises bought WZZM-FM-TV (ch. 13) Grand Rapids, Mich., from Michigan Telecasters Inc. for \$14 million. Miami-based Wometco is a publicly held group owner, vending machine operator, soft drink bottler and theater owner. The company intends to spin off the Grand Rapids FM to comply with the FCC rules barring acquisitions of co-located TV and radio stations.

Heftel Broadcasting Corp. sold KGMB-TV (ch. 9) Honolulu to Lee Enterprises Inc. for \$10 million plus the assumption of about \$2 million in liabilities. Cecil Heftel, principal in the Hawaii-based group owner, was elected to Congress and is disposing of part of his broadcast portfolio. Mr. Heftel also announced the sale of WKTO(AM)-WSHH(FM) Pittsburgh to Nationwide Communications (a subsidiary of Nationwide Insurance Co.) for \$3.6 million.

Scripps-Howard Broadcasting paid Westport Television Inc. \$7.5 million for KBMA-TV (ch. 41) Kansas City, Mo.

North Alabama Broadcasters Inc. sold WHNT-TV (ch. 19) Huntsville, Ala. to

Gilmore Broadcasting Corp. for \$5,250,000.

WADO(AM) New York was sold by Bartell Media to Wilson Communications Inc. for \$4.8 million.

Cox Broadcasting bought WLIF(FM) Baltimore from Sudbrink Broadcasting for \$3.9 million.

WLAC Inc. (Life and Casualty Insurance Co. of Tennessee) sold WLAC-AM-FM Nashville to Billboard Publications for approximately \$3 million.

Durham Life Insurance Co. bought WRDU-TV (ch. 28) Raleigh-Durham, N.C., from Triangle Telecasters Inc. for \$2.5-3 million.

Storer Broadcasting sold WJW(AM) Cleveland for \$2.5 million to Arthur B. Modell and Richard P. Bremkamp.

WLOF(AM) Orlando and WLOQ(FM) Winter Park, both Florida, were traded by Home Security Broadcasting Co. to R. W. Rounsaville Stations for WCIN(AM) Cincinnati. Home Security will, in turn, spin off WCIN to John C. Peterson for \$2.1 million. Mr. Rounsaville will pay nothing for WLOF but \$375,000 for WLOQ, which will then be sold so that Mr. Rounsaville

may comply with the FCC's multiple ownership rules.

KPAZ-TV (ch. 21) Phoenix was sold by Glad Tidings Church of America to Trinity Broadcasting of Arizona for the assumption of about \$2 million in debts and liabilities.

RKO General Inc. announced the sale of KFRC-FM San Francisco to KJOB Inc. for \$1,150,000 plus a \$350,000 covenant not to compete.

KUAM-AM-FM-TV (ch. 8) Agana, Guam, has been bought by Pacific Telestations Inc. from Pacific Broadcasting Corp. for \$650,000, the assumption of a \$525,000 bank loan and a \$110,000 noncompetition covenant.

WSAY(AM) Rochester, N.Y., was sold by Federal Broadcasting System to Monroe Broadcasting Corp. for \$1,255,000.

Covenant Radio Corp. paid \$1,250,000 plus up to \$49,500 in assumed obligations to Communico Inc. for WKSS(FM) Hartford-Meriden, Conn.

Number One Radio sold KBUZ-AM-FM Mesa, Ariz., to Southwestern Media for \$1.2 million.

## As seen from the middleman's vantage, the balance is tilting back to the seller

Brokers around the country were more than pleased with business in 1976. After nearly two years of sluggishness in the market, 1976 saw the return of a seller's market—and the higher prices that go along with it.

James W. Blackburn Jr. of Washington's Blackburn & Co. called 1976 a "typically good year." The station trading market was getting back to normal, he said, and, because "money's a little easier to get" and the over-all economy is growing stronger, "1977 looks excellent."

Ted Hepburn of Cincinnati, who opened his own brokerage firm there in October after several years with R. C. Crisler, noted that buyer interest really began picking up in the last half of the year. He, too, expects 1977 to be one of his best. "There's a lot of activity" among buyers, Mr. Hepburn said. "It's getting back to a seller's market."

Howard E. Stark, the New York-based television station specialist, is a bit more reserved about the prospects for 1977. He says 1976 was "excellent . . . especially in the second and third quarters," but he expects only "modified growth" in television-station trading in 1977. "I don't look for more than 6% growth," he said.

Mr. Stark bases his evaluation of the market on a "three-year growth period" theory of TV ad revenues. He believes that advertising revenues have reached a point of relative stability, and trading prices will reflect this. He does agree with the other brokers that there is an increased demand for stations, and the "lack of merchandise" should keep prices rising.

One area where this has already started

happening is in the Sun Belt, especially in Florida and the far Southwest. Ray M. Stanfield, with Chapman Associates' new Los Angeles office, said that stations in those areas are going for "10% over comparable facilities elsewhere."

Richard A. Shaheen of the Chicago-based company, agrees with Mr. Stanfield's assessment. For stations in the southern half of the country, Mr. Shaheen said, a buyer probably has to add "10% on top of what he'd pay in the Midwest—though I don't have any shortage of buyers for Midwest stations."

Another area of the country being paid considerable interest these days is the Pacific Northwest. Robert E. Rudolph, a negotiating consultant in Portland, Ore., told BROADCASTING that station earnings in his region have been "extraordinary."

A relative newcomer to the media brokerage field is Doubleday Media, based in

Dallas. The firm, in its third full year of operation, is a subsidiary of the publishing and broadcasting concern. Doubleday, too, is expecting 1977 to be a record year. "We've been on an upward trend for the past three years," said Dick Anderson, general manager.

Ray V. Hamilton, a Washington-based broker who has been in the station trading business longer than most others, expects 1977 to be only "slightly better" than last year. Nor is Mr. Hamilton disturbed by slow growth prospects. "Growth should be very slow," he said. "If the market booms [as it did in the early seventies]," Mr. Hamilton opined, "it'll bust."

Station buyers of late have been broadcasters expanding their holdings. "I've had no big rush of new people," said Washington's Edwin Tornberg. R. C. Crisler in Cincinnati agrees. Mr. Crisler said that although he has had many inquiries from persons new to broadcasting, "owners and some management people" are doing the buying. Both men attribute this to the high prices the seller's market is demanding.

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# No Surprises. Just Another Record

## **And a Preview of Things to Come.**

That NBC Sports' coverage of Super Bowl XI produced the highest rating ever for a sports event—more than 31 million homes—isn't surprising. Covering the big ones—and covering them well—is par for the course at NBC.

What is intriguing is what Super Bowl XI suggests about the future of pro football on TV.

## **AFC: The Dominant League.**

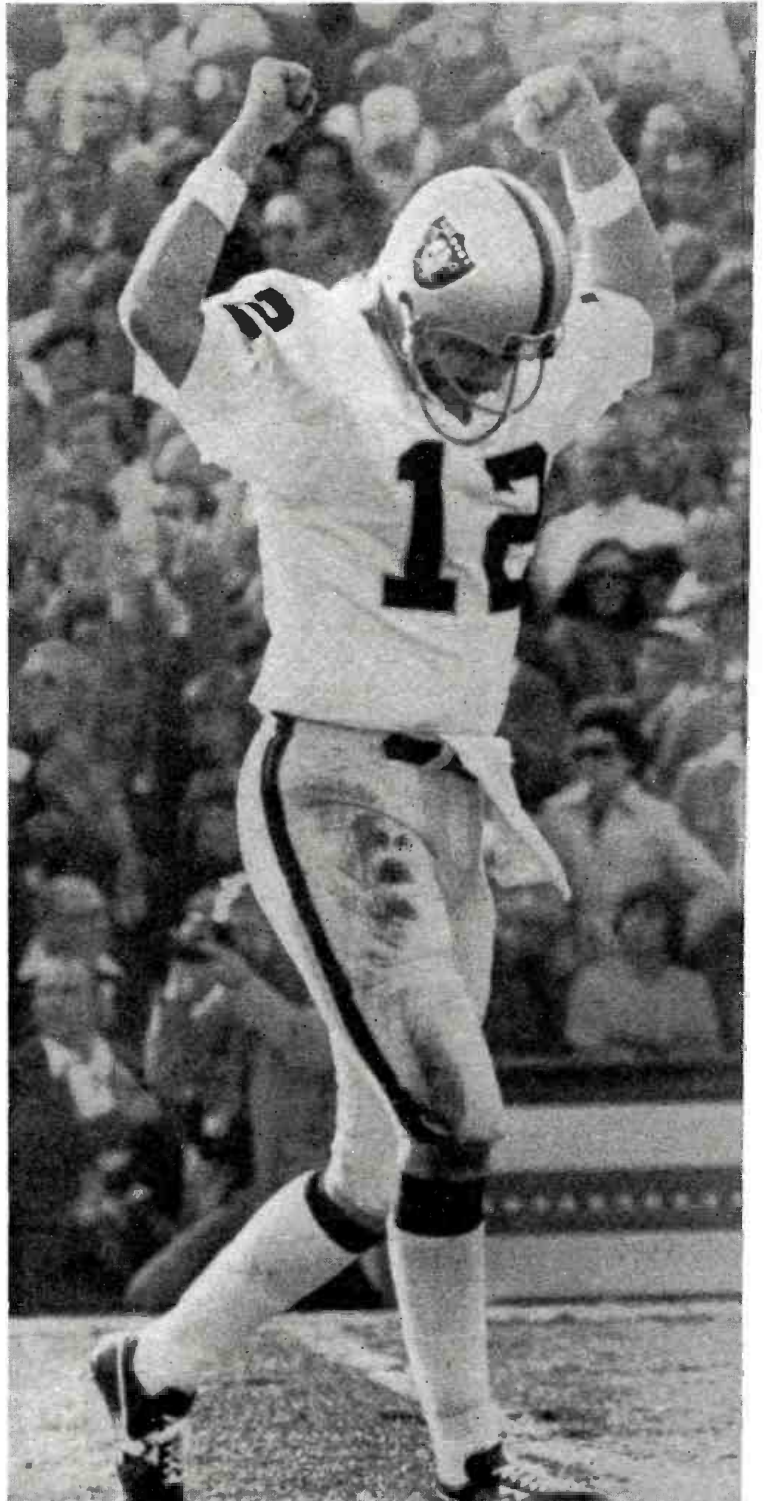
AFC teams have scored impressive victories in each of the last five and in eight of the last nine Super Bowls. Moreover, in regular inter-league contests this past season, the AFC has clearly been dominant.

AFC teams are on the move. Teams like the Oakland Raiders, Pittsburgh Steelers, Cincinnati Bengals, New England Patriots, Baltimore Colts and Miami Dolphins provide the kind of imaginative, explosive football that wins games, guarantees excitement—and delivers big audiences.

The nice thing about that, from NBC's point of view, is that the power-packed AFC is the conference NBC Sports presents throughout its regular season.

## **Continuing Action from "Grandstand!"**

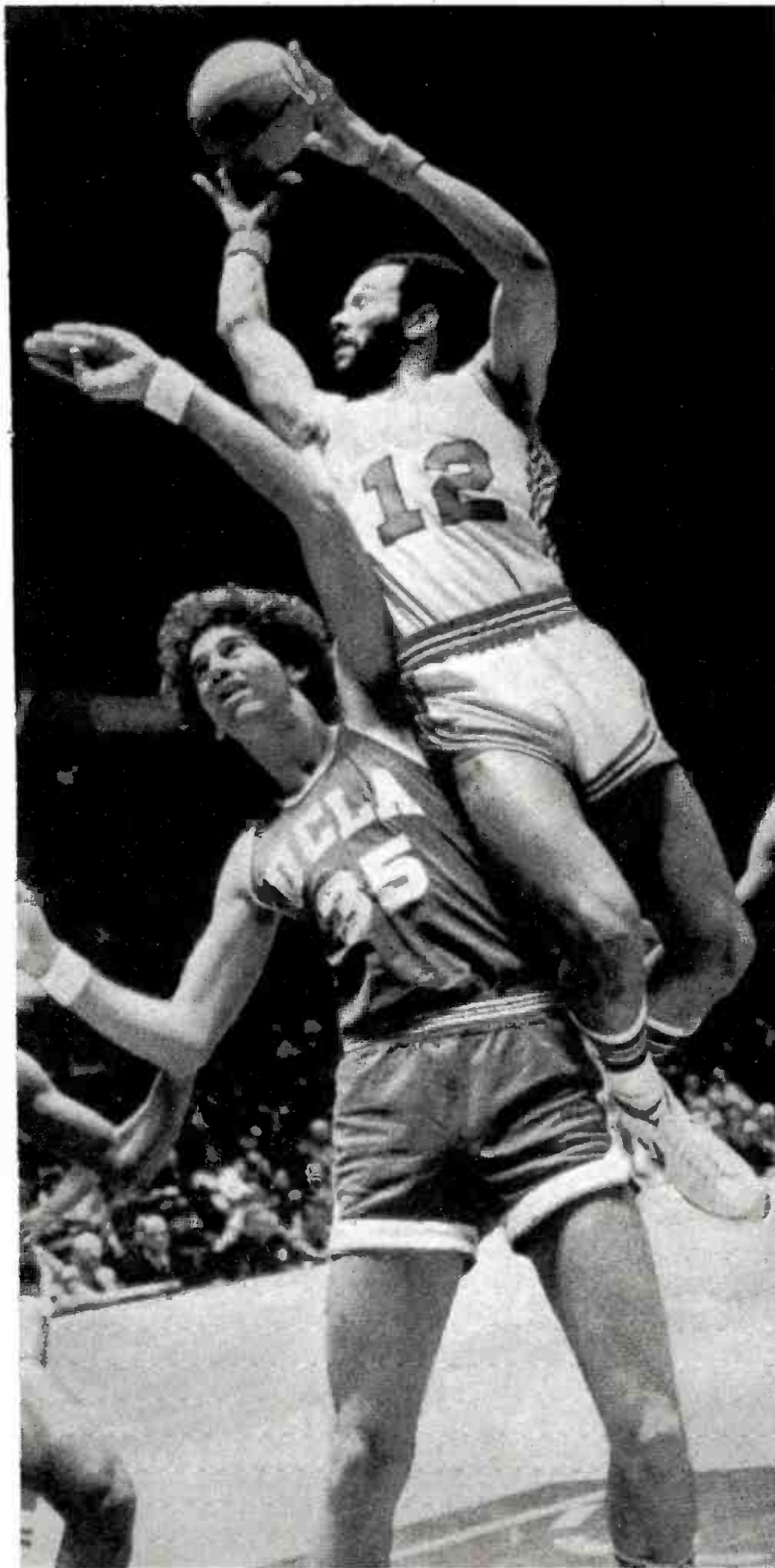
Throughout the entire year, "Grandstand"—NBC's companion feature to its sports events—provides viewers with the kind of coverage that makes news as well as reports it.



Source: NTI. Audience and related data are based on estimates provided by the rating service indicated and are subject to the qualifications issued by this service. Copies of such qualifications are available on request.



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## **The Emergence of College Basketball.**

But we don't have to wait till next season for excitement. Right now, NBC Sports' coverage of college basketball (in partnership with TVS) is giving every indication of developing into the next runaway sensation in TV sports. College basketball on NBC has already produced six of the ten highest rated basketball games of all time —college or pro.

And this year the lineup of teams is truly impressive—top-ranked North Carolina, Cincinnati, Alabama, Michigan, Louisville, Kentucky, Marquette, U.C.L.A. Week after week —Saturdays and Sundays—the best of the ECAC, Big 10, Big 8, PAC 8 and SEC compete in national and regional telecasts.

## **More Big Ones on NBC.**

And look at what's ahead. In addition to college basketball, NBC Sports will be bringing you exclusive coverage of these and other events—

---

January 30	U.S. Indoor Tennis Championships.
February 12	U.S. Olympic Invitational Track Meet.
February 12 & 13	Bob Hope Desert Golf Classic.
February 26 & 27	American Airlines Tennis Games.
March 2	Ken Norton vs. Duane Bobick Heavyweight Boxing Match.
March 5 & 6	Citrus Open Golf Tournament.
March 12-28	NCAA Basketball Championships.

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 **NBC  
Sports**

The Network Of Big Events. And Big Sports Events.

## Bates reckoning of media C-P-M fingers TV for 'unconscionable' rate increases

**Daytime network rates rose 25%, as did spot TV's, evening network up 19%; agency issues strong hints that advertisers may look elsewhere**

Ted Bates & Co.'s annual analysis of media trends came up with no surprises—and pulled no punches—in documenting an impression held widely in the advertising community that network and spot TV's costs-per-thousand rose sharply in 1976, and at rates higher than those of other media.

What did surprise many observers, including Bates, was the complete turnaround from 1975, when spot and prime-time network TV C-P-M's showed no increases while print media registered substantial boosts. (Bates had projected last year that 1976 C-P-M's for TV would increase only modestly over 1975.)

As it turned out, Bates now estimates that its 1976 index for daytime network TV C-P-M climbed to 152 from 122 in 1975 (a 25% increase); that evening network TV C-P-M moved up to 151 from 131 (a 19% boost) and spot TV's figure to 151 from 122 in 1975 (a 25% jump). In the index 1968 was the base year, indexed at 100.

As have other agencies before it, Bates said last week, in releasing its annual analysis to BROADCASTING, that the TV industry had chosen the year of the Bicentennial to "take advantage of the demand by advertisers for network TV commercial time to escalate the unit cost at a rate never experienced." The agency said that a number of events of a temporary nature were fueling the demand, such as the Bicentennial, the national primaries and elections and the summer and winter Olympics.

"Under these conditions," Bates said, "advertisers continued to rush to purchase any and all available time. Some late starters were left with high prices and

poor-quality availabilities. Some were locked out altogether. In many cases advertisers did not meet their originally planned network TV goals."

In evaluating spot TV's C-P-M spurt, Bates said the first quarter of the year, with expenditures up about 20% and negligible increases in unit costs and C-P-M's, served as "the springboard for a significant change for the remainder of the year." There was an upsurge of business in the second quarter by all spot TV users, Bates said, and "stations quickly moved to take advantage of the situation and introduced unit price increases in C-P-M's in numerous cases of unconscionable proportions."

Bates's projections for 1977 envision a continuation of the upward spiral in TV's C-P-M, particularly in network. It estimates that in daytime network TV the index will rise to 189 (a 24% increase); in evening network to 184 (a 22% gain) and in spot TV to 164 (up 9%).

All national media experienced upturns in costs-per-thousand in 1976. For example, the index for newspapers rose from 156 to 173; magazines, from 122 to 124; supplements, from 138 to 142; spot radio, from 114 to 118; network radio, from 92 to 102, and outdoor, from 148 to 159. For 1977, Bates is estimating C-P-M increases in all media, tabbing about 6% for magazines, 10% for newspapers, 8% for supplements, 6% for spot radio, 9% for network radio and 5% for billboards.

Despite the sizable increases in television costs-per-thousand in 1976, television prices still remained significantly behind the inflation rate of the general economy, according to another Bates analysis. The agency matched television C-P-M's against the consumer price index and found the television figures trailing in all categories. Again indexing 1968 at 100, Bates found the consumer price index rising from 100 in 1968 to 162 in 1976 while daytime network C-P-M's rose from 100 to 152, evening network C-P-M's from 100 to 150 and spot C-P-M's from 100 to 151.

The discrepancies between CPI and C-P-M's were even wider in 1975—155 for CPI, 122 for daytime network, 131 for evening network and 122 for spot, according to the Bates figures. Broadcasters have called 1976 a "catch-up year," Bates said. The agency asserted, however, that C-P-M advances then and those it projected for 1977 made it "inevitable that the mutually beneficial (advertiser/media) historical

correlation between television media costs and the CPI will be completely distorted."

Bates projected the 1977 index figures at 172 for the CPI, 189 for daytime network C-P-M, 184 for evening network C-P-M and 164 for spot C-P-M.

Bates pegged national media expenditures in 1976 at \$9.076 billion, a 23% gain over 1975 and a record percentage increase since the advent of television in 1949.

Bates calculated that network and spot TV represented 55% of national expenditures in 1976. The agency said spending in network TV last year rose by 31.3% to \$2.843 billion and spot TV by 23.4% to \$2.125 billion.

Bates contended that the demand for TV time and the short supply prompted some advertisers to turn to other media for advertising exposure and said this "overflow" of advertising dollars wound up in other media. Its estimates for other media: wired and non wired network radio, up 25% to \$104 million; spot radio, up 12% to \$487 million; newspapers and supplements, up 20% to \$1.645 billion; magazines, up 23% to \$1.796 billion and outdoor, up 16% to \$256 million.

Unit costs in network TV (the cost of a 30-second spot) are expected to rise 27% in daytime in 1977 and 24% in prime time, Bates ventured. The agency observed that these increases reflect broad averages and are subject to wide variations, contingent on when the time commitments are made and under what conditions. For instance, it said, advertisers dealing in "up-front" situations in 1976 and 1977 could hold unit costs to a 15%-18% range, while advertisers involved in purchases made closer to air time have been subject to increases in the 30%-50% area.

Unit costs for all media showed increases in 1976, according to Bates. Spot TV jumped by 27%; daytime network TV, about 18%; evening network TV, approximately 13%; magazines, 1.5%; newspapers, 10-11%; supplements, 3%; spot radio, 6%; network radio, 6%; billboards, 9%.

In assessing the 23% gain in over-all media expenditures, Bates said non television spending climbed an average of 20% while unit costs increased by only 5%. Conversely, TV's 26% gain in advertising investment "was offset considerably by an average 20% increase in unit cost," the Bates analysis argued.

"These figures suggest that in 1976 television's gain in expenditures was largely a result of unit price increases whereas non-television media actually experienced substantial 'real' increases in advertiser investment," the report stated.

The analysis took notice of a recent speech by Walter Reichel, senior vice president, executive director of media and programs for Bates. Mr. Reichel made the point that for an advertiser whose budget is fixed or at best only matches the general rate of inflation in the economy (5% to 6%), the dimensions of television are "drastically shrinking," Mr. Reichel said "this leads to a profound re-evaluation of

### How the national media sliced the advertising pie

	1976		1975	
Network TV	\$2,843,000,000	31.3%	\$2,306,000,000	31.4%
Spot TV	2,125,000,000	23.4	1,623,000,000	22.1
Network Radio	104,000,000	1.2	83,000,000	1.1
Spot Radio	487,000,000	5.4	436,000,000	5.9
Magazines	1,796,000,000	19.8	1,465,000,000	19.9
Newspapers and Supplements	1,465,000,000	16.1	1,221,000,000	16.6
Outdoor	256,000,000	2.8	220,000,000	3.0
<b>Total</b>	<b>\$9,076,000,000</b>		<b>\$7,354,000,000</b>	

# Get your hands on the TKP-45 from RCA.



# TKP-45 versatility gives you complete control, inside and out.

A lightweight camera is a good investment only if it can put you in full control of any production situation, in the studio or on location, inside and out.

On that basis, the go-anywhere, shoot-anything TKP-45 camera system is a superb investment. As more than 100 TV stations and teleproducers have learned since its debut.



- Scene contrast compression that compensates for strong lights and heavy shadows
  - Built-in contour enhancer with coring and comb filter
  - Chroma key outputs
  - High sensitivity
  - Prismatic bias light

### The one-camera camera system.

TKP-45 adaptability to any production challenge is enhanced by a wide choice of

matching accessories for powering, viewing, supporting and shooting. They turn the TKP-45 from a quality camera into the one-camera camera system.

For power, plug in our battery- or AC-powered Minipack for ultra-portable application.

For viewing, choose from two tiltable, interchangeable viewfinders, 3" and 7".




Either is suitable for location or studio use.

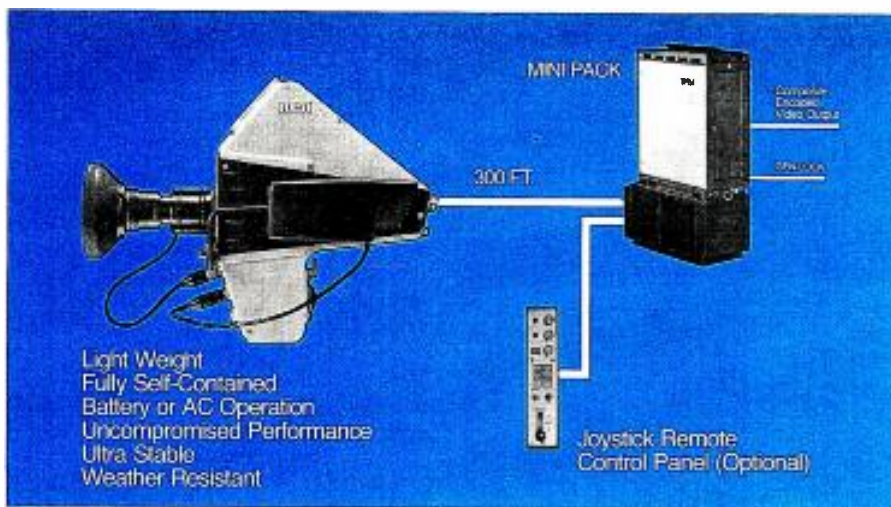
Support is made easy by a

### Big camera features.

Here are the blue-ribbon features—all standard—that make the TKP-45 camera a standout:

- Shock-mounted optics
- High Performance input amps with full level video outputs
- Quick-change wedge plate and lens mount
- Automatic white balance, black balance, iris control, pulse advance, voltage regulation

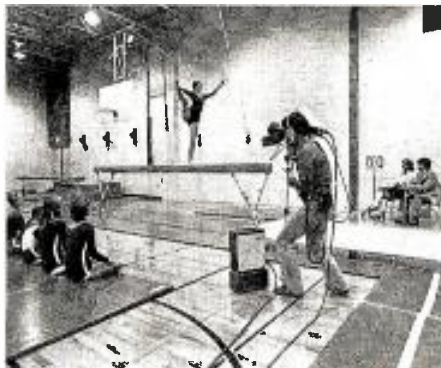
LENSES	Zoom Range	Focal Length	Hor. Angle of View	Aperture	Minimum Obj. Dist.	Weight
ANGENIEUX 6 x 13 D1 	6 to 1	19-78mm	52.4°-9.5°	1/2-2-f/3	0.45m 18 in.	1.1 kg 2.4 lbs
ANGENIEUX 10 x 16T 11 	10 to 1	16-160mm	43.6°-4.2°	f/2	1.4 m 59 in.	3.1 kg 6.9 lbs
CANON PV 10 x 12 B 	10 to 1	12-120mm	65.4°	1/2-4-f/3	0.45 m 18 in.	2.5 kg 5.5 lbs



wide variety of tripods, unipods, shoulder mounts, and studio camera bases. As for shooting, the TKP-45 accepts the zoom lenses on this chart—plus a fixed lens adapter which accommodates a wide variety of fixed focal length lenses ranging from fisheye to multiple-image.

### The full-sized TV camera.

You get big camera capability when the TKP-45 includes a Minimax adapter that accepts a range of full-size lenses for studio and field production. Minimax allows longer zoom



ranges, higher lens speeds and unexcelled optical quality. With Minimax, the TKP-45 handles like a full-sized TV camera (below).

### The versatile investment.

The TKP-45 and its accessories form a true building block camera system that can

fill any production, commercial and news assignment with an unmistakable stamp of quality. And its ability to go almost anywhere and shoot almost anything assures you of maximum return on your camera investment.

### Learn more, now.

To see how fully you can control any picture situation with the TKP-45, you are invited to contact your RCA Representative or simply send us the coupon.

Then, get your hands on a TKP-45 yourself. You'll see why the one-camera camera system is doing so much for so many.

Why not test it at our NAB Hands-on Headquarters?

B/1/31

RCA BROADCAST SYSTEMS  
Building 2, Front & Cooper Sts.,  
Camden, N.J. 08102

I'd like to see just how the TKP-45 meets my need for quality and versatility. Please contact me; no obligation, of course.

Name \_\_\_\_\_

Title \_\_\_\_\_

Firm \_\_\_\_\_

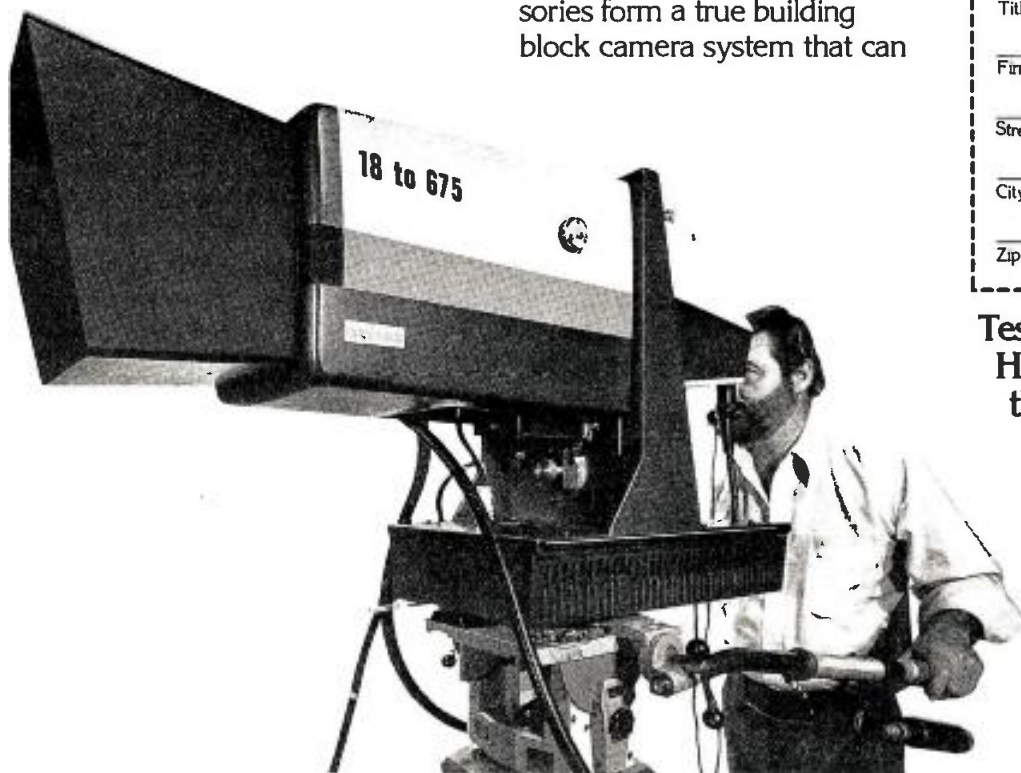
Street \_\_\_\_\_

City, State \_\_\_\_\_

Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Test a TKP-45 at our NAB Hands-on Headquarters, the Washington Hilton, March 27-30, 1977.



# RCA

The Dependables

## Up With Media: The Ted Bates Version

TV Day Network	TV Evening Network	TV Spot	Magazines	Newspapers	Supplements	Radio Spot	Radio Network	Outdoor (100 Show National)
<b>EXPENDITURE TRENDS</b>								
1968	100	100	100		100	100	100	100
1969	110	111	105		106	102	94	101
1970	109	109	101		100	103	89	112
1971	105	101	107		111	110	100	126
1972	118	117	112		124	112	117	140
1973	129	122	113		125	111	108	146
1974	141	132	117		134	112	110	148
1975	151	144	114		137	121	132	161
1976	187	188	140		165	135	165	187
(est.)								

<b>UNIT COST TRENDS</b>								
1968	100	100	100	100	100	100	100	100
1969	107	108	110	105	105	84	110	95
1970	118	115	120	109	111	97	119	94
1971	117	100	123	109	115	96	125	105
1972	117	121	114	110	118	99	132	110
1973	132	137	114	113	125	105	141	112
1974	139	148	121	118	133	117	147	110
1975	164	153	123	127	154	136	157	116
1976	192	172	156	129	170	141	166	122
1977	244	213	172	138	187	152	176	135
(est.)								

<b>AUDIENCE TRENDS</b>								
1968	100	100	100	100	100	100	100	100
1969	118	104	96	102	100	82	121	95
1970	114	100	92	106	100	94	120	92
1971	117	98	95	109	101	92	124	103
1972	124	107	94	105	100	93	124	121
1973	126	108	96	105	101	96	132	123
1974	122	112	99	104	101	98	136	122
1975	135	117	101	104	99	99	137	125
1976	126	115	103	104	98	100	140	119
1977	129	116	105	105	98	100	141	121
(est.)								

<b>COST PER THOUSAND TRENDS</b>								
1968	100	100	100	100	100	100	100	100
1969	91	104	115	103	105	103	91	100
1970	103	115	131	103	111	102	99	102
1971	100	103	129	100	115	104	101	101
1972	94	113	121	105	118	106	106	91
1973	105	126	119	107	125	109	106	91
1974	113	132	122	113	132	119	108	91
1975	122	131	122	122	156	138	114	92
1976	152	150	151	124	173	142	118	102
1977	189	184	164	131	190	153	124	111
(est.)								

**NOTES:** These calculations are based on units of 30 seconds for TV, 60 seconds for radio, four-color pages for magazines, 1,000 lines (black and white) for newspapers, black-and-white pages for supplements and 100 showings for outdoor. Audience and cost-per-thousand levels are based on women 18+ for daytime network TV, total persons 2+ for evening network TV, households for spot TV, persons 12+ for spot and network radio, adults 18+ for magazine and persons 2+ for outdoor, while those for newspapers and supplements are based on circulation. In the expenditure trends, day and evening network TV are combined, as are newspapers and supplements. Cost-per-thousand figures for spot TV are based on Bates's own experience, for network TV, on Nielsen CPM reports. The table shows trends in index form, with 1968, the base year, at 100. The number by which any subsequent year exceeds or falls below 100 is that year's percentage of increase or decrease from 1968. Figures for 1976 expenditures and all 1977 figures are Bates estimates.

media alternatives and to new questions in the area of media effectiveness and value."

He urged that broadcast rates should be determined on rational planning, and he asserted that "a lack of planning and no real understanding of the long-term implications of a pricing policy are revealed when the stations and networks simply charge what the market will bear." He warned that pricing based strictly on demand "can kill demand."

He dwelt on two issues of concern to advertisers today: escalating rates with no corresponding increase in value and "no real justification for another round of increases."

Mr. Reichel called 1977 a "critical year" and said agencies and advertisers will be watching the pricing situation closely.

"There hasn't been time yet for a real reaction to the cost shocks of 1976. You haven't seen any large dollar switches from television. But don't be fooled. Advertisers are considering alternatives; lead-time is necessary for successful use of another medium, on a large-scale basis. But many advertisers are gaining new experience with magazines and radio. In fact, 1976 expenditures for these media all have risen dramatically."

The report was made by Bates's Media Information and Analysis Division, which reports to Mr. Reichel.

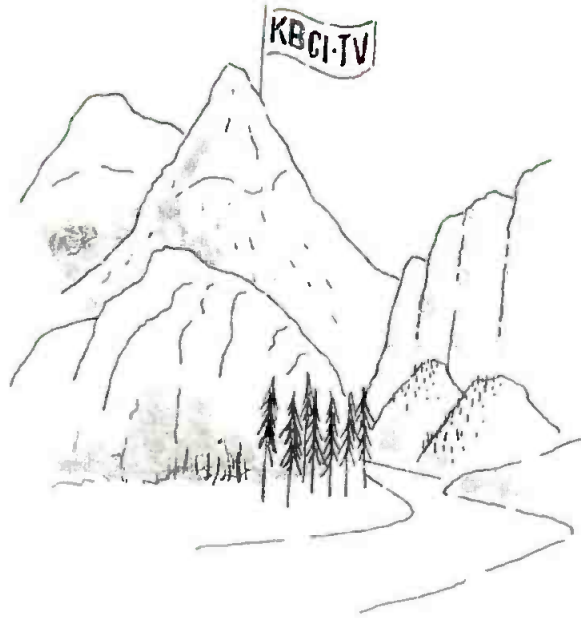
## Radio to put its best foot even further forward

**RAB's David warns of complacency following double-digit gains in 1976 radio as the 'sound alternative' will be theme of new all-out drive; closed-circuit appeals recount success stories, offer stations tips to help in latest sales effort**

A new campaign using radio to sell radio as "the sound alternative" for advertiser was announced last week by the Radio Advertising Bureau ("Closed Circuit," Jan 24). Network and station rep official joined RAB executives in an appeal to all radio stations to make extensive use of the campaign's five announcements, being distributed to RAB members at no charge and available to all other radio stations for a \$2 handling fee.

"While radio in 1976 scored double digit gains in total," RAB President Mile David said, "that growth isn't sufficient in relation to the opportunity or the medium's real worth. We've got to generate sales momentum and avoid the dangerous complacency that can accompany relative success, a success which should and can be more universal than it has been."

Mr. David said last year's campaign which like the previous year's stressed radio's values as an "inflation fighter," was carried by the radio networks and



**Katz TV Continental  
now represents  
KBCI-TV Boise, Idaho.**



**KBCI-TV. Katz. The best.**

some 3,000 stations that donated the equivalent of \$3.7 million in time and supplementary national magazine spots, making it "far and away the widest support ever afforded such an on-air industry effort."

This year's theme, "Radio: The Sound Alternative," recognizes that "this year everywhere in advertising—agencies, the business-retail press, at ad meetings—speaker after speaker stresses the need to find an alternative to escalating newspaper and TV costs," Mr. David said. "We think this new campaign, which features actual advertiser testimonials to radio's sales impact, will be harder hitting even than last year's. The stress is on sales results—results that make radio the sound alternative." The campaign's sub-theme is: "Radio works at a price you can afford."

Mason Adams, a leading commercial spokesman, is narrator in the five announcements. Featured are testimonials by radio advertisers, among them executives of General Mills, Midas Muffler, the Carson Pirie Scott store in Chicago and Woodward & Lothrop in Washington, the Crown Center shopping complex in Kansas City, Mo., and the Bottom Half chain of clothing stores, and A. Spencer Bruno, a research specialist in broadcast commercials. The announcements are 60 seconds in length, but one, which has two holes in which to insert local advertiser testimonials, may also be split into 30's or 10's.

One announcement, addressed to TV

**#1**

**Southern Illinois**

**WMCL**

**1060 RADIO**

**Frank Kelley**  
Operations Manager

Represented by  
**WALTON**  
BROADCASTING SALES

Community Service Broadcasting, Inc.  
Radio Park  
McLeansboro Illinois 62859  
618/643-2311

ARB, Spring 76, Cume estimates 12+ M-S 6a-mid, Edwards, Franklin, Gallatin, Hamilton, Jefferson, Saline, Wayne, White & Williamson counties, Illinois



**Proclaiming the gospel of radio.** On hand to tape a closed-circuit appeal for use of the Radio Advertising Bureau's new campaign to sell radio were (l-r) Harold L. Neal Jr., president, ABC Radio; Jack Thayer, president, NBC Radio; Sam Cook Digges, president, CBS Radio; Ralph Conner, executive vice president, Torbet-Lasker; Arthur W. Carlson, vice president, Susquehanna Broadcasting Co., and chairman of RAB; Miles David, RAB president, and Ralph Guild, president, McGavren-Guild. Unable to attend the taping were MBS President G. Edward Little, who taped his message later, and Frank Boyle, president of Eastman Radio and member of RAB board, who planned to communicate his support directly to Eastman-represented stations.

advertisers, suggests they put one-half of their television budgets into radio and cites research showing that in such cases, on average, audiences increase by 47%.

In the closed-circuit appeal to stations, participants described the campaign and offered some suggestions on how to mount it effectively. Among them:

Arthur W. Carlson, vice president in charge of the Susquehanna Broadcasting Co. stations and chairman of RAB: "The two previous campaigns sold the concept that radio offers value and sales impact. Now we're adding even more emphasis on results..."

Ralph Conner, executive vice president of Torbet-Lasker: "Who's the campaign aimed at? You could say advertising executives. But that limits it. Everybody listens to radio. That means in a station's audience there are distributors, jobbers, company treasurers, company presidents, agency copywriters and media buyers—everyone in a decision-making position within business can be reached with radio. So the more stations scheduling this campaign, the better. Obviously, drive times are highly desirable for reaching the business community. But so are weekends. Every time is good..."

Sam Cook Digges, president, CBS Radio: "In this year's messages, radio sales effectiveness is well documented with voice quotes from advertisers and agencies. They're very positive quotes. Our customers report success with radio very persuasively... One of this year's commercials, incidentally, is a carrier for your own local success quotes. Radio calls it a twin doughnut because it has two holes to carry two local voice quotes."

Ralph Guild, president, McGavren-Guild: "It certainly is amazing how universally people in advertising—national or local—talk today about that desire for alternatives. What this campaign will do is translate desire into action... But it's a mistake to believe advertisers and agencies

will automatically choose radio. They can buy magazines. They can accept every increase in TV and newspaper costs. Or we can sell harder than ever that radio works and prove it. This campaign does that."

C. Edward Little, president, MBS: "I join other radio company presidents in urging that you get behind it even bigger than last year. Selling with radio has to help us because our customers are out there listening."

Harold L. Neal, Jr., president, ABC Radio: "How can stations get the most out of the campaign? One way is by tagging every message with a phone number and contact name. In both 1975 and 1976 stations report they got new-business phone calls immediately..."

Jack Thayer, president, NBC Radio: "How can stations get local success quotes? Everyone likes to talk about what a good job they've done. The thing to avoid is frightening the advertiser about revealing secrets. If advertisers are willing to use numbers, great. But it's not essential. If they're successful executives and they say: 'I use radio... I know radio brings me customers,' and they say it in their own style, you have a good, usable quote."

## Millions of dollars to change a name

**Bankamericard will spend \$8.2 million to advertise its title conversion to Visa**

National Bankamericard Inc., San Francisco, is putting about \$8.2 million in advertising and promotional outlays, with heavy emphasis in network TV, to announce the conversion of its Bankamericard to the new Visa card, starting on April 1.

Although officials of NBI Communica-



tions, San Francisco, in-house agency for NBI, would not detail the media breakdown, it's reported that more than \$7 million will be spent in network TV, network and spot radio, and magazines. The network TV barrage will be unleashed on CBS-TV and NBC-TV from April through August and will be concentrated on primetime and sports programs. ABC, CBS and NBC radio networks will be tapped for extensive advertising as well as about 50 major spot-radio markets.

The creative portion of the five-month consumer campaign was executed by Needham, Harper & Steers, Los Angeles. Its theme is "Keeping Up with You," indicating the new Visa card is in tune with changing lifestyles and conditions. Visa can be used not only as charge card but as a check verification and a debit card.

Although NBI will not begin its national advertising campaign until April 1, banks in the U.S. can begin the introduction of Visa on March 1. A spokesman of NBI Communications said there are more than 8,000 member banks in the U.S., and they have been supplied with promotional and advertising materials. Some have reported they will use tie-ins of various media advertising to hammer home the change in name.

## Newspapers will put a lamp in the window for the prodigal young

**Noting TV's inroads among readers and that rival medium has been promoting fact in sales pitches, print group starts counterdrive**

The newspaper industry is mounting an extensive effort to persuade young people to read newspapers regularly as part of a campaign aimed at countering the inroads made by television in the past two decades.

In announcing its Newspaper Readership Project last week, Otto A. Silha, chairman of the Newspaper Advertising Bureau, said that "the key challenge we face is to convert younger people to the habit of regular readership as they enter the world of being active citizens and consumers."

Mr. Silha, who also is president of the *Minneapolis Star and Tribune*, told the 188th sales conference of the International Newspaper Advertising Executives in Hollywood, Fla., that the project would have industrywide support in four areas: research, promotion and public relations, training and communications. He said the Newspaper Advertising Bureau and the American Newspaper Publisher Association would have the responsibility for the execution of the program. The bureau will supply research on newspapers and its readers that will help the individual publishers and will provide promotional campaigns and films. The ANPA, which already has its Newspapers in Education project (dealing with news research in universities), will work in the circulation area

to improve systems and personnel.

Mr. Silha pointed out that in one generation TV has become "a major source of entertainment and a rapidly rising source of news for a majority of American households." On the other hand, he said, various studies, including one by the American Association of Advertising Agencies, show that people are more favorably disposed to newspaper advertising than any other medium.

The urgency of expanded circulation was underscored by Mr. Silha when he said that "our broadcast competitors, in every presentation they make to retailers, hit

hard at the circulation losses that many newspapers, especially larger papers, have taken in the past few years." He seemed sanguine about the future, pointing out that "big jumps in subscription prices are behind us" and latest Audit Bureau of Circulations figures show "circulation is beginning to move back up."

He claimed that newspaper circulation is going to grow "not only because our product is essential to our readers, but because our business is determined to do whatever has to be done, locally and nationally, to move ahead with our potential."

## Nobody has it like the new Spotmaster 3000 Series



**Model 3100 Slim Line** — the space saver for A size cartridges. Available in mono and stereo playback.



**Model 3200 Compact** — for A and B cartridges. Available in mono and stereo, record/playback and playback only.



**Model 3300 Standard** — for A, B and C cartridges. Available in mono and stereo, record/playback and playback only.

A new family of professional cart machines with all the standard features: large air-damped solenoid, a direct drive synchronous motor, and a rugged machined deck.

PLUS the Spotmaster exclusives: Phase Lok III head bracket for optimum stereo phasing; a superior, up-to-date, modular electronic package; a unique cartridge guidance system; and a full range of options including manual/automatic fast forward, additional cue tones and microphone input. Available in desk top or rack mounting.

For details call or write Broadcast Electronics, 8810 Brookville Road, Silver Spring, Maryland 20910. Telephone: 301/588-4983.

**BROADCAST ELECTRONICS, INC.**

A FILMWAYS COMPANY



**More 18-49 women  
than any competing program  
in these  
42 markets:**

New York  
Los Angeles  
San Francisco  
Detroit  
\*Dallas-Fort Worth  
Pittsburgh  
\*Minneapolis-St. Paul  
Miami  
\*Seattle-Tacoma

\*Indianapolis  
\*\*Baltimore  
\*Milwaukee  
Hartford-New Haven  
Denver  
\*Kansas City  
\*Cincinnati  
\*\*Buffalo  
\*\*San Diego  
New Orleans  
\*\*Orlando-Daytona Bch  
\*Dayton

# “Match G

You know your target audience in access time: 18-49 women.  
“Match Game PM” delivers more of these target viewers than  
any competing program in 58% of its markets.

In 84% of its markets, “Match Game PM” delivers either the first  
or second largest audience of 18-49 women in the time period.

And in 24 markets, “Match Game PM” ranks first in 18-49 women

**Knoxville**  
\* **Jacksonville**  
\* **Green Bay**  
\* **Spokane**  
\* **West Palm Beach**  
\* **Evansville**  
**Waco-Temple**  
\*\* **Greenville-NBrn-Wash.**  
\* **Austin, Tex.**  
**Baton Rouge**  
\* **Terre Haute**  
\*\* **Montgomery, Ala.**  
\* **Yakima**

\*\* **Rochester-MsnC-Austin**  
\*\* **Traverse City-Cadillac**  
**Reno**  
\* **Utica**  
**Bakersfield**  
\* **Meridian**  
**Ardmore-Ada-Sherman**  
\* **San Angelo**

\* First in 18-49 women among all access shows on station.

\*\* Second in 18-49 women among all access shows on station.



**ame PM**

among all access shows on its station.

To make this target-audience reach even more impressive, "Match Game PM" offers this attractive skew: 57% of its 18-49 women are in the younger 18-34 age group.

Call now for the third year of this great Goodson-Todman production.

**Jim Victory Television Inc.**

45 East 45 Street, New York 10017. Tel: (212) 686-8222

# Industry objects to FTC plan to dictate wording in OTC advertising

## Rulemaking looks to implement terminology approved by FDA

Trade associations representing broadcasters, advertising agencies and non-prescription drug manufacturers are taking a dim view of a Federal Trade Commission rulemaking that could place strict limitations on the wording used in over-the-counter drug advertising.

The rule itself says that an advertisement may not make "any claim directly or by implication, which the commissioner of food and drugs has determined . . . may not appear in the labeling of such drug." However, what has especially charged up opponents has been the FTC staff's interpretation of the rule: It would prohibit the use of terms not "specifically approved" by the Food and Drug Administration.

The FDA has begun a review of over-the-counter drugs, which includes labeling language. FDA review panels are expected to complete their work by 1981. Thus far, monographs have been issued in only two categories—antacids and antifatulents. The rule would only apply to those OTC drugs that the FDA has reviewed.

The National Association of Broadcasters sounded a common theme among those filing when it said: "Stated simply, the FTC's rule would prohibit all speech not previously cleared by the FDA. Thus the TRR [trade regulation rule] would affect commercial speech regardless of its ultimate truthfulness. Adoption of such a rule would raise substantial First Amendment questions."

According to the American Association of Advertising Agencies, the FTC staff has "the First Amendment backwards" and has "proposed prior restraint on free speech." The AAAA claimed that the rule would restrict language "regardless of what other means there may be of communicating the same information without deceiving the public."

AAAA also claimed the rule confuses the functions of labeling and advertising. It said that a label "affords an opportunity for extended disclosure" while "advertising, by contrast, is primarily a means of arousing interest in a product."

The Proprietary Association, whose members are involved in the sale and manufacture of over-the-counter medicines, said: "We believe that the commission must avoid an approach which limits advertising claims to specified terminology unless the commission can establish that all other terminology would be false or misleading. We believe that no such conclusion is possible."

It says that an FTC prohibition on synonyms would lead "to palpably absurd

consequences." Referring to a proposed monograph on laxatives, the Proprietary Association said that an ad could lawfully say that a product provides "short-term relief of constipation," but "temporary constipation remedy" would be illegal.

The AAAA added that the rule would increase confusion among consumers who do not understand the required terminology. The NAB seconded that notion and said that "even assuming . . . that terms used in labels and advertisements should be consistent, comprehension levels may vary according to the media. In other words, consumers might understand a written word to mean one thing and yet believe that the same word, when spoken conveys a different meaning."

Another issue raised in the comments was whether the FTC has the right to accept the judgment of the FDA and promulgate a rule based on its findings. "The proposed TRR would create a new role in advertising for the Food and Drug Administration," the NAB said, "and in so doing, render the FTC subservient to its sister federal entity."

The Consumer Federation of America, however, supported the proposed rule and asked the FTC to go a step further. It said that advertisements should be banned for products that the FDA has not determined unsafe but has not classified due to insufficient information. And if they are not banned, the CFA said, a disclaimer should be tagged on saying that "the effectiveness of this product has not been established."

The Proprietary Association claimed that such disclaimers "would seriously mislead consumers." It said that a disclaimer saying a product hasn't been approved "would necessarily lead the consumer to infer the absence of approval was tantamount to a lack of safety or effectiveness. . . . Regardless of how the disclosure was worded, suspicion would be aroused."

Sherwin Gardner, acting commissioner of food and drugs, however, summed up his position by saying that "alternate terms in OTC drug advertising. . . will unavoidably tend to frustrate the purpose of FDA's own restrictions on OTC product labeling." He noted that the FDA does allow for a review of terminology if it can be "scientifically demonstrated to be accurate. . . . The approved labeling of an OTC product is intended to insure the safe and effective use of a drug by laymen."

The FTC is to begin hearings on the proposed rule Feb. 28 in Washington.

## Church groups with stock portfolios pressure firms on TV violence

### They want advertising support withdrawn from action shows

A coalition of more than 150 churches that own stock in various corporations is mounting a campaign to urge those firms not to advertise on television shows con-

taining "excessive and gratuitous violence."

One company, Eastman Kodak, has already responded to the campaign by proposing a detailed advertising policy. Another, Colgate-Palmolive, sent a member of the group a similar, though less detailed, ad policy which it said summarized existing company guidelines.

The coalition's campaign is being coordinated by the Interfaith Center on Corporate Responsibility of New York, an affiliate of the National Council of Churches. The groups plan, according to center research director, Dara Tharpe, is to introduce the following resolution at stockholder's meetings of companies in which member churches hold stock:

"This company shall not allow its advertisements to appear in television programs containing excessive or gratuitous violence."

Besides Kodak and Colgate-Palmolive, the center's list includes Gillette, McDonald's, Pillsbury, Procter & Gamble, Sears, Roebuck and Schlitz. The companies were selected, Ms. Tharpe said, in part because they were named by two National Citizen's Committee for Broadcasting surveys as being relatively heavy sponsors of programs depicting violence (BROADCASTING, Dec. 20).

Kodak's response came after members of the coalition had submitted a resolution for inclusion in an April 26 stockholder's meeting. The Jan. 19 letter, from Kodak Secretary Leonard S. Zartman, expressed the hope that the resolution would be withdrawn "if management adopts the proposed ad policy, the coalition would withdraw its resolution."

"It is the policy of the company," the policy reads, "to refrain from advertising on television programs which include violence for its own sake when violence plays no part in or makes no important contribution to a dramatic statement."

The proposed policy goes on to say that programs depicting "overly graphic" displays of brutality and suffering, as well as antisocial behavior which might easily stimulate imitation, would also be avoided.

Kodak's letter was written to the Rev. Michael H. Crosby, a member of the coalition who represents a group of five Catholic organizations in Wisconsin which own Kodak stock. Also Rev. Crosby said the Colgate-Palmolive statement, read to him over the telephone on Jan. 24, contained similar guidelines which the company said would be sent to heads of advertising agencies, networks and TV stations.

"We are very happy," Rev. Crosby said, "and I can see no reason why we will not withdraw our resolutions—if Kodak does adopt its proposal. He said discussions with the company will be held soon."

Members of the Interfaith Council hold controlling interest in no company, and Ms. Tharpe said its campaign was being conducted primarily as a "consciousness raising" effort. The center has previously coordinated similar campaigns on equal opportunity employment policies and on the image of women and minorities on television.

## Fogarty asserts Minow's wasteland hasn't flowered

**In maiden speech to broadcasters  
new FCC member flays TV programs,  
though forswearing censorship**

FCC Commissioner Joseph Fogarty last week used his first appearance before a broadcaster group since joining the commission in September to flail away at television programming. The medium offers no real alternatives, he said, only choices between "crime drama" and "action/adventure" or between "sitcom" and "comedy/variety" shows. Usually, the comedies "are inane," the "so-called 'action' programs . . . distinguishable only in terms of their bizarre plots of violence and depravity."

That off his chest, Commissioner Fogarty went on to discuss possible solutions to that state of affairs. They do not involve FCC participation in the selection of programming, he said. Rather, they involve efforts to promote "a competitive television program market place in which creative achievement and artistic excellence can prevail."

One of the actions that reflects concern with those principles, he said, was the FCC's adoption three weeks ago of the inquiry into whether network practices are consistent with the "cardinal tenet" of the American system of broadcasting that licensees are responsible for the selection of the programs they exhibit (BROADCASTING, Jan. 17).

The other was the FCC's call for the development of UHF through the creation of a master plan to achieve technical parity between UHF and VHF television. "Programming competition and diversity depend in large measure on greater utilization" of the UHF portion of the spectrum, he said. Establishment of a task force to develop the plan was approved in October, (BROADCASTING, Oct. 25, 1976).

Commissioner Fogarty, who was speaking before the South Carolina Broadcasters Association, in Columbia, was, in a sense, demonstrating that he was one FCC commissioner who had not been intimidated by Judge Warren Ferguson's decision in the family viewing case. The decision, with which the commissioner said he disagreed, held that the commission and its chairman, Richard E. Wiley, had pressured the three networks into adopting the family viewing plan and of participating in a "conspiracy" to usurp licensee independence through the National Association of Broadcasters.

He said the decision "overestimates the commission's power of persuasion, and underestimates the backbone of the television industry in the area of legitimate First Amendment interests," and added: "The First Amendment should protect the

broadcast industry from improper government censorship, but it cannot provide a broadcaster with camouflage from criticism. This distinction was lost in the court's opinion."

While criticizing the general output of television, Commissioner Fogarty conceded, "in fairness," that the industry "is developing and presenting more quality programs portraying the best, rather than the worst, of the human kind and our social condition." But, he said, former FCC Chairman Newton Minow's "vast wasteland," 16 years later, is still vast and still contains too much waste.

Like critics of the medium before him, Commissioner Fogarty attributed what he saw as its failure to provide "meaningful programming alternatives" in reasonable supply to "industry economics"—the determination to achieve ratings high enough to attract advertisers and to justify charging them higher rates. "The stakes are simply too high to dare with something new—to take a chance with something different," he said. The loss of one rating point, he noted, may equal the loss of



Fogarty

hundreds of thousands of dollars in advertising revenues.

As for what might be done to improve matters, he said, the First Amendment precludes government involvement in programming. But, he said, it also provides a guide as to the commission's "proper responsibilities" in that area. The Supreme Court, he noted, has held that, in broadcasting, "the purpose of the First Amendment is 'to preserve an uninhibited marketplace of ideas in which truth will ultimately prevail, rather than to countenance monopolization of that market, whether it be by the government or a private licensee.'"

Thus, he said, the effort to develop a plan to raise UHF to a position of technical parity with VHF is of critical importance. For "if there is to be television station growth in this country, it will come almost entirely in the UHF band." He also sees the future of public broadcasting and blueprints for additional commercial networks as hinging on UHF development.

Commissioner Fogarty called for full industry implementation of UHF/VHF

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tuner comparability, said the quality of UHF signals must be improved at both the transmitter and the receiver, warned that the amount of spectrum space needed for UHF must be "carefully determined and preserved domestically and internationally," and, finally, asserted that the commission must see to it that the spectrum allocated to UHF is used with maximum efficiency.

As for the network inquiry—the notice was the commission's response to a petition filed by Westinghouse Broadcasting Co.—Commissioner Fogarty said that although the networks have "provided unique and significant service to both their affiliates and the viewing public," they have been charged with dominating the industry to the detriment of the public interest.

The commissioner, as did the commission in issuing its notice, said the inquiry is a "fact-finding" proceeding and that no "preconceived conclusions" have been reached. But, he said, "the inquiry represents an appropriate recognition of the need to preserve and promote diversity and competition in the television industry."

## FCC notes rise in hiring of women and minorities

**Blacks are up to 13.4% of total, women account for 27.3%**

The FCC reports that the number of women and minority group members employed by radio and television stations continued to rise last year. The number of women rose from 38,347 to 41,257, and of minority group members, from 18,940 to 20,279. Over-all employment increased from 146,345 to 150,783.

The figures—for all stations with five or more full-time employees—tracks generally the results of the study by the Office of Communication of the United Church of Christ of employment practices at the nation's television stations (BROADCASTING, Jan. 24).

The study, which is compiled annually from the employment profile reports broadcasters are required to file, shows that the number of women increased from 26.2% to 27.3%, and minorities from 12.9% to 13.4%.

Blacks remained the largest group among the minorities, with 12,654 employees (8.3%) last year, up from 11,818 (8%) in 1975. Spanish-surnamed Americans were the second largest group, with 5,660 employees (3.7%), compared to 5,353 (3.6%) in the preceding year, while Orientals remained in third place, with 1,259 employees (0.8%), up from 1,098 (0.7%). American Indians constituted the smallest group—706 employees or 0.4% of the total. The year before, the commission counted 671 American Indians in broadcasting, again, 0.4% of all employees.

## Van Deerlin hopes for no hold-up by FCC on his rewrite of 1934 legislation

**He asks Wiley for particulars on network inquiry, fearing it might bottle up information**

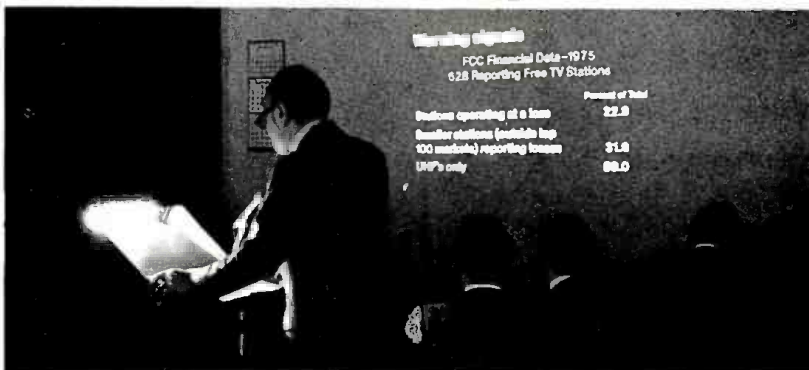
Concerned about the time-frame of the FCC's planned inquiry of network-affiliate relationships and the possibility of it impeding his subcommittee's work, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has asked FCC Chairman Richard Wiley for details of the commission's intentions.

Mr. Van Deerlin's subcommittee has embarked on a basement-to-attic re-examination of the Communications Act of 1934, of which a review of network practices will be a part. The subcommittee chairman endorsed the commission's inquiry in a letter to FCC Chairman Richard Wiley, Jan. 12 (BROADCASTING, Jan. 17), but asked then that the commission make it "reasonably well defined with respect to scope and timing."

Mr. Van Deerlin is concerned that the commission's inquiry not impede the subcommittee's ability to obtain views on network questions—it is possible, he says, such views might be withheld on the belief they might prejudice the commission's ongoing inquiry.

And a Jan. 19 letter to Chairman Wiley amounts to congressional oversight by mail. Depending on what the subcommittee reads in the FCC's answers, the letter may become the foundation for formal oversight hearings before the subcommittee this year, a subcommittee staff member said last week. Mr. Van Deerlin's questions: (1) Will the commission have to issue a notice of proposed rulemaking before any recommended changes in network practices can be instituted, and if so, how long will it take the commission to act? (2) Who will serve on the "special staff" referred to by the commission in its notice of inquiry to evaluate the comments in the inquiry, will there have to be a special appropriation to fund the group, and how will its work slow down "the other important business of the commission?" (3) Will the special staff do any research independent of the comments submitted in the inquiry?

(4) What will be the role of the Broadcast Bureau's office of network study in the network inquiry, what are its employees' qualifications and what research have they published? (5) Will the commission study the impact of the advertising industry on network practices as part of the inquiry? (6) How will the new inquiry be different from the earlier one in 1955-57 that resulted in the "Barrow Report" in 1958, and how did the commission use the earlier report? (7) Will the FCC inquiry hinder the Justice Department's antitrust suits against networks?



**Anticable advocacy.** A 25-minute slide show extolling the virtues of free TV and warning of the dangers of cable and pay cable was presented to the FCC last week during its monthly en banc public meeting. This time the message came from the ABC Television Affiliates Association and, according to John Conomikes, vice president and general manager of WTAE-TV Pittsburgh, and association chairman (middle left), the association, through its stations, hopes to present it to all of Congress by the middle of May, as well as to citizen groups, civic clubs and the like. Mr. Conomikes told the commission to expect to be contacted by people who have seen it. The association was also represented at the meeting by its vice chairman, William Turner (middle), president/general manager of KCAU-TV Sioux City, Iowa; Thomas Goodgame (right), vice president and general manager, KTUL-TV Tulsa, Okla.; Gene Bohi, vice president and general manager, WGHP-TV High Point-Greensboro-Winston-Salem, N.C.; Tom Gookerly, executive vice president and general manager, WMAL-TV Washington; Joel Cohen, director of special projects, ABC-TV, and Robert Coll of the Washington law firm of McKenna, Wilkinson and Kittner. Mr. Cohen (bottom) narrated the presentation which called for voices to be "heard loudly in Washington" because "the future of television is being shaped today." The presentation, among other things, said that unless trends are reversed, pay programming revenues will be so high that "free TV will not be able to compete" to secure programming. Commissioner James Quello, who admitted to playing "devil's advocate," asked why "no one seems to want to discuss" San Diego, where both broadcasting and cable have been said to flourish together. Mr. Turner then responded that while the problem might not be there, it certainly is in Sioux City. Commissioner Quello then threw out the thought that competition between cable and broadcasters might be solved by allowing networks to get into the subscription television business, providing service to those who want conventional TV and to those who will pay extra to avoid commercials. Another appearing at the en banc meeting was Janiece Peterson, president of the Blind Action Forum, who called upon the commission to improve radio and telephone services to the blind. Ellie Martell of the American Telephone Consumers Council was there to criticize what she considers the "spiraling" costs of pay phone services.

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## Changing Hands

### Announced

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

- **KLNG(AM) Omaha:** Sold by Paxton Radio Inc. to Wichita Great Empire Broadcasting Inc. for \$735,000. Seller is division of Welcome Radio Inc., Harrison Fuerst, president, which owns **KTLK(AM) Denver**, **WOKO(AM) Albany, N.Y.**, and **WSLR(AM) Akron, Ohio**. Principals in buyer are F.F. Lynch and Michael Oatman, who also own **KFDI-AM-FM Wichita, Kan.**, and **KTTS-AM-FM Springfield, Mo.** **KLNG** operates on 1490 khz with 1 kw day and 250 watts night. Broker: Richard A. Shaheen.
- **WQMS(FM) Hamilton, Ohio:** Sold by Trinity Broadcasting of Detroit to Queen City Communications for more than \$500,000 (exact price to be announced later). Seller is principally owned by Joseph and Dan Ninowski, who also own **WBFG(FM) Detroit**. Principal in buyer is Jay C. Thompson. Queen City bought **WLW(AM) Cincinnati** last year. **WQMS** operates on 96.5 mhz with 50 kw and antenna 433 feet above average terrain.
- **WSNG(AM) Torrington, Conn.:** Sold by Torrington Broadcasting Co. to Northwest Connecticut Broadcasting Co. for approximately \$500,000. Principal in seller is Edmund W. Waller, who will remain with station as consultant. Buyer is wholly owned

subsidiary of Home News Publishing Inc. of New Brunswick, N.J., which publishes *New Brunswick Home News*, five weekly newspapers and owns **WINE-AM-FM Brookfield, Conn.**, and **WKPT-AM-FM-TV Kingsport, Tenn.** **WSNG** operates on 610 khz with 1 kw day and 500 watts night.

- **WFPM(AM) Fort Valley, Ga.:** Rocket Radio Inc., licensee, sold by Paul and Mary Reehling and Mrs. Mary Suelzer to Fort Valley Radio Inc., owned equally by William O. Woodall, Timothy W. Moran and Allan H. Woodall, for \$240,000. Mr. Reehling is mayor of Fort Valley, and Mrs. Suelzer is Mrs. Reehling's mother. They have no other broadcast interests. William Woodall owns **WGAF(AM) Valdosta, Ga.**, and has minority interest in **WVNS(AM) Statesboro, Ga.** Mr. Moran is general manager of **WMEN(AM) Tallahassee, Fla.** Allan Woodall owns 29.4% of **WGRA(AM) Cairo, Ga.** Messrs. Woodall are sons of W.C. Woodall Jr., who has interests in **WMEN**, **WPFA(FM) Pensacola** and **WDSR(AM)-WTLD(FM) Lake City**, all Florida; **WGSW(AM) Greenwood, S.C.**; **WVNS(AM)-WMCD(FM) Statesboro**, **WDWD-AM-FM Dawson** and **WBBK(AM) Blakely**, all Georgia. **WFPM** is 1 kw daytimer on 1150 khz.
- **KUIC(FM) Vacaville, Calif.:** Sold by KPOP Radio to KUIC-Levin Radio Inc. for \$210,000. Seller is partnership of Don C. Reeves (73%), Gene Ragle (18%) and two others. They also own **KPOP(AM)-KPIP(FM) Roseville, Calif.** Buyer is owned

by Harvey B. Levin, who is former vice president and general manager of **KNEW(AM) Oakland, Calif.** **KUIC** operates on 95.3 mhz with 2.85 kw and antenna 205 feet above average terrain. Broker: William A. Exline.

- Other station sales announced last week by the FCC include: **KMMX(FM) Poplar Bluff, Mo.**, and **KANR(FM) Great Falls, Mont.** (see page 67).

### Approved

Following station sale was approved last week by FCC:

- **WLOK(AM) Memphis:** Sold by Starr Broadcasting Group to Gilliam Communications Inc. for \$725,000. Seller (Peter H. and Michael F. Starr and William F. Buckley Jr. are largest stockholders in publicly traded group owner) reported negotiations for this sale at time it announced sale of its **WCYB-TV Bristol, Va.**, to Grit Publishing. Financially troubled Starr said deal is "part of its program to reduce senior indebtedness and to meet current obligations." Buyer is owned by H.A. Gilliam Jr., former vice president of Universal Life Insurance, Memphis. **WLOK** is on 1340 khz with 1 kw day, 250 w night.
- Other station sales approved by the FCC last week include: **WFFG(AM) Marathon, Fla.**; **WNPS(AM) New Orleans**; **WBRX(AM) Berwick, Pa.**, and **WZAP(AM) Bristol, Va.** (see page 67).



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## In-again, out-again Tom Houser out again

**Former FCC commissioner now deals himself out of OTP directorship**

Thomas J. Houser, the former FCC commissioner who returned to government service in July as President Ford's choice to serve as director of the Office of Telecommunication Policy, is now back in private life. He has submitted his resignation to President Carter, effective Friday (Jan. 28).

Mr. Houser, one of the Republican casualties of the Democratic victory in November, leaves OTP at a time when its future is in some doubt. The Carter administration, as did the Ford administration before it, is reviewing OTP's form and structure.

One certainty, Carter aides say, is that OTP's functions—as telecommunications adviser and spokesman for the President, and manager of the government portion of the spectrum—will be retained in the executive branch. Another is that, if OTP is retained in something resembling its present form, it will be reduced in size. The last Ford budget—issued two weeks ago—indicated that the trend to a smaller-sized OTP has begun (BROADCASTING, Jan. 24).

Mr. Houser, who returned to a Chicago law firm of Sidley & Austin after leaving the FCC in October 1971, plans, this time, to open his own law office in Washington. William Thaler, OTP's chief scientist and acting deputy director, will serve as acting director.

## NRB members discuss how best to spread the gospel

**Workshops discuss 'excellence in Christian broadcasting' and government rules and regulations; FCC Chairman Wiley tells group that Americans want family shows**

Bringing "Light into a Dark World" is what the members of the National Religious Broadcasters view as their mission, and the group discussed how to accomplish this at its 34th annual convention last week in Washington (BROADCASTING, Jan. 24).

The content of the television and radio programming they make available was not a big point of discussion in the meetings and workshops during the four-day gathering. Rather, the emphasis was on how best to spread the Gospel of Jesus Christ. This concern was reflected in a phrase that came up many times in conversation and was discussed at most of the sessions—"Excellence in Christian Broadcasting."

The meeting of more than 1,200 Christian radio and television station owners, operators and program producers opened Sunday evening (Jan. 23) at the Washington Hilton with President Carter declining his invitation to appear. The nuts and bolts issues were discussed Monday when six members of the FCC participated in a panel discussion moderated by John Midlen, Washington attorney and NRB counsel.

C. Phyll Horne, chief of the commission's Field Operations Bureau, talked about some of the technical matters before the FCC including television interference from citizen band radios—the number one problem for his bureau—and told the broadcasters that the problems are usually caused by CB's having too much power, or television sets or stereo receivers lacking the proper sensitivity and selectivity to screen out the noise. Hr. Horne said the bureau is preparing a booklet to aid people in solving interference problems themselves.

James R. Hobson, Cable TV Bureau chief, explained the definition of a specialty station (one that broadcasts one-third of its weekly and prime-time hours with either religious, foreign language or automated programming). This allows a cable system to carry the station and not have it counted against the system's distant signal quota, thus making it easier for religious stations to get wider coverage.

In response to a question concerning the matter of whether citizens may petition the commission to deny a station sale because the buyer wants to change the format, Richard J. Shiben, renewal and transfer division chief, has adopted the position of staying out of format change

matters, preferring to leave that decision to broadcasters and the market conditions.

There is very little likelihood that the fairness doctrine will be repealed, according to William B. Ray, complaints and compliance division chief, since most congressmen think it is in their favor to keep the rule.

Another question concerned the petition for rulemaking filed by the Corporation for Public Broadcasting requesting the commission to reconsider its allocation of noncommercial FM channels. Martin I. Levy, chief of the broadcast facilities division, explained that the petition asks the FCC to consider, among other things, moving some class D, 10 watt FM stations out of that portion of the band reserved for noncommercial use to the commercial section so that some other noncommercial stations—that are now blocked from raising their power by the 10 watt stations—will be able to do so.

Other subjects raised with the commission officials included who can apply for automated transmission systems (non-directional AM's and all FM's); when the commission will consider the clear-channel inquiry (probably not until the fall); when there will be a decision in the VHF drop-in matter (possibly in February), and how long it is taking the commission to process applications for new commercial UHF stations (six weeks or more after being filed).

Wallace Johnson, FCC Broadcast Bureau chief, took the opportunity during

**Music money.** A group of religious radio stations has formed the Religious Broadcasters Music Licensing Committee to negotiate with the American Society of Composers, Authors and Publishers (ASCAP) for a new music licensing contract. The initiative for such a group was begun by Ken Carter, WRYT(AM) Boston; Norman Bie, WSST(AM) Largo, Fla.; Larry Wasserstein, WWDJ(AM) Hackensack, N.J.; Tom Harvey, WVCH(AM) Chester, Pa., and WTLN(AM) Apopka, Fla. The group said that many religious stations use small amounts of ASCAP music and that it was unfair for them to have to pay the same flat percentage of their gross income as rock or other stations as negotiated by the All-Industry Music Licensing Committee. "We want to pay a fair fee based on the music we play," the group said. It currently has a meeting set with ASCAP for Feb. 3 in New York. The present contracts expire at the end of February.

the FCC panel discussion to ask the NRB, as he did at last year's meeting, to please spread the word that the FCC in 1975 denied the Lansman-Milam petition that many people thought asked the commission to ban religious stations. "The commission has received more than five million letters to date," he said, "and we're still getting 6,000 per day."

This continuing flood of letters was also

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**Breaking bread.** FCC Chairman Richard E. Wiley (l) chats with NRB President Abe C. Van DerPuy during the FCC luncheon at the NRB's annual convention in Washington last Tuesday.

mentioned by FCC Chairman Richard E. Wiley, who spoke to the group on Tuesday, and was accorded a standing ovation. In his speech after accepting NRB's Distinguished Service Award (also awarded to BROADCASTING Editor Sol Taishoff), Mr. Wiley said, "While I would ask your help in stemming this tide of correspondence . . . the essential point is that these people cared, and cared deeply, about the continuation of religious programming on radio and television." He went on to talk about programming, saying he thinks "the American people are thirsting for programming which is decent, wholesome and family-oriented, programming which will further the basic moral and spiritual values of our country and not degrade or destroy them.

"The problem of excesses in television programming," Mr. Wiley said, "is but one more illustration of a marked trend away from a recognizable societal standard of propriety and decency." In reference to the family-viewing decision, he said, "While I strongly disagree with that finding, and while the Department of Justice, the FCC and various segments of the broadcasting industry are vigorously appealing the decision, the significant fact is that—although the courts said they are free to do as they choose—all three networks have decided to continue the family-viewing plan because, apparently, they believe it to be in the public interest." And, he continued, "I am pleased to see many examples of a

rise in public concern and action," citing the actions of J. Walter Thompson and General Foods in condemning "gratuitous and unnecessary violence in TV programs."

Also appearing at the convention Tuesday were Commissioners Margita White and Abbott Washburn who addressed the convention-related Washington Seminar in Communications—made up of college students—on various aspects of government service and communications.

Another FCC commissioner, Benjamin Hooks, addressed the meeting Tuesday night and told NRB members, "You have the obligation and opportunity to provide an alternative" to the sex and violence on TV today. He went on to exhort broadcasters to "be as concerned with the content of your programs as with the amount of power your stations have."

While not believing in government censorship, Mr. Hooks said the country "must return to a sense of parental responsibility" by "turning the set off" when there is something on that children shouldn't watch.

Subjects of convention workshops included television, station owners and operators, program producers and international broadcasting. In addition there were general sessions on excellence in all these categories and on economic and legal issues peculiar to religious broadcasting.

The workshops seemed to be a big hit

with those attending. "Much better organized this year, they really got into some important points," said one member. Another commented on the feeling he got of much more openness and willingness to accept other points of view than had been shown at previous meetings.

Others happy with the convention included many of the exhibitors at the group's Church and Media Exposition. There were 75 exhibitors using more than 90 booths to display various programming, equipment and service offerings. George Otwell of AP said he was very impressed. "I never dreamed there would be this many people or that we would get so much exposure."

Word Records' Dan Johnson noticed a "substantial improvement in the number of broadcasters and good programmers." Some equipment manufacturers were disappointed that there weren't more equipment manufacturers and distributors there, but most seemed to feel that the people they met will bring them business over the next year that they wouldn't have gotten otherwise.

Re-elected at the NRB's business meeting were: Dr. Abe C. Van Der Puy, president; Melvin Jones, treasurer, and Robert Ball, secretary. Dr. Thomas F. Zimmerman, former first vice president, declined to serve and E. Brandt Gustavson, former second vice president, was elected to that position. Mr. Gustavson was succeeded by Lee Shultz. Mr. Zimmerman was presented with a special plaque for his more than 25 years as an NRB officer.

Interesting attractions were the press conferences by Eldridge Cleaver and Charles Colson, both of whom claim to be "born again" Christians. Mr. Colson is working with prisoners and is helping Mr. Cleaver, the former Black Panther minister of information, raise money for his defense at his upcoming murder trial. Mr. Colson also announced that his book, "Born Again" is going to be made into a major motion picture by the producer of "The Omen," Robert Munger.

## Media Briefs

**Movers.** Former CBS President Arthur Taylor and FCC Chairman Richard E. Wiley were a fast-moving, perhaps even dynamic, duo over the weekend just ended. Between Friday and Sunday they were at a conference outside of London; today (Monday), they were to attend one in Washington.

The conference in England was sponsored by the Ditchley Foundation and was designed to explore "Television and its Effect on Public Behavior." Among other Americans on hand were Donald McGannon, president of Westinghouse Broadcasting; Peggy Charren, president of Action for Children's Television; Michael Arlen, of the *New Yorker*; and John Jay Iselin, of noncommercial WNET(TV) New York.

The conference to be held today is being sponsored by the Parents Council of Washington. Its topic: "Changing Trends in Family Values?" Besides Messrs. Taylor and Wiley, the participants are the Rev. Robert Cary Hill, chaplain of George Washington University's Newman Foundation; the Rev. John Huffman, pastor of the First Presbyterian Church of Pittsburgh; and Dr. Michael Maccoby, director of the Harvard Project on Technology, Work and Character. The Parents Council conference was announced in a release to the media by Representative Clarence J. Brown (R-Ohio). He said the conference would discuss a number of factors bearing on family life, including television and communications.

**Gate counting.** Attendance at National Association of Broadcasters' annual convention exhibit will be audited this year by Exposition Audit, division of Business Publications Audit, New York. NAB expects audit to confirm expected attendance of 5,000 at exhibits in Washington, March 27-30. Audit will be available afterward to exhibitors free of charge and is designed to help them (1) plan their selection of shows and (2) decide how to design, man and budget their exhibits. As with convention itself, exhibits will be spread among three hotels: Washington Hilton, Shoreham Americana and Sheraton Park.

**Pardon.** Among last acts of outgoing President Ford was pardoning of Iva Toguri D'Aquino, 60-year-old Chicago shopkeeper who was among women known as "Tokyo Rose" in propaganda

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

Company	Period/Ended	Current and change					Year earlier		
		Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
American Television and Communications.....	6 mo. 12/31	24,898,078	+26.1	2,714,689	+56.5	.70	19,739,296	1,734,519	.45
Harris Corp.....	3 mo. 12/31	277,509,000	+13.7	17,047,000	+37.2	1.34	243,974,000	12,416,000	.99
Kingstip Communications.....	3 mo. 12/31	702,516	+25.7	98,563	+ 9.0	.21	558,685	90,397	.20
Lee Enterprises.....	3 mo. 12/31	20,271,000	+15.3	2,960,000	+29.1	.59	17,581,000	2,292,000	.46
RCA.....	Year 12/31	5,400,000,000	+12.5	177,400,000	+61.2	2.30	4,800,000,000	110,000,000	1.40
Rockwell International.....	3 mo. 12/31	1,348,300,000	+13.4	29,300,000	+28.5	.78	1,168,400,000	22,800,000	.61
Scientific-Atlanta.....	6 mo. 12/31	23,848,000	+17.0	1,211,000	+49.6	.73	20,375,000	809,000	.54
Scripps-Howard.....	Year 12/31	47,419,000	+23.7	11,230,000	+34.1	4.34	38,316,000	8,369,000	3.23
Taft Broadcasting.....	9 mo. 12/31	88,808,813	+14.9	13,346,719	+39.6	3.28	77,274,645	9,557,726	2.37
Technical Operations.....	Year 9/30	88,599,000	-12.5	(1,949,000)	.	(1.45)	101,285,000	(318,000)	(.24)
Teleprompter.....	9 mo. 9/30	89,104,000	+21.4	(1,166,000)	.	(.07)	73,343,000	(3,576,000)	(.22)

\*Change too great to be meaningful.

broadcasts to U.S. servicemen in Pacific during World War II. Mrs. D'Aquino was convicted of treason, served six-and-a-half years in prison.

**No flagrant wrongdoing.** FCC Administrative Law Judge Joseph Stirmer has granted one-year renewal for Triad Broadcasting Co.'s WSEZ(FM) Winston-Salem, N.C., subject of fraudulent billing hearing last June. Judge favored short-term renewal, finding that rule violations were based on ignorance and neglect and that dollar discrepancies were minor.

**CCMM turned down.** FCC has denied request of Council on Children, Media and Merchandising to alter TV license-renewal forms. CCMM asked that children's programming be defined according to minimum child-audience levels, that licensees be required to update regularly commercial-practices questions and that commission regulate advertisements of "hazardous" products. FCC said proposals are adequately covered by industry code provisions.

**Ethnic viewing.** Arbitron Television, New York, produced its largest number of ethnic reports based on one survey period for November 1976. Arbitron will issue 16 special ethnic viewing reports, consisting of 10 black reports for Atlanta, Baltimore, Chicago, Detroit, Memphis, New Orleans, Philadelphia, Washington, New York, Norfolk-Portsmouth, Va., and Newport News-Hampton, Va. Six Spanish viewing reports will be made for Corpus Christi, El Paso, San Antonio, and McAllen-Brownsville, all in Texas and Miami and New York.

**Fact-finding.** Corporation for Public Broadcasting has set up task force to examine status of minorities in public broadcasting. Committee, scheduled to hold first meeting in Washington Feb. 18, has Gloria Anderson, CPB board member from Atlanta, as chairperson and Vicki Assevere, former assistant counsel to Representative Augustus Hawkins (D-Calif.), as executive director. Twenty-five of 28 committee members are from minority groups. Among them are Pluria Marshall of National Black Media Coalition, Joe Aguayo of Children's Television

Workshop and Irene Del Rosario-Buck of KQED(TV) San Francisco.

**Good deed.** KDKA-AM-FM-TV Pittsburgh collected \$920,071 in fund-raising campaign for city's Children's Hospital. Radio stations kicked off drive on Dec. 6, 1976, with three weeks of live broadcasts from downtown department stores, and on Dec. 19 KDKA-TV presented its annual telethon, *Very Special Christmas*.

**WNWS no more.** WYNY(FM) became official call letters of NBC's WNWS(FM) New York last week. WYNY began programming soft rock music on Jan. 1, shifting from all news.

**Pats on the back.** Broadcasters Promotion Association and Michigan State University are conducting annual broadcast promotion awards. Twenty-six awards of excellence will be given, covering audience promotion, sales promotion and community involvement. All TV and radio stations—members or nonmembers of BPA—can compete. Entries are due April 1 and can be obtained from BPA, Box 5102, Lancaster, Pa. 17601. Award winners will be announced at BPA's June seminar in Los Angeles. Chairperson is Gail Morrell of CFCF-TV Montreal; co-chairperson is Robert Schlater, professor of Michigan State University.

**Management consulting.** Dick McKee, broadcaster for more than 20 years and

former member of National Association of Broadcasters Radio Information Committee, has formed Dick McKee & Associates, radio management consulting firm specializing in market research and helping radio stations solve day-to-day operational and format problems. *5308 Knight Road N.E., Albuquerque, N.M. 87109; (505) 821-9239.*

**Better than ever.** Harris Corp., Cleveland, estimates earnings for six months ended Dec. 31, 1976, were \$16.6 million or \$1.35 per share, up 33.8% over year-ago total of \$12.4 million or \$1.02 per share, adjusted for 2-for-1 stock split in December (BROADCASTING, Dec. 6, 1976). Sales were approximately \$275 million compared to 1975's \$244 million, up 12.7%. Net earnings for three months ended Dec. 31 are estimated at \$9 million or \$0.73 per share versus \$6.6 million or \$0.54 per share last year, up 37%, adjusted for split. Sales are expected to increase 19.6% to \$150 million for quarter, compared to \$125.3 million for same period last year.

**GE realignment.** General Electric Co., Fairfield, Conn., has appointed Stanley C. Gault—previously vice president and group executive of major appliance group—vice president and sector executive for company's consumer businesses, effective Feb. 1. GE's broadcasting stations and GE Cablevision Corp. will report to him.

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## CBS pulls out of bidding for Olympic games

**Network says it will not pursue pooling or individual agreements with Russians; now the situation looks more confused than ever**

Yet another surprise in the already bizarre competition to secure broadcast rights to the 1980 Summer Olympic games in Moscow: CBS announced Jan. 25 its "unequivocal withdrawal" from the race.

CBS will pursue neither the pooling agreement submitted with ABC and NBC to the Justice Department nor its own individual negotiations, according to Robert Wussler, CBS-TV president.

The decision by CBS to pull out of negotiations for the Moscow Olympics came after network executives spent a weekend reviewing the situation. They reached their decision on Monday night, Jan. 24, according to Mr. Wussler. "None of us were sure that whichever network won it [the rights] would actually have won anything," he said later.

ABC quickly issued its own statement, declaring that the three-way pooling proposal was "no longer applicable." The Justice Department subsequently suspended its consideration of the networks' request for a ruling. ABC said in its statement that network executives would "reassess the situation regarding coverage of the 1980 Olympics and review all courses of action open to the company. A further statement will be made at a later date." No such statement had been made late last week.

NBC, meanwhile, said it hoped to "pursue the course proposed in the submission to the Department of Justice, despite the CBS withdrawal." But since ABC's statement appeared to make that hope somewhat academic, NBC executives were reported by sources there to be conferring on the subject, and a new announcement was expected soon.

CBS apparently was convinced to withdraw to a large degree by the risks defined in the networks' pooling proposal (BROADCASTING, Jan. 24). Mr. Wussler said in his announcement, "When CBS cooperated in seeking such a pooling arrangement, we were doubtful about the business realities of the pooling proposal. Since then, on further reflection, we are convinced that it does not make sense for us to proceed along those lines."

He added: "At the same time, because it is becoming increasingly clear that the future of the venture is marked by so many imponderables, we have made the business decision not to pursue these negotiations on a unilateral basis."

The imponderables, as described in the pooling proposal, included the high fees

being requested by the Soviet Union, the payment schedule which demanded substantial sums of money as early as 1978, the possibility of further demands by the Russians once an agreement had been reached and the possibility that, for some diplomatic reason, the games might not be held at all. CBS sources added another imponderable: how many nations might, or might not, participate even if the games were held.

Another problem, Mr. Wussler said, was that CBS was not entirely satisfied with the pooling arrangement proposed to the Justice Department. The agreement represented a "fair and equitable" compromise among the networks, he said, but "like any compromise" there were elements CBS did not wholeheartedly support.

And the Satra Corp. remained, as always, silent as to what it proposes to do with its "protocol" agreement with the Soviet Olympic Organizing Committee.

In related developments last week:

■ ABC-TV quietly formalized its agreement for American and Puerto Rican broadcast rights to the 1980 Winter Olympic games in Lake Placid, N.Y. Price for the rights was \$15.5 million, according to a spokesman for the Olympics Organizing Committee, with another \$25 million paid for services and equipment. The spokesman said the total cost to ABC of \$40.5 million is the highest ever paid for rights to winter games.

■ Satra executive John J. Kapstein now says he will reveal his company's plans for the 1980 summer games in late February, instead of in early February as indicated earlier.

## Recruits join PTA campaign to pacify TV

**Chicago picks up part of tab for antiviolence rallies; broadcasters defend reforms**

The National Parent Teachers Association's drive against violence on television drew an endorsement from the acting mayor of Chicago last Tuesday (Jan. 25). Chicago was host city that day for the fourth in a series of eight regional PTA hearings on the problem.

The preponderance of the 50-plus witnesses at the day-and-evening session agreed that there is a causal link between TV violence and aggression in children—amidst protests on that point from some broadcasters and a few other witnesses—and backed the PTA's plan to press for change. The PTA antiviolence program, in addition to the hearings, calls for a national letter-writing campaign, visits to local TV stations, the networks, commercial sponsors, the FCC, legislators, and as last resorts, boycotts against sponsors of violent shows, formal complaints to the FCC and license challenges.

Michael Bilandic, acting mayor of

Chicago, announced at the hearing that he will offer for the Chicago city council's approval a resolution urging Chicagoans to actively support the PTA's program. He also said \$5,000 from the Mayor Richard Daley Youth Foundation will be given to the PTA to help defray the costs of the series of hearings. "We have seen the television networks and stations become enormously profitable by producing programs of high standards of entertainment and interest," he said, "but also by a flood of programs appealing to the lowest common denominator of the audience's emotions . . . It is hard to believe that the networks, which under the law must serve the public interest, are willing to disregard the effect that TV violence has on children."

Mr. Bilandic said he opposes censorship and told reporters after his appearance that the Chicago government will do nothing to put pressure on TV stations.

The hearing last week drew not only local and regional witnesses, but also representatives of national businesses and organizations, including, on the broadcast side, NBC's vice president for broadcast standards, Herminio Traviesas. He told the congregation that the question of whether viewing TV violence causes people to be violent "has not been settled," but "nevertheless we must—if we are to be responsible—accept the possibility."

"That, in fact, is NBC policy," he said, adding that his department, working with entertainment programs "at each stage of the production process," tries to strike a balance between avoiding needless and excessive violence and allowing "reasonable realism and conflict in drama."

A similar comment came from Neil E. Derrough, vice president and general manager of CBS's owned WBBM-TV Chicago, who said that although CBS feels "the jury is still out" on the question of causality, CBS has nevertheless "reduced both the quantity and quality of violence on television."

Mr. Traviesas, with a second from Henry Levinson of the Television Information Office, belittled violence research studies such as that from the National Citizens Committee for Broadcasting, which is composed in part of a numerical indexing of violent TV shows. He said that study (BROADCASTING, Dec. 20, 1976) fails to account for the severity of the violence or the context in which it occurred. Some violence can be used for the good—the accidents in NBC's *Emergency* series, for example, he said. "It seems ridiculous to suggest that a pro-social program like *Emergency* leads to violent crime."

Mr. Levinson argued that the networks are responding to the clamor over violence: "The result we're seeing now is a schedule with substantially fewer programs with potential for violent action," he said.

Mr. Levinson questioned the wisdom of organizing a boycott of advertisers who sponsor violent programs. "Who would decide which programs and which advertisers you would single out? Would you



**And the kitchen sink.** CBS-TV paid a million dollars for the right to telecast tonight's *Evel Knievel's Death Defiers* (8:30-10 p.m.). That's about double what the network would shell out for a typical 90 minutes of prime-time programing, so says Marty Pasetta, the producer-director of the live event, which will feature Mr. Knievel's attempt to motorcycle-jump over "the world's largest indoor salt-water pool" in the Chicago Amphitheater. To add to the danger, the pool "will be stocked with man-eating sharks." Mr. Pasetta said an expedition spent weeks off the coast of Florida catching 100 sharks, out of which 13 will be chosen to make their debut in prime time. It's also Mr. Knievel's prime-time debut, Mr. Pasetta added. Other attractions in the telecast, which will be co-anchored by the actors Telly Savalas and Jill St. John, include Karl Wallenda, the high-wire acrobat, and Joe Gerlach, who "will dive off an eight-story platform into a miniscule sponge."

establish your own board or review?" He predicted that "if you make advertisers the go-betweens, you will drain the vitality out of television and you will also invite far more mischief by others whose political or social views you may find distasteful."

The American Medical Association, which has pledged cooperation with the PTA, was represented at the hearing by Frank Jirka, a member of the association's board of trustees. "We of the American Medical Association believe that the weight of the scientific evidence points to a relationship between TV violence and increased aggressive behavior in some youthful viewers," he said. He urged broadcasters and advertisers "to join with us and all of the concerned organizations in a cooperative spirit to make television a medium of responsibility."

AMA's house of delegates adopted in June a policy declaring TV violence to be an "environmental hazard" to youth and committing AMA to actively oppose violent TV shows and the products of their sponsors. The association is working with PTA on a pamphlet to teach parents how to monitor their children's TV viewing.

The theme of parents more actively screening their children's TV watching was repeated in the testimony of several witnesses concerned about TV's impact on

children's over-all education. Douglas Smith, a special assistant to Michigan Governor William Milliken (R), said "unfortunately, most of the data reveals that parents do very little supervision of their children's use of television. There is no orientation in the home to establish not only how much television should be watched, but also what does it mean and how real are those TV shows." Because censorship "has its obvious problems," he said, "setting standards for our own children's TV watching may be an appropriate method of dealing with the TV violence."

The First Amendment issue was the focal point of testimony by David Hamlin, executive director of the Illinois division of the American Civil Liberties Union. He cautioned the PTA to refrain from any effort to use the government to control TV programing. "I cannot imagine any rule, regulation, or guideline which the Federal Communications Commission could draft to control violence which would not also violate, directly, the concept of free speech," Mr. Hamlin said.

On the other hand, the concept of free speech works for the PTA too, he added. The PTA "can advocate greater parental control of viewing, it can advocate a broader variety of programing, and it can even advocate—as forcefully as possible—an end to violent programs altogether. The First Amendment protects such advocacy just as it protects the programs themselves."

The Rev. Jesse Jackson placed his organization, Operation PUSH (People United to Save Humanity) behind the PTA's anti-violence effort. In testimony, he also advocated (1) setting up citizen review boards in the top-20 TV markets to review and research violent programing, (2) organizing demonstrations, marches, pickets and "view-ins" as a last resort around offending TV stations, as well as challenging their licenses, and (3) calling or writing the networks and sponsors with praise for good programing.

A representative of an advertiser, Kemper Insurance Companies, also testified in support of diminished TV violence. Charles Flannagin, advertising and marketing promotions manager, for the firm, said Kemper has a flat policy against sponsorship of shows with excessive violence. Excessiveness in its case extends to "any program which requires a 'mature audience, parental discretion' advisory" and "programs devoted exclusively to auto, motorcycle or power boat racing."

## Production firm formed

Formation of a new radio production, distribution and syndication firm, North American Radio Alliance, was announced last week, with Stephen B. Labunski as president, chief executive officer and part owner. The firm is a subsidiary of Hilton/Fairchild Inc., New York, communications consulting organization set up Jan. 1 by

Jack Hilton, former president of the Telecommunications division of J. Walter Thompson Co., and Kenneth Fairchild, long-time program manager and news director at stations in Houston and New York. Mr. Labunski joins NARA from the executive vice presidency of the Merv Griffin Group of stations. He is a former president of NBC Radio and also was vice president of Chuck Blore Creative Services, producer of radio commercials. NARA is at 475 Fifth Avenue, New York 10017, telephone (212) 689-2456.

## NBC says there'll be fewer violent shows in next year's line-up

**Howard says it's what the public wants; more comedy and variety are said to be in the offing**

NBC-TV expects to announce its 1977-78 prime-time schedule by the end of April, and it's going to contain fewer "violent" shows, President Robert T. Howard said last week.

"Enough of that," he said. "We're going to try new approaches."

Mr. Howard said that NBC-TV has 50

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pilot programs for the coming season and that they should be ready for executives to begin looking at them seriously toward the end of March.

Of the 50, he said 21 are comedies and the rest are mostly one-hour dramas, with some variety and other types mixed in. "We'd like to have more comedies [on the schedule]," he said, "and we'd like to find something new in the way of variety."

He said the "new approaches" didn't include plans to drop shows such as *Police Story* and *Colombo*, however. "I think *Police Story* is a very fine program," he said. "A lot of the time it isn't violent. It would be a mistake to take off a program like that." He had much the same to say for *Colombo*, which he called "light" and "fast," like "an Agatha Christie novel you pick up and read for relaxation."

Although he wouldn't specify which or how many, he reasserted that the schedule would have fewer shows generally classified as violent. The public—and NBC affiliates—have made it clear they want fewer, "and that's what we're going to give them," he said.

## Programing Briefs

**Seen but not heard.** At request of CBS Inc., FCC eliminated requirement that emergency messages on television include aural announcements. Change is amendment to "visual captioning" rule which



**What's in a name?** The National Association of Television Program Executives has designed a new 20-inch program excellence awards statuette whose shape is based on the classic Greek sculpture, Winged Victory. There will be two divisions of competition for the statuette—one for stations in the top-25 markets, the other for the rest of the stations, from the 26th market on down. Each of the two will have eight categories of awards, from best local variety show to best public-affairs show. So far, 250 entries have been submitted, according to NATPE. The only problem: NATPE officials still haven't come up with a nickname for the statuette. Soliciting suggestions: Bob Bernstein, 30 East 42d Street, New York 10017.

becomes effective Feb. 1. FCC added, however, that it was expecting stations to make "timely aural announcements of critical weather and other emergencies in conjunction with captioned material."

**But what about?** National Cable Television Association has asked Small Business Administration to reconsider its December, 1976 ruling that permits loans to CATV systems "solely engaged in the passive and contemporaneous retransmission of programs originating elsewhere..." NCTA said loan recipients should also include: systems in Alaska, Guam and other noncontiguous areas where "contemporaneous retransmission" is impossible; include systems that offer automated services such as time and weather, and systems which do not originate programming must offer others that opportunity through leased access channels.

**Unofficial adviser.** On Inauguration Day WMAL-TV Washington's 7:30 *Live*, local magazine-style program, broadcast man-on-street interviews containing advice people had for new President. White House Press Secretary Jody Powell subsequently wrote station requesting complete transcript of interviews. He got it.

**For hearing-impaired.** Public Broadcasting Service supplemented live inaugural coverage with sign-language translation, later presented events with open captioning. Roslynn Carter and Representatives James C. Corman (D-Calif.) and Barry Goldwater Jr. (R-Calif.) had asked three commercial networks to provide sign language coverage. Networks turned down request saying PBS was doing it.

**PAMS sold.** Consolidated Communications Counselor of Omaha has announced that it has acquired 100% of the stock in PAMS Productions and Recording Studios, Dallas. William B. Meeks, who founded PAMS 25 years ago, has been named chairman of PAMS while CCC President Thomas Devaney will become president and chief operating officer of PAMS.

**More to ABC.** James L. Brooks, Stan Daniels, David Davis and Ed Weinberger, who have been associated collectively in top production capacities on such MTM Enterprises properties as *The Mary Tyler Moore Show*, *The Bob Newhart Show*, *Rhoda* and *Phyllis*, have signed long-range agreement with ABC Television to develop and produce comedy and variety programs for ABC-TV. Their new production entity has not been given name as yet.

**Whistling.** More than 14,000 persons are said to have participated in National Public Radio's two-hour *Radio Net* special Jan. 2, when listeners were asked to create live "new music" composition by telephoning their whistles to stations WNYC(AM) New York, KERA-FM Dallas, KUSC(FM) Los Angeles, KSJN(FM) St. Paul and WABE(FM) Atlanta. Whistles were mixed and refined, then circulated to NPR stations by landlines and relayed to Radio France. NPR estimated that another 20,000 persons tried to join in but were prevented by busy phone lines.

## NCTA preparing for all-out war against Bell bill

**Schmidt says bill would shackle CATV services, give monopoly to AT&T over common carrier**

The National Cable Television Association has launched a major assault on legislation in Congress that has become known as the "Bell bill" (BROADCASTING, Dec. 6, 1976), a measure to restrict competition in the common carrier industry, which, if passed, could cause the dismantling of the cable industry, NCTA says.

The battle has not yet begun over the controversial legislation, but NCTA President Robert Schmidt wants to make sure NCTA is in on the first round.



Schmidt

He has begun to put the word out in interviews with the press, including national media such as the Associated Press, during which he tells reporters that the bill could give AT&T and the independent telephone companies that support it an unconscionable monopoly over common-carrier services.

He told BROADCASTING it would also have a negative impact on broadcasting, and expresses bewilderment over broadcasters' seeming insensitivity to that.

The bill was introduced last year under the formal name, "Consumer Communications Reform Act of 1976." "The name made it sound like a good piece of legislation," said NCTA Executive Vice President Tom Wheeler. "That's why so many people supported it" (almost 200 congressmen and 16 senators last year).

Another reason it gathered support, said Mr. Wheeler, is that Bell has claimed the bill is needed to protect AT&T from losing revenues to smaller business-communications common carriers and, as a result, raising its residential phone rates to make up for those losses.

What NCTA doesn't like about the bill



(two versions have been reintroduced this year under the sponsorship or co-sponsorship of 23 members in the House) is that it would give AT&T a monopoly on common-carrier services. "If passed," said Mr. Schmidt, "it would preclude cable from ever achieving its full development for supplying a number of services.

"The bill is really a consumer fraud bill," he continued, saying its result would be to drive the independent companies out of business by not allowing expansion of the miscellaneous common carriers that microwave cable and broadcast signals from state to state. "The phone company would then be in a position to say what signals could be imported into what area," Mr. Schmidt said. "And since when is a monopoly in the public interest?"

Mr. Schmidt noted the work being done by Bell Laboratories on fiber optics, a new technology involving the use of hair-thin glass fibers that could carry far more channels than coaxial cable can provide. "With that kind of excess capacity, if I were [AT&T Chairman] John DeButts, I would be sure to look at ways I'm going to market that capacity—for entertainment, for security, for fire and all the other services that relate to the homeowner. And that frightens me."

In addition, NCTA feels that the new and growing field of satellites would also be stifled, with cable and other users forced to turn to Bell.

Cable is not the only industry that should be interested in the effects of this legislation. "Broadcasters should be concerned too," Mr. Schmidt said. "If Bell has a monopoly and raises rates in the future it could be a real economic setback for both TV and radio." But broadcasters are not speaking out against it, said Mr. Schmidt, "maybe because the networks are satisfied with the status quo."

Another thing that worries NCTA is that the bill may be included in the House Communications Subcommittee's Communications Act rewrite. "I hope," said Mr. Schmidt, "that the congressional leaders on this issue will recognize the Bell bill for what it is and not incorporate it." But just in case it is, NCTA's rewrite committee will include its arguments in opposition to the bill in their recommendations.

"We're trying to alert cable people to the dangers of the bill," said Mr. Wheeler. NCTA staff members have made appearances at each of the state cable associations and provided them with material to pass on to their members.

"What it amounts to," said Mr. Wheeler, "is that Bell already has 95% of the city-to-city telecommunications and it's fighting for the other 5%."

## Cable Briefs

**Promoting.** Home Box Office plans first advance program screening, using full satellite and terrestrial microwave network this Wednesday (Feb. 2) when it transmits *The Smothers Brothers Last Stand*, tape

of duo's final performance as team. Program will be sent during afternoon before's HBO's regular programming begins. Systems are arranging local press conferences. Show is scheduled to be seen by subscribers Feb. 13.

**Backs tax.** State of New York is appealing state supreme court ruling that state sales tax does not apply to cable subscriber fees. State contends tax is applicable since telephone and telegraph services are taxed.

**Coming attractions.** Hollywood Home Theatre signed licensing agreement with Columbia Pictures for premiere showings of 15 movies on systems in Philadelphia and Pittsburgh areas. Included in package are "Shampoo," "Hard Times," "Funny Lady" and "Robin and Marian."

**Selling.** Acton Corp., cable MSO, has sold its systems in Crisfield, Md., and Chincoteague, Va., to Caco Inc. of New York for undisclosed price. Total subscribers for both systems are about 3,400. Sales are subject to approval of city governments.

**Make it clear.** Community Antenna Television Association petitioned FCC for

declaratory ruling postponing filing date for certificates of compliance for systems with less than 1,000 subscribers until commission resolves its docket on definition of cable system. CATA said filing places "severe financial and administrative burdens" on small systems that might be exempted when subscriber-number definition is established.

**Working capital.** Jones Intercable has refinanced 1,500 subscriber CATV system in Attalla, Ala. Ten-year loan for \$300,000 was obtained from Firstmark Credit Corp. of Indianapolis. Jones said funds will be used to introduce pay programming, refinance short-term debts, augment working capital.

**Minnesota sale.** Crookston Cablevision Co. of Crookston, Minn., was sold by Marlin R. Obie, William J. Kiewell and Jerome A. Dahlberg to G. David Gentling. Mr. Gentling also owns KROC-AM-FM Rochester, Minn., and sold KROC-TV to Quincy Newspapers Inc. for \$4,250,000 last May (BROADCASTING, May 17, 1976). Crookston system has about 1,300 subscribers. Purchase price was not disclosed. Broker: Communications Equity Associates.

## ATC is making plans to start pay TV

**If FCC approves, company would invest \$6.9 million to bring subscription programming, mostly films, to 24,500 in near future**

American Television and Communications Corp., one of the country's largest cable system operations, has its eyes on another medium—over-the-air subscription television. It has applied for a construction permit for channel 20 in Denver (where ATC is based) and hopes to broadcast five hours of subscription programming, primarily feature films, each night.

If given the go-ahead from the FCC, ATC said, its station could be on the air as early as in the fall of 1978. It has not yet specified what technical system would be used or which firms would supply the programming. However, ATC anticipates a \$12 monthly charge (including \$5 to lease a decoder), with additional per-program offerings, should the decoding system permit them.

Over-all, ATC has estimated a capital investment of about \$4.5 million, with first year operating costs bringing that figure up to \$6.9 million. By the end of its first year of operation, it projects a total of 24,500 subscribers, with the count at 40,000 for the second and third years.

The subscription programming schedule would generally run from 6 p.m. to 11 p.m. each evening with exceptions for special events, weekend programs and longer programs. The mix ATC presented to the FCC allots 70% of the schedule to feature films, with the remainder as follows: sports (10%), children's programming (10%), theater (7%) and nightclub (3%).

In addition, ATC plans to offer 15 hours of conventional commercial programming

per week. This would provide time for ATC to fulfill its FCC obligations in areas such as news and public affairs. ATC also is considering employing a programming concept used by cable systems—access time.

STV authority from the FCC may be off in the future but tomorrow (Feb. 1) ATC plans to begin multipoint distribution service to four Denver-area apartment complexes. ATC previously had been supplying films to the buildings on an individual basis. ATC claims that more than 100 apartment buildings there have contracted for the service and another 16 will take the service in two months.

ATC also expects to have an earth station in suburban Denver operating within a few months. While programming received via an RCA satellite will initially go only to apartment buildings, ATC envisions that the programming eventually would be incorporated into the channel 20 line-up. Although ATC says it has not decided what program sources its channel 20 schedule would be built around, Home Box Office and WTCG(TV) Atlanta are among those available on the RCA bird.

## Optical wants more leasing regulations

**Company says competition problems exist, calls for guaranteed access to cable systems with no rate barrier, reasonable rate return**

At a time when most cable operators are clamoring at the FCC for deregulation, Optical Systems Corp., a pay programming

supplier, has called upon the FCC to beef up its regulation of leased access channels.

Its petition for rulemaking said, "After five years of experience" with leasing channels, "Optical Systems now believes . . . that for the commission's stated policy objectives in the area of cable television to be realized, it will have to adopt new and comprehensive regulations to assure (1) reasonable access to cable systems with a rate and with conditions not designed to create a barrier to entry and (2) cable operators a reasonable rate of return and the integrity of their systems."

Optical—which said it is the first and largest lessee which presents pay programming (it has 14 separate agreements)—claimed that "the commission's trust was misplaced" since many cable operators are stifling competition by denying access. "The 'experimental' period is over," Optical said. "The commission's own 'monitoring' of the development of leased channel access has already disclosed that serious problems exist. The time has come for the initiation of new rules to back up the commission's long-stated goal of guaranteed access on a reasonable basis."

It said that the TM Communications Co. "Escondido" case now in hearing at the FCC is a prime example of the need for new rules (BROADCASTING, Nov. 8, 1976). According to Optical, TM refused to grant access with only the claim that "technical difficulties" would arise. Furthermore, Optical said, Pacific Cablevi-

sion, the party seeking access, was not given a chance to test the system. Optical also said TM claims the potential lessee should be disqualified for financial and technical reasons. "Again," Optical said, "no rules exist indicating what standards can or should apply to lessees, if any."

In the petition for rulemaking, Optical said "it is not believed that such a 'separation' policy [barring cable operators from control of programming] is necessary so long as there are firm rules regarding rates and conditions of access." Optical claimed that separations should be considered as a last resort and that such rules as proposed might prevent a separations policy from being implemented.

Regarding rates, Optical said that regulation need not assume the form of common carrier tariffs. It said the FCC should call for proposals and noted that several formulas already have been devised, including one where an operator gets a "guaranteed minimum" and about 10% of gross revenues of the lessee. Optical also said that the commission should set "clear standards of eligibility for channel lessees" that "should be designed to permit maximum entry and access." However, Optical added that operators should be able "to protect the technical integrity of their systems." Optical said that the commission's technical standards "provide an excellent starting point for measurement of the maintenance of technical quality."

## Looking ahead to 1980 elections and a call to end the equal-time rule

**NBC's Schlosser says law should be repealed since it is obstacle in free journalistic reporting, gavel-to-gavel convention coverage has to be re-evaluated**

President Carter "would serve the nation well by taking the initiative now in recommending removal of the equal-time rule and stating his willingness to debate again in 1980," Herbert S. Schlosser, president of NBC, said last week.

If he did, Mr. Schlosser continued, "this session of Congress would demonstrate its responsibility by acting on the matter promptly, as several of its leaders have urged. We are only three years away from the start of active campaigning for the 1980 election. Action now would avoid having the merits of the equal-time issue obscured by the partisan pressures and political considerations of the next campaign."

Mr. Schlosser, addressing the Georgia Association of Broadcasters Annual Institute last Wednesday at Athens, also said—as other NBC executives have suggested—that gavel-to-gavel broadcast coverage of the 1980 political conventions won't necessarily be "automatic."

If one candidate wins so much support in the primaries that his party's convention becomes primarily a ceremonial confirmation, as Mr. Carter did in the 1976 Democratic primaries, "the networks will have to adjust their convention coverage to fit what is newsworthy and what isn't," Mr. Schlosser said.

"Gavel-to-gavel coverage will no longer be automatic. Journalistic judgments will determine how we cover the conventions," he said and added that the equal-time law works against the best interests of the public as well as the broadcasters in putting "a real obstacle in the way of free journalistic coverage of the campaigns by radio and television."

He said "NBC favors its total repeal. Failing that desirable step, it should be amended to exclude presidential and vice presidential candidates. And failing that, at the least, it should be amended to include debates as one of the exempt categories of programs, along with regularly scheduled news and news interviews.

"If this were done, it would give the debates the benefit of planning by professional journalists, working with the candidates on the most effective formats, and it would facilitate the best technical presentation. In addition, if the equal-time rule were removed, broadcasters could get to work on developing a variety of other programs featuring the major candidates that would provide the American people with



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Mr. Schlosser said the 1976 presidential and vice presidential debates, sponsored by the League of Women Voters, were flawed in that they were "held only to be covered by television" and the coverage was subject to rules laid down by the league. Nevertheless, he said, the league "performed an outstanding service" by simply making the debates possible. "The league," he said, "was handed a lemon and it made lemonade."

## NIS outlets begin to sign with other news services

**AP, CBS, NBC, Mutual radio and UPI Audio are beneficiaries**

Subscribers to NBC's News and Information Service, which are facing NIS's demise on May 29 but want to remain all-news, are beginning to align themselves with other national radio-news services.

Although the plug will not be pulled on

NIS for several months, some stations are already dropping the service, according to NIS's Jerry D. Coffin, who is coordinating subscriber transitions.

"We've been very flexible in letting stations out of our end of the contract," Mr. Coffin said.

Mr. Coffin said of the 62 former NIS stations, 43 have indicated they will remain all-news. But of those stations, he said, the "dominant" approach to the transition is to continue programming NIS material "right up until the end," while at the same time gradually phasing in material from other services as well.

By last week, many stations had signed with other news services. Among them:

AP Radio: KLYX(FM) Clear City, Tex., WHPN(AM) Hyde Park, N.Y.; KYXI(AM) Oregon City, Ore.; WEAN(AM) Providence, R.I.; KFBK(AM) Sacramento, Calif.; WQSA(AM) Sarasota, Fla.; WNUS(AM) Springfield, Mass.; WRC(AM) Washington; WURL(AM) Winston-Salem, N.C.; WMAX(AM) Grand Rapids, Mich.; WPOP(AM) Hartford, Conn.

UPI Audio: WINZ(AM) Miami; WNWZ(FM) Rochester, N.Y.; WILM(AM) Wilmington, Del.; KASH(AM) Eugene, Ore.; KSPD(AM) Boise, Idaho.

NBC Radio: WWTC(AM) Minneapolis; KCNW(AM) Kansas City, Mo.; WPOM(AM) West Palm Beach, Fla.; KROW(AM) Salem, Ore.

CBS Radio: WINZ; WPOP; KASH; KQV(AM) Pittsburgh; WSTV(AM) Steubenville, Ohio.

Mutual Broadcasting System: WPOM; WURL; KFBK(AM) Sacramento, Calif.; KCNW(AM) Fairway, Kan.; KXXA(AM) Little Rock, Ark.; WRIT(AM) Milwaukee; KSPO(AM) Spokane, Wash.; WRNL(AM).



**Front row seats.** The Public Broadcasting Service gave viewers the opportunity to sit in on the confirmation hearings of President Carter's cabinet nominees. During the first week of hearings, 25 hours of live, gavel-to-gavel coverage were presented, with another 15 hours taped for delayed broadcast. Supplementing that were nightly one-hour wrap-ups. The coverage, jointly produced by WETA-TV Washington and WNET(TV) New York with assistance from the South Carolina ETV Commission, was partially funded with a \$200,000 grant from the Corporation for Public Broadcasting. Public television's coverage will continue through the hearings for director of the CIA. In the above scene cameras focus on W. Michael Blumenthal, on his way to becoming new secretary of the treasury. National Public Radio was also on hand to cover certain hearings. Initiative for the project was taken by WETA-TV President Ward Chamberlin. Before the CPB grant came through, he went to more than 30 corporations but was unsuccessful in his attempts to secure funding from them.

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Richmond, Va., **KWNS(AM)** Salt Lake City. Meanwhile, an all-news radio co-op that would provide feature material to stations is in the formative stage; a meeting is planned for next month by those involved (**BROADCASTING**, Jan. 24).

## Nessen lashes out

**Former White House news secretary on lecture circuit says media concentrate on the trivia instead of reporting the important news**

Former White House News Secretary Ronald Nessen was less than a week out of his old job, but he was already fulfilling dreams he had harbored of letting go fully, and without interruption, at print and broadcast reporters who had covered the White House during his 29-month tenure.

He was on the lecture circuit, telling college audiences of the media's preoccupation with trivia at the expense of more important matters.

"As far as I can see, the trend toward trivial news has not stopped; it has continued to grow," Mr. Nessen said at Memphis State University on Jan. 25. It was his first appearance since leaving the White House with Gerald Ford on Jan. 20.

"Sixty percent of the evening news shows are simply hand-shaking, hoopla and backstage developments," he said.

He continued in that vein at Miami University of Ohio. "Even when surveys disclosed that people were learning more about the issues from candidates' commercials than from news programs, this didn't lessen the arrogance of the networks," he said.

He said the media were too concerned with former President Ford's stumbles, Billy Carter's drinking habits, reports that a Chinese band played the Michigan State fight song during the visit of the former President (a graduate of Michigan) to China and Betty Ford's comments about her daughter Susan.

That kind of preoccupation could have serious consequences, he said, and it might have cost Mr. Ford the election. "President Ford was portrayed as a stumbler," he said. "Every real or imagined bumped step was blown up," he said in his talk in Memphis.

## Paley puts CBS News in council's corner

CBS Chairman William S. Paley announced his support of the National News Council last week and pledged that CBS News will report any council findings against the network.

In a Jan. 24 letter to council Chairman Norman Isaacs, Mr. Paley said the council "now seems to CBS to have proven itself a promising independent non-government agency" for evaluating news coverage.

CBS is the only one of the three major television networks to openly endorse the

**Time's up.** The anticipated honeymoon between the new President and the media was short-lived for one Washington station. An editorial last Tuesday (Jan. 25) by Frank Scott, general manager of NBC O&O **WRC(AM)** Washington, cited a number of Carter short-falls: "His cabinet has anything but a new look. His promised cuts in the defense budget are now being called 'savings,' which won't be readily obvious in the budget. His Ted Sorenson appointment soured in record time. His amnesty moves seem to satisfy no one. And now he is ordering thermostats to 65 degrees even when there are laws in many places requiring landlords to maintain 68-degree "minimums." Mr. Scott's summing up: "It makes you wonder if the new President wouldn't like to start all over again—this time on the right foot."

council sine its inception in 1973. Richard S. Salant, president of CBS News, was an early supporter, and joined the council last June. An NBC spokesman said his network reviews each complaint before the council which involves NBC and responds according to its "merits." ABC's relationship with the council has been "cool, if not cold," according to Mr. Isaacs.

Mr. Isaacs said his understanding is that CBS will report council findings which are adverse to the network at a time which is "equivalent" to the time at which the objectionable broadcast was made.

## Judge blocks law in Florida outlawing secret taping of talks

**He says press freedoms outweigh personal ones in this case**

**WCKT(TV)** Miami won a First Amendment victory this month when Judge Donald Stone of the Dade county circuit court declared that a state law barring the use of secret tape recordings by investigative reporters is unconstitutional and issued a temporary injunction prohibiting the state from enforcing the law.

"The Fourth Amendment [right to privacy] must yield to the First Amendment in this case," the judge said. The law, an amendment to the Security of Communications Act, prohibits media from recording, as corroborating evidence, conversations between reporters and a person involved in situations of public interest, without the person's knowledge and consent. Violation of the law constitutes a felony punishable up to five years in jail.

**WCKT** argued that TV stations need to tape secretly some interviews "to protect themselves from groundless law suits alleging misrepresentation and to insure reportorial accuracy "in order to prevent attacks on their right to renew their FCC licenses. Florida Attorney General Robert Shevin said that the law does not prevent

TV stations from making investigations. He contended that it only prevents the secret use of tape recorders and the unlawful interception of oral conversations for illegal purposes.

Mr. Shevin said the state will appeal the decision, which, WCKT said, does not affect a part of the amendment that demands a court order for the recording of a conversation when none of the participants is aware he is being taped.

## Journalism Briefs

**Granting fellowships.** Applications for National Endowment for the Humanities Fellowships for Journalists at University of Michigan and Stanford University are due April 1. Twelve fellowships at each institution are available. Each pays \$15,000 for nine-month academic year, beginning in fall 1977, plus tuition and \$250 to help defray travel costs. Applications are available from Professor Ben Yablonky 3564 LSA building, University of Michigan, Ann Arbor 48109, or Harry Press, NEH program managing director, C-3, Cypress Hall, Stanford University, Stanford, Calif. 94305.

**Have a heart program?** May 1 is deadline for radio-TV entries in American Heart Association's 1977 Howard Blakeslee awards for outstanding reports on heart and blood diseases. Programs aired between March 1, 1976, and Feb. 28 this year are eligible. Information: AHA, 7320 Greenville Avenue, Dallas 76231.



**Connect the dots.** WSB-TV Atlanta anchorman John Pruitt delivers part of the regular 6 p.m. newscast Jan. 18 as part of the station's inaugural coverage—only he's in Washington. Said to be the first time in Atlanta television history that a station had a live report from a remote location via satellite on a regularly scheduled newscast, the feed was not easily accomplished. The signal originated at a rented studio at WTTG(TV) Washington, was sent by AT&T land cables to Western Union's mobile earth station there, bounced off its Westar satellite, brought down in New York (because there is no way to receive the Westar satellite in Atlanta), sent back up to an RCA satellite, received at an Atlanta earth station by WTCG(TV) there via a permanent microwave link and microwaved by WSB-TV's ENG equipment back to the station and put on the air.

## Equipment & Engineering

### Muzak satellite innovation draws attention of radio networks

**System, developed with RCA, to be used for relays to franchisees of music service; National Black Network shows strong interest; others seem unconvinced**

The Muzak Corp. is testing a new receiving system for satellite transmissions which company executives hope will be ready for use by some of its 100,000 subscribers within a year.

Cooperating in the tests is RCA Americom. Spokesmen for both companies said the system could also be adapted for satellite transmissions of network radio broadcasts. The National Black Network is trying out two of the receivers, but executives at other networks appear unconvinced that the Muzak system represents the end of their satellite-system search. "We haven't seen a system on paper yet that would fulfill our requirements," said Wilfred Prather, director of engineering for the NBC Radio Network.

Muzak's receiver employs a four-foot antenna, or dish, which can receive programs relayed by satellite from the company's Westbury (Long Island), N.Y., headquarters, according to Paul Warner, Muzak vice president and chief engineer. Mr. Warner said he spent three years developing the device in partnership with RCA Americom and the Harris Corp.

Muzak now sends its programs on tape to 250 American franchisees (350 worldwide). The franchisees, in turn, send the programs via common carrier lines either directly to the customer's office or factory or to FM stations which broadcast them on subchannel frequencies to customers equipped with single-channel Muzak receivers. A spokesman for RCA Americom said Muzak now spends about \$10 million a year on distribution.

The new system would not only eliminate leasing costs for common carrier lines and FM subchannels (which Mr. Warner said cost anywhere from \$2,500 to \$25,000 each a year for some 600 leasing stations), but also would eliminate the costs of tape and shipping. Also possible would be the simultaneous broadcast of several different Muzak programs from which the customer could select, according to Mr. Warner.

Eddie Hogan-Bassey, director of engineering and network operations for the 100-affiliate National Black Network, said his company is anticipating an expansion into the Caribbean area, and may order as many as 1,000 of the receivers once they are approved by the FCC. NBN also is testing an RCA Americom receiver with a six-foot dish, however.

Mr. Warner said prototype models of his receiver are presently selling for less than

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**Testing.** Muzak engineers are testing a new receiving system for satellite transmissions which the company hopes will eliminate tape distribution costs and leasing costs for common carrier lines and FM subchannels.

\$1,000, and an RCA Americom spokesman said the eventual price would be in the \$500 range. Application for FCC approval has not yet been made, according to Mr. Warner.

## Hughes lines up lots of time on satellite

**Much of it will be used by SIN; newly acquired Paramount operation won't say what the rest is for**

Hughes Television Network, now a subsidiary of Paramount Pictures Corp., announced last week it had signed a three-year, \$2.8-million agreement with RCA American Communications Inc. that would expand its use of the RCA satellite system to virtually 24 hours a day in the third year of the contract.

In each of the first two years, Hughes's use of the satellite would expand from the present minimum of 1,800 hours a year to at least 5,000 hours a year. The announcement did not indicate what uses Hughes planned to make of the increased time, and Hughes officials declined to elaborate.

Paramount officials said later that most of the additional time initially would go to fulfill a "long-term" commitment of Spanish International Network, announced simultaneously, for 2,900 hours of Hughes satellite service a year. The rest of the additional time, Paramount officials said, is expected to be taken by expansion of the Hughes network's present services, including sports coverage and other programming. They denied speculation that they plan to build Hughes into a "fourth network."

SIN officials said their use of Hughes satellite time would be devoted to distribution of programming—now about 21 hours a week—that has previously been taped and bicycled to SIN affiliates, plus new live programming.

The announcement said Hughes would provide video services under the standard satellite usage agreement according to a fixed-term tariff that has been filed with the FCC and is subject to FCC approval.

## FCC engineer cleared of any wrongdoing

**Investigation into father-son business connection on VHF drop-in project finds things OK**

An FCC engineer has been cleared of any suggestion of wrongdoing in connection with the efforts of his father to solicit consulting work from UHF stations with letters asserting he could help them win FCC approval of VHF drop-ins in their respective markets.

The FCC engineer, James R. Audet, had been assigned to the VHF drop-in project. His father, J. Paul Audet, with whom he lives in a Washington suburb, is not a graduate engineer but had done consulting work for the Department of Defense in the field of Television.

As soon as word of the letters to the UHF stations reached the commission—the elder Mr. Audet said he had written to stations in "eight or nine markets"—the younger Mr. Audet was suspended from work on the drop-in project, an inquiry into the matter was begun, and another engineer was assigned to check the work the younger Mr. Audet had done. Both father and son denied the son had compromised the security of the information on which he had been working (BROADCASTING, Dec. 13, 1976). And last week, Broadcast Bureau officials said that the inquiry has been completed and that the younger Mr. Audet "comes up quite clean" in it. The check of his work was said to have revealed some minor arithmetical errors but no indication of bias. However, the younger Mr. Audet will not be returned to the drop-in project.

### Technical Briefs

**Larger antennas.** Scientific-Atlanta is producing 11-meter diameter antenna system, designed to meet mandatory requirements of FCC standard "B" specifications for Intelsat earth stations. For information contact *Mickey Hudspeth, Satellite Communications Division, S-A, 3845 Pleasantdale Road, Atlanta 30340.*

**Power saver.** Noncommercial WNJT-TV Trenton, N.J., is testing RCA's anode pulser for UHF transmitters, system designed to reduce power consumption by applying pulses to visual klystron amplifier tube. RCA says "test results to date indicate beam-power saving of 32 kw or 17.7%."

**Like lightning.** AT&T will conduct field test of experimental lightwave communications system in Chicago this year. System uses hair-thin glass stands to convey diode- and laser-generated light beams carrying audio, video and data signals. Installation of 24 light-guided strands is to begin shortly, with evaluation expected to begin in mid-year, conclusion of testing in 1978. Video signal test will be for picture

phone service only, although television transmission is a possible application of system in distant future (BROADCASTING, July 19, 1976).

**Bids wanted.** Corporation for Public Broadcasting and National Public Radio are seeking proposals for construction of \$10.2-million satellite interconnection for public radio. Interested firms have been asked to contact CPB's satellite interconnection office. Bidder's conference will be held Feb. 16 at Capital Hilton hotel in Washington, with final proposals due March 15. CPB anticipates contract decisions will be made by July 15.

## Ikegamis with assistance

ABC-TV has purchased 22 computer-augmented color cameras from Ikegami Electronics Inc. of New York. The new cameras will replace obsolete equipment in the network's Chicago and San Francisco studios and also will be installed in new studios in Los Angeles and New York, according to Julius Barnathan, ABC's president of broadcast operations and engineering.

The HK-312 cameras have an add-on "microcomputer" for set-up and alignment of the cameras, according to an Ikegami spokesman. He said as many as five cameras can be aligned by one computer. The cameras are now being used in production of *Welcome Back, Kotter* and the new ABC series, *Fish*. Mr. Barnathan said. The cameras will be used in New York for the *Good Morning, America* show as well as for local news on WABC-TV he said, and may eventually replace all ABC studio cameras.

List price of the HK-312 camera, lenses and tubes was placed roughly at \$85,000 by an Ikegami spokesman, who said the microcomputer unit sells for about \$15,500.

## Set sales up in '76

**EIA says sales to dealers of color units rose 18.7% over '75**

Sales of television sets to dealers in 1976 rose 12.6% over 1975 and radio set sales increased 11.1%, according to the Electronic Industries Association.

EIA reported that in 1976, 12,896,127 television receivers were sold, compared to 11,452,900 in 1975. Color television sales to dealers were up 18.7%, with 7,700,193 sets sold in 1976 compared to 6,485,297 in 1975; monochrome sales for 1976 were up 4.6% with 5,195,934 receivers sold compared to 4,967,603 monochrome sets sold in 1975.

AM and FM radio sales were 28,290,085 sets for 1976, an increase of 11.1% over the 25,456,316 sets sold in 1975, according to EIA. Total automobile radio sales of 12,445,063 receivers for 1976 were up 34.7% over 1975 figures; total radio sales to dealers for 1976 were 40,735,148, up 17.4% compared to sales in 1975, as reported by EIA.

# The Broadcasting Playlist™ Jan 31

## Contemporary

Over-all-rank	Last This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
5	1	Hot Line (2:59) Sylvers—Capitol	3	1	1	5
1	2	Carwash (3:18) Rose Royce—MCA	2	5	3	1
2	3	I Wish (4:12) Stevie Wonder—Tamla/Motown	1	4	2	2
6	4	Blinded by the Light (3:48) Manfred Mann—Warner Bros.	5	2	6	3
3	5	You Make Me Feel Like Dancing (2:48) Leo Sayer—Warner Bros.	6	6	4	4
11	6	Weekend in New England (3:38) Barry Manilow—Arista	8	3	5	6
4	7	Dazz (5:35) Brick—Bang	4	9	7	9
7	8	New Kid in Town (5:02) Eagles—Asylum	7	7	8	7
15	9	Torn Between Two Lovers (3:40) Mary MacGregor—Ariola America/Capitol	9	7	8	7
8	10	You Don't Have to Be a Star (3:40) Marilyn McCoo & Billy Davis Jr.—ABC	10	12	11	11
10	11	Walk This Way (3:31) Aerosmith—Columbia	15	11	10	12
9	12	Tonight's the Night (3:55) Rod Stewart—Warner Bros.	12	10	13	10
16	13	Fly Like an Eagle (3:00) Steve Miller Band—Capitol	13	13	12	13
14	14	After the Lovin' (3:50) Engelbert Humperdinck—Epic	11	14	16	21
13	15	Enjoy Yourself (3:24) Jacksons—Epic	14	15	15	15
19	16	Lost Without Your Love (2:56) Bread—Elektra	17	19	14	14
23	17	Night Moves (3:20) Bob Seger—Capitol	19	16	17	16
26	18	Theme from "A Star Is Born" (Evergreen) (3:03) Barbra Streisand—Columbia	16	17	18	22
17	19	Somebody to Love (4:53) Queen—Elektra	18	18	20	19
28	20	Year of the Cat (4:32) Al Stewart—Janus	22	23	19	18
20	21	Go Your Own Way (3:34) Fleetwood Mac—Warner Bros.	25	26	21	17
21	22	Cherchez La Femme (3:33) Dr. Buzzard's Original Savannah Band—RCA	20	21	24	23
25	23	I Like Dreamin' (3:29) Kenny Nolah—20th Century	21	22	22	25
12	24	Stand Tall (3:20) Burton Cummings—Portrait/CBS	23	20	23	26
31	25	Dancing Queen (3:50) Abba—Atlantic	24	25	26	27
22	26	Rubberband Man (3:30) Spinners—Atlantic	26	24	27	28
27	27	Hard Luck Woman (3:29) Kiss—Casablanca	29	30	25	20
32	28	Boogie Child (3:30) Bee Gees—RSO/Polydor	28	29	28	30
36	29	Long Time (3:03) Boston—Epic	27	31	29	32
24	30	Livin' Thing (3:30) Electric Light Orchestra—United Artists	30	28	31	31
29	31	Isn't She Lovely (6:33) Stevie Wonder—Tamla/Motown	37	40	30	24
33	32	Dreamboat Annie (2:59) Heart—Mushroom	*	27	34	29
37	33	Don't Leave Me This Way (3:35) Thelma Houston—Tamla/Motown	31	34	33	33
34	34	Muskrat Love (3:28) Captain & Tennille—A&M	32	33	32	36
18	35	Sorry Seems to Be the Hardest Word (3:28) Elton John—Rocket/MCA	33	32	35	34
-	36	Don't Give Up on Us (3:30) David Soul—Private Stock	35	35	36	35
40	37	Jeans On (2:36) David Dundas—Chrysalis	34	*	37	40
-	38	Things We Do for Love (3:32) IOcc—Mercury	36	36	38	38
-	39	Love So Right (3:19) Bee Gees—RSO/Polydor	38	37	39	37
35	40	Nadia's Theme (2:50) Barry De Vorzon & Perry Botkin Jr.—A&M	*	38	*	*

## Playback

**Weather-sensitive.** "When the sun shines in Seattle, everybody wants to boogie," says Steve West of KJR(AM). On sunny days in that somewhat damp city, KJR jingles proclaim "sunshine and good times," and, Mr. West says, "we try to reflect the town's and the people's attitudes. When it's a nice day, they go crazy. They'll be looking for something like Aerosmith." The sun must be shining in Seattle; that



West

group's latest single, *Walk This Way* (Columbia), is No. 5 at KJR (and No. 11 on "Playlist"). But KJR is also prepared for the rain—a "rain category" of music includes current ballads and mellow oldies such as the old Dramatics tune, *In the Rain*. "There's a lot of hard rock, jazz and country influence" in Seattle, says Mr. West. "The Eagles or Linda Ronstadt were bigger on the West Coast prior to East Coast acceptance." What doesn't move quickly in Seattle is disco, says Mr. West. What's moving includes *Year of the Cat* (Janus), by Al Stewart; *Night Moves* (Capitol), by Bob Seger, and *Lost Without Your Love* (Elektra), by Bread.

## Country

Over-all-rank	Last This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	Don't Be Angry (3:02) Donna Fargo—ABC/Dot	1	1	1	1
13	2	Near You (2:21) George Jones & Tammy Wynette—Epic	4	2	2	2
3	3	Let My Love Be Your Pillow (3:14) Ronnie Milsap—RCA	2	4	4	4
7	4	Liars One, Believers Zero (2:39) Bill Anderson—MCA	5	3	5	8
22	5	Uncolored Day (3:03) Willie Nelson—Columbia	3	8	3	5
4	6	You Never Miss a Real Good Thing (3:47) Crystal Gayle—United Artists	6	6	6	6
6	7	Saying Hello, Saying I Love You, Saying Goodbye (2:28) Jim Ed Brown & Helen Cornelius—RCA	7	7	8	7
16	8	Baby, You Look Good to Me Tonight (2:45) John Denver—RCA	8	5	9	9
18	9	Crazy (3:53) Linda Ronstadt—Elektra/Asylum	10	9	7	6
10	10	I Can't Believe She Gives It All to Me (2:25) Conway Twitty—MCA	9	10	10	10
11	11	Sweet Dreams (3:00) Emmylou Harris—Reprise	11	11	12	11
8	12	Your Place or Mine (3:00) Gary Stewart—RCA	12	12	11	12
25	13	Moody Blue (2:48) Elvis Presley—RCA	15	13	13	13
2	14	Statues Without Hearts (2:42) Larry Gallin—Monument	14	16	14	16
9	15	Two Dollars in the Jukebox (2:22) Eddie Rabbitt—Elektra	13	17	16	18
-	16	Ridin' Rainbows (2:40) Tanya Tucker—MCA	16	18	17	15
14	17	Hangin' On (2:55) Vern Gosdin—Elektra	17	15	18	14
5	18	Broken Down in Tiny Pieces (3:00) Billy "Crash" Craddock—ABC/Dot	18	14	15	22
-	19	Wiggle Wiggle (2:18) Ronnie Sessions—MCA	*	19	19	17
24	20	She Took More Than Her Share (2:22) Moe Bandy—Columbia	21	20	22	*
-	21	If Not You (2:59) Dr. Hook—Capitol	24	23	20	23
17	22	Cheatin' Is (2:35) Barbara Fairchild—Columbia	20	21	24	*
21	23	So Good Woman (2:01) Waylon Jennings—RCA	23	25	*	21
-	24	Why Lovers Turn To Strangers (2:49) Freddie Hart—Capitol	*	22	21	*
-	25	Thinking of a Rendezvous (3:22) Johnny Duncan—Columbia	25	24	23	*

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A (▲) indicates an upward movement of five or more chart positions.

# Fates & Fortunes

## Media

**Albert C. Lucero**, VP/general manager, Rust Craft Broadcasting's WROC-TV Rochester, N.Y., named to head 11 Rust Craft-owned radio stations.

**Marjorie G. Lee**, director of systems and procedures/personnel director, Petry Television, New York, joins Outlet Co., Providence, R.I., as corporate director of personnel development.

**Betty M. Robertson**, assistant controller/director of personnel administration, Cosmos Broadcasting, Columbia, S.C., promoted to controller, retaining personnel duties.

**Charles Macatee** has resigned as general manager of WMAL(AM) Washington, whose sale by Washington Star Communications to ABC has been approved by FCC (BROADCASTING, Jan. 3). **Andrew M. Ockershausen**, who headed Washington Star broadcasting division, will become executive VP of WMAL Inc. after ABC takeover, with independent general managers for AM and FM reporting to him.

**David P. West**, sales manager, Bonneville Broadcast Consultant, Tenafly, N.J., joins CBS Radio Network as field manager, affiliate relations.

**Gloria Wilson**, general manager, WCSC(AM)-WXTG(FM) Charleston, S.C., named VP.

**Tom Longfellow**, general manager, Arkansas Radio Network, elected to second term as president, National Association of State Radio Networks, succeeding **Gene Craft**, manager, Texas State Network. Mr. Longfellow had been president in 1974.

**Jim Stewart**, program director, KCBC(AM) Des Moines, Iowa, named general manager, succeeding **Don E. Weir**, who becomes general manager of co-owned KLWW(AM) Cedar Rapids, Iowa. **Don Timmerman**, KLWW account executive, named general manager for FM counterpart, KFMW.

**Wally Ausley**, VP/assistant general manager/farm director, WPTF(AM) Raleigh, N.C., named station manager.

**David A. Yates**, station manager, KFIN(FM) Jonesboro, Ark., promoted to general manager.

**Peter G. Lenz**, promotion manager, WKBS-TV Burlington, N.J. (Philadelphia), joins WTVN-TV Columbus, Ohio, in same position.

**Dixie Denbo**, accountant/office manager, KWIZ-AM-FM Santa Ana, Calif., promoted to business manager.

**Barbara Krefetz**, administrator of advertising and promotion, WMC-AM-FM-TV Memphis, named promotion manager.

**Amos Brown III**, account executive, WTLC(FM) Indianapolis, appointed assistant station manager.

**Woodward J. Maurer**, sales manager, WKAL-AM-FM Rome, N.Y., appointed general manager, replacing **Jackson B. Maurer**, president of

licensee, Maurer Broadcasting Corp.

**Kent L. Colby**, sales representative, Madison-Coleman-Muyskens, New York, and former VP/assistant manager, KAAL(TV) Austin, Minn., joins WLKM-AM-FM Three Rivers, Mich., as general manager.

**Greg Jarrett**, news director, KRIZ(AM) Phoenix, joins WZYQ(AM) Frederick, Md., as information coordinator.

## Broadcast Advertising

**Edward D. Brown**, VP, management supervisor, Doyle Dane Bernbach, New York, named VP and assistant to chairman, Carl Ally Inc., New York.



Brown



Korman

**Marvin Korman**, executive VP and general manager, Alan Wolsky & Friends Inc., New York, and previously with Columbia Pictures Industries Inc. as VP, corporate affairs, named VP, advertising and promotion, NBC-TV, New York. **Robert B. Rush**, VP, sales, NBC Radio Network, New York, appointed VP sales development.

**Jacqueline Sitver**, VP, executive research director, Grey Advertising Inc., New York, joins Needham, Harper & Steers there as senior VP/director of research.

**Joseph O'Donnell** and **Merrill Snyder**, management supervisors, J. Walter Thompson, New York, elected VP's. **Bill Petty** and **Michael Tremper**, spot broadcast buyers, JWT, New York, named VP's. **Stuart Hyatt**, VP/creative director, JWT, New York, transferred to San Francisco office as creative director. **Richard M. Ruud**, director of marketing, Saga Foods's Straw Hat Pizza division, San Francisco, joins J. Walter Thompson there as director of business development.

**Susan K. Meisel**, manager of sales presentations for NBC owned-and-operated stations, New York, appointed research manager, Blair Television's ABC Station Division sales unit there.

**Ed Youngmark**, account executive, TeleRep, Chicago, joins Blair Television's Chicago ABC sales team, succeeding **William Murphy**, transferred to Blair's New York ABC sales unit.

**Ken Hege**, general sales manager, WCSC-TV Charleston, S.C., named VP.

**Raymond K. Coleman**, assistant general sales manager, WBEN-TV Buffalo, N.Y., appointed general sales manager.

**Albert M. Benz**, assistant sales manager, WUTV(TV) Buffalo, N.Y., named director of marketing and administration. **Joseph M. Heckel**, account executive, promoted to local sales manager. **Thomas A. Neeson**, account executive and studio producer/director, appointed assistant marketing director.

**Patrick J. Kenney**, national sales manager, WEWS(TV) Cleveland, joins KCRA-TV Sacramento, Calif., as general sales manager, succeeding **Bob Grant**, named local sales manager. Mr. Grant succeeds **Harvey Fisher**, named to head new sales development and strategy department. **John Kueneke**, account executive, Blair Television, joins KCRA-TV as sales manager of station's San Francisco sales office.

**Bud Coggins**, general sales manager, WBTW(TV) Charlotte, N.C., joins WRAL-TV Raleigh, N.C., in same capacity.

**Jarret N. Day**, broadcast manager, KEYH(AM) Houston, assumes additional duties as commercial manager.

**Carl Lanci**, sales manager, NBC News and Information Service, Detroit, joins WNDE(AM)-WFBQ(FM) Indianapolis as general sales manager.

**Charles Cibella**, sales representative, WHHH(AM) Warren, Ohio, named sales manager.

**Robert H. Harrison**, account executive, WHIM-AM-FM Providence, R.I., promoted to local sales manager.

**Annette Leiderman**, manager of press relations, CBS Television Stations Division, New York, named director of retail communications, retail sales unit, television stations division. **Richard D. Masilotti**, director, central sales, NBC, Chicago, joins CBS Television Network Sales there as account executive.

**Robert J. Hennessy**, independent management consultant and former corporate controller for Westinghouse Broadcasting, joins Kelly, Nason, New York, as controller.

**Dennis Gillespie**, special resources VP, and **Lawrence P. Lolello**, VP and treasurer, Peters Griffin Woodward, Inc., New York, named senior VP's.

**George Mrkvicka**, copy supervisor, Needham, Harper & Steers, Chicago, promoted to creative supervisor. **Kathy Baker**, assistant art director, named art director. **Gary Yoshida**, art director, Tatham-Laird & Kudner there, joins NH&S as art supervisor.

**Barrie Curtis Spies**, associate creative director, Compton Advertising, New York, named creative director. **Dan Hulbert**, creative director, appointed general manager of creative department.

**Philip D. Matz**, VP/associate media director, Kenyon & Eckhardt, Detroit, promoted to media director.

**Constance Gerace**, media buyer, Tatham, Laird & Kudner, Chicago, and **Cynthia Kerr**, media estimator, Marsteller, join Foote, Cone & Belding there as media buyers.



**Arnold Friedman**, former creative director of Independent Television Corp., New York (now ITC Entertainment), named director of public relations, American Media, Rutherford, N.J., advertising agency.

**Polly Goodrich** and **Sally Luttrell**, media supervisors, Henderson Advertising, Greenville S.C., named associate media directors.

**Lidie Flammia**, media director, Carmichael & Co. advertising, Durham, N.C., named VP.

**Glenn Tintera**, director of client services, D'Arcy-MacManus & Masius, St. Louis, appointed executive VP/general manager, St. Louis office.

**George W. Yurcisin**, art director/production manager, Fry/Hammond/Barr Inc., Orlando, Fla., joins Luckie & Forney, Birmingham, Ala., as art director.

**Robert J. Evanko**, media buyer, Carr Liggett Advertising, Cleveland, named assistant media director.

**David Johnson**, independent producer/director, joins N. Lee Lacy Associates commercial producer, New York, as executive VP in charge of production. **Herb Schwartz**, partner, Lang & Associates there, joins Lacy as executive VP in charge of sales.

**Joseph R. Dawson**, account executive/research director, and **David J. Hedges**, art director, Newman, Saylor & Gregory advertising, West Columbia, S.C., have formed Dawson & Hedges there, specializing in advertising projects, research and marketing.

## Programing

**Alan Horn**, VP, business affairs, Tandem Productions and T.A.T. Communications, Hollywood, appointed executive VP/chief operating officer of companies which have expanded into theatrical production (under T.A.T. logo) and formed TV syndication sales division. **Virginia Carter**, public affairs VP for T.A.T., promoted to creative affairs VP for Tandem-T.A.T. **Daryl Egerstrom**, Tandem-T.A.T. VP/controller, promoted to finance VP/treasurer. **Barbara Brogliatti**, Tandem-T.A.T. publicity director, named corporate VP in charge of media affairs. **Michael Weisbarth**, Tandem-T.A.T. production executive, named production VP. **Art Warshaw**, owner of Century City Sound & Video consulting firm, joins Tandem-T.A.T. as business affairs VP, succeeding Mr. Horn.

**E. Hal Hough**, CBS Television Stations division VP, program and broadcast services, New York, named CBS-TV network's VP, program services, New York, responsible for liaison between program department and network's other operating units.

**Alex H. Horowitz**, Western division sales manager, American International Television, Beverly Hills, Calif., appointed national syndication sales manager.

**Don Azars**, assistant program director, WLS-TV Chicago, named program director, KGO-TV San Francisco. Both stations are ABC O&O's.

**Bob George**, executive producer, Group W's WBZ-TV Boston, named program manager, KPPIX(TV) San Francisco, succeeding **Bill Hillier**, promoted to Group W national executive producer for *Evening Show*.

**William Allen Jones**, assistant secretary, Walt Disney Productions, Burbank, Calif., elected to additional responsibilities as assistant treasurer.

**Thom Price**, music director/air personality, KGMO(AM) Cape Girardeau, Mo., joins KEYH(AM) Houston as production director. **Doris Moran**, former member of KILT(AM) Houston traffic department, joins KEYH as traffic manager.

**Rick Roberts**, program director, WCNC(AM) Elizabeth City, N.C., named to same post, WCEC(AM)-WFMA(FM) Rocky Mount, N.C.

## Broadcast Journalism

**Dave Parker**, director of community affairs, WCIV(TV) Charleston, S.C., elected president, South Carolina Associated Press Broadcasters.

**Chuck Drier**, executive producer, WIS-TV Columbia, and **Jim Salley**, news director, WQKI(AM) St. Matthews, elected VP's of television and radio, respectively. **Rick Spratling**, news director, KUTV-TV Salt Lake City, appointed president of Utah AP Broadcasters. **Bob Moon**, news director, KRSP(AM) there, named director.

**Larry Manne**, executive producer/assistant news director, KDKA-TV Pittsburgh, joins WRAL-TV Raleigh, N.C., as news director.

**Marty Stebbins**, reporter/weekend anchor, WDBO-TV Orlando, Fla., joins KHOU-TV Houston as general assignment reporter.

**Howard Kelley**, assistant news director, WTLV(TV) Jacksonville, Fla., promoted to news director. **Tony Windsor**, from WTVM(TV) Columbus, Ga., joins WTLV as executive news producer. **Tom Reed**, from WXIA-TV Atlanta, named WTLV news producer. **Al Morgan**, news director, WCGL(AM) Jacksonville, joins WTLV as assignment editor. **John Hogan**, from WWJ-TV Detroit, named WTLV co-anchor. **John A. Watson Jr.**, news director, WMBR(AM) there; **Gail Washington**, co-hostess of public affairs show, WJXT(TV) there; **Lorraine Fuller**, reporter, WKZO(AM) Kalamazoo, Mich., and **Carl Voelker**, from WKCT(TV) Miami, named WTLV reporters. **Mike Newsom**, from WESH-TV Daytona Beach, Fla., joins WTLV as news photographer. **Ann Erikson**, ENG editor, WPCA-TV Tallahassee, Fla., joins WTLV in same capacity.

**Bill Rice**, with various responsibilities in news department including reporting and producing, KJEO(TV) Fresno, Calif., named news director.

**George Noory**, senior news producer, WJBK-TV Detroit, appointed executive news producer.

**Edmund S. Dorsey**, senior news director, WINS(AM), New York, appointed executive editor of station.

**Paul Steuber**, executive producer, WISH-TV Indianapolis, joins WEEK-TV Peoria, Ill., as news manager. **Christine Zak**, reporter/anchor/photographer, WPTA(TV) Roanoke, Va., joins WEEK-TV as co-anchor.

**Lori Wirth**, graduate, University of Missouri School of Journalism, Columbia, joins KAIT-TV Jonesboro, Ark., as reporter/weekend anchor. **Randy Webber**, graduate, University of Texas School of Journalism, named KAIT-TV reporter.

**Andrew Pontz**, weekend anchorman/reporter, WAFB-TV Baton Rouge, joins KSLA-TV Shreveport, La., as anchorman.

**McClain Ramsey**, anchor/reporter, WDEF-TV Chattanooga, joins WKWB-TV Buffalo, N.Y., as

weekend anchor/reporter.

**Dan Goode**, reporter, KCON(AM) Conway, Ark., named to same post, WINK-TV Fort Myers, Fla.

**Robin Sagon**, news and public affairs reporter, WLIR(FM) Garden City, Long Island, N.Y., named newscaster, WNEW(FM) New York.

**Radford J. Berky**, anchorman, WPOP(AM) Hartford, Conn., named news director.

## Cable

**Barry Telman**, systems manager, Private Channel Club, Miami, joins Wometco as sales and technical director of BTVision, providing pay-TV programming for WBTB-TV Newark, N.J.

## Equipment & Engineering

**Ray Dowling**, manager, distributor products operation and manager, nuclear medical operation, Raytheon Co., Lexington, Mass., elected executive VP and board member of Switchcraft Inc., Chicago, which acquired Raytheon Jan. 3. **Wayne Larson**, general manager, Switchcraft plant in Paxton, Ill., assumes additional responsibility as general manager of company's new facility in Sullivan, Ill.

**Richard F. O'Brien**, VP of marketing for video products and national sales manager for industrial and consumer tape and video equipment, Sony Corp., New York, joins JVC Industries, Maspeth, N.Y., as marketing VP.

**James Connors**, sales manager for Kay Elemetrics in New Jersey, joins Texscan Corp., Indianapolis, in same capacity.

**Mort Russin**, national sales manager, Ikegami Electronics, Long Island City, N.Y., appointed sales/marketing VP.

**Dan Roady**, development engineer, CMX Systems, Santa Clara, Calif., appointed director of engineering.

**Archie C. Purvis Jr.**, partner in Lear Purvis Walker & Co. management consultants, joins MCA Disco-Vision, Universal City, Calif., as director of industrial marketing, responsible for worldwide marketing of industrial applications of company's optical video disk system.

**Jack Becknell**, director of engineering, WCSA-TV-WXTC(FM) Charleston, S.C., named VP.

**Dave Hall**, staff maintenance engineer, WTAE-TV Pittsburgh, named chief engineer, WPGH-TV there.

**Rod Robinson**, engineering supervisor, KHOU-TV Houston, promoted to assistant chief engineer.

**William A. Freeman**, technician, WOWT(TV) Omaha, named engineering supervisor.

**Loren (Coach) Coltran**, assistant chief engineer, WSMW-TV Worcester, Mass., promoted to chief engineer.

## Allied Fields

**Robert Wenger**, Nielsen VP, manager of retail index division sales/service, New York, assumed corporate responsibility for A.C. Nielsen Co., New York. He succeeds **George E. Blechta** who is retiring. Mr. Wenger will continue to have responsibility for Retail Index Client Service and for all Nielsen activities of an

interdivisional nature in the New York area.

**John H. Bose**, retired assistant manager, Riverside Research Institute, New York, elected president, Armstrong Memorial Research Foundation there, named after Edwin H. Armstrong, inventor of FM.

**Larry E. Zaiser**, director of marketing for Trace Inc., broadcast data processing firm, named president, Automation Electronics, marketer of in-house computer systems for broadcast station business systems and automation control, Lafayette, Ind.

**John Avitabile Jr.**, VP/account supervisor, Gamut Advertising, Hempstead, N.Y., joins Bozell & Jacobs Public Relations, New York, as account executive.

**John C. Gorby**, group VP, Ron Curtis & Co., Chicago, appointed VP, Jim Hooker & Co., organizational development consulting firm, Schamburg, Ill.

**William (Gerry) Martin**, communications and advertising instructor, New Mexico State University, and member of Public Broadcasting board of directors, joins Dick McKee & Associates media consultant firm, Albuquerque, N.M.

**Henry Dornseif**, executive VP and member of board of directors of WCCO-AM-FM-TV Minneapolis-St. Paul and parent, Midwest

Radio-Television, resigns to establish his own management services firm at 625 Second Avenue South, Minneapolis.

**John B. Eighmey**, deputy assistant director for national advertising, Federal Trade Commission's Bureau of Consumer Protection, Washington, appointed associate professor of advertising, Medill School of Journalism at Northwestern University, Evanston, Ill.

## Deaths



Nealin

**Patricia L. Nealin**, 49, manager of films, WGN-TV Chicago, and 1974 president of American Women in Radio and Television, died Jan. 25 at Mayo clinic in Rochester, Minn., after prolonged confinement with heart condition. She joined station in 1952 as assistant to film director and was first woman on station's editorial board (1971).

She was one of first women admitted to Sigma Delta Chi, Society of Professional Journalists (1970).

**Horace E. Sloane**, 70, member of FCC review

board from time it was established in 1962 until he retired in 1971, died after heart attack Jan. 16 at his home in Bethesda, Md. He joined commission in 1940 in Philadelphia and moved to Washington six years later. In 1949 he was appointed to office of formal hearing assistants and later became chief of that office. Survivors include his wife, Janet, and one son.

**Edward F. (Ned) Ryan**, 55, former manager of advertising/promotion/public relations, NBC, Washington, died after heart attack Jan. 23 in Silver Spring, Md. After leaving NBC in October 1975, Mr. Ryan did freelance work for Public Broadcasting Service. Survivors include his wife, Elizabeth, and six children.

Body of **Grace Garmet**, 49, associate writer on ABC-TV's *Edge of Night* daytime serial, was identified Jan. 25 at Boston morgue, where it had been taken reportedly as unidentified suicide. She had been last seen Dec. 3, shortly before she had psychiatric appointment for treatment of depression (BROADCASTING, Jan. 10). Survivors include her husband, Leonard, former counsel to President Nixon.

**Stanley Poss**, 56, for 14 years producer with Jackie Gleason television show, died after heart attack at his home in Encino, Calif., Jan. 12. Survivors include his son, Dana.

**Gene McGovern**, 51, sales executive, KNTV(TV) San Jose, Calif., died of cancer in Los Angeles Jan. 16.

## For the Record

As compiled by BROADCASTING for the period Jan. 17 through Jan. 21 and based on filings, authorizations, petitions and other actions announced by the FCC.

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. 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. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

### New stations

#### TV licenses

Broadcast Bureau granted following licenses covering new stations:

\*KETG Arkadelphia, Ark. (BLET-413), Jan. 13; WECA-TV Tallahassee, Fla. (BLCT-2520), Jan. 13.

#### AM action

■ Bonners Ferry, Idaho, Radio Bonners Ferry—Broadcast Bureau granted 1450 khz, 1 kw-D, 250 w-N. P.O. address: 205 W. Kootenai, Box 749, Bonners Ferry 83805. Estimated construction cost \$41,844; first-year operating cost \$25,000; revenue \$75,000. Format: MOR. Principals: Donald P. Howe, Harold Sims and Peter B. Wilson (each 1/3). Mr. Howe owns farm. Mr. Sims is partner in agricultural implement company, and Mr. Wilson is attorney (BP-20,073). Action Jan. 5.

#### FM applications

■ \*Atherton, Calif.—Menlo Atherton High School

seeks 88.9 mhz, 10 w, HAAT 29.5 ft. P.O. address: Ringwood & Middlewood Rd., Atherton 94205. Estimated construction cost \$10,600; first-year operating cost \$800. Format: Educational. Applicant is public high school. Ann. Jan. 21.

■ \*Borrego Springs, Calif.—Borrego Springs Unified School District seeks 88.9 mhz, 10 w, HAAT 90 ft. P.O. address: 2281 Diegueno Rd., Borrego Springs 92004. Estimated construction cost \$4,300; first-year operating cost \$1,000. Format: Educational. Applicant is public school system. Ann. Jan. 21.

■ \*Nevada City, Calif.—American Victorian Museum seeks 89.7 mhz, 10 w, HAAT 65 ft. P.O. address: 325 Spring St., Nevada City 95959. Estimated construction cost \$2,850; first-year operating cost \$1,200. Format: Educational. Applicant is non-profit corporation. Ann. Jan. 21.

■ \*Aurora, Colo.—Adams-Arapahoe Joint School District No. 28 seeks 88.7 mhz, 10 w, HAAT 100 ft. P.O. address: c/o William A. Murray, 1085 Peoria St., Aurora 80011. Estimated construction cost \$10,115; first-year operating cost \$17,500. Format: Educational. Applicant is public school district. Ann. Jan. 11.

■ \*Grand Junction, Colo.—Pear Park Baptist Schools seeks 88.5 mhz, 250 w, HAAT 100 ft. P.O. address: 3102 E Rd., Grand Junction 81501. Estimated construction cost \$16,789; first-year operating cost \$3,000. Format: Classical, religious. Applicant is church affiliated school system. Ann. Jan. 21.

■ \*Baton Rouge—East Baton Rouge Parish School Board seeks 90.1 mhz, 10 w, HAAT 150 ft. P.O. address: 1050 S. Foster Dr., Baton Rouge 70815. Estimated construction cost \$16,800; first-year cost \$700. Format: Educational. Applicant is public school system. Ann. Jan. 21.

■ \*Baltimore—College of Notre Dame of Maryland seeks 90.3 mhz, 10 w, HAAT 105 ft. P.O. address: 4701 N. Charles St., Baltimore 21210. Estimated construction cost \$8,368.60; first-year operating cost \$3,000.

Format: Educational. Applicant is private higher education institution. Ann. Jan. 21.

■ \*Minneapolis—Center for Communications and Development seeks 89.7 mhz, 10 w, HAAT 152 ft. P.O. address: 810 Fifth Ave. N., Minneapolis 55405. Estimated cost \$20,086; first-year operating cost \$43,275. Format: Educational. Applicant is non-profit educational institution presently operating 100 milliwatt WMOJ(AM) in Minneapolis. Ann. Jan. 21.

■ \*Havre, Mont.—Northern Montana College seeks 90.1 mhz, 10 w, HAAT 88 ft. P.O. address: Cowen Dr., Havre 59501. Estimated construction cost \$2,750; first-year operating cost \$1,000. Format: Educational. Applicant is unit of Montana State University system. Ann. Jan. 21.

■ Frankfort, N.Y.—WBVM Associates seeks 92.7 mhz, 1.45 kw, HAAT 410 ft. P.O. address: Box 1550, Utica, N.Y. 13002. First-year operating cost \$25,980; revenue not given. Format: Standard pops. Company is owned equally by George W. Stevens and Dr. Donato F. Sarapo. Mr. Stevens is general manager of WBVM(AM) Utica, which he and Dr. Sarapo own. Dr. Sarapo is Adrian, Mich., general practitioner with real estate and investment interests. Ann. Jan. 21.

■ \*Jamestown, N.Y.—Jamestown Community College seeks 91.5 mhz, 10 w, HAAT 81 ft. P.O. address: 525 Falconer St., Jamestown 14701. Estimated construction cost \$3,000; first-year operating cost \$1,750. Format: Educational. Applicant is non-profit corporation sponsored by the city of Jamestown under the supervision of the State University of New York. Ann. Jan. 21.

■ Richfield, Utah—Sevier Valley Broadcasting Co. seeks 93.7 mhz, 27.28 kw, HAAT 821.7 ft. P.O. address: 450E 4th "S" St., Richfield 84701. Estimated construction cost \$25,100; first-year operating cost \$8,000; revenue \$15,000. Format: C&W, MOR. Principal is James G. Clawson (99.70%), who also owns KSVC(AM) Richfield. Ann. Jan. 21.

■ Richland, Wash.—KALE Inc. seeks 94.9 mhz, 100 kw, HAAT 1250 ft. P.O. address: 218 W. Kennewick,

Ave., Kennewick, Wash. 99336. Estimated construction cost \$101,070; first-year operating cost \$68,294; revenue \$56,000. Format: Adult contemporary. Company is owned by Fredric A. Danz, who owns, or holds in trust, KALE(AM) Richland; KASH(AM) Eugene, Ore.; KBFW(AM) Bellingham, Wash.; KEDO(AM)-KLYK(FM) Longview, Wash.; KSJO(FM) San Jose, Calif., and KTW(AM)-KZOK(FM) Seattle (18.5%). Ann. Jan. 21.

### FM actions

■ \*Chicago, Loyola University of Chicago—Broadcast Bureau granted 88.7 mhz, 10 w. P.O. address: 6525 N. Sheridan Rd., Chicago 60626. Estimated construction cost \$4,266; first-year operating cost \$4,600. Format: Variety. Principal: Applicant is educational institution (BPED-2279). Action Jan. 5.

■ \*Fredonia, N.Y., State University of New York—Broadcast Bureau granted 89.9 mhz, 10 w. P.O. address: 99 Washington Ave., Albany, N.Y. 12246. Estimated construction cost \$9,100; first-year operating cost \$5,000. Format: Variety. Principal: Applicant is public educational institution (BPED-2315). Action Jan. 6.

■ \*Wilmington, N.C., University of North Carolina—Broadcast Bureau granted 91.3 mhz, 10 w. P.O. address: 601 S. College Rd., Wilmington 28401. Estimated construction cost \$6,990; first-year operating cost \$750. Format: Variety. Principal: University operates many noncommercial stations throughout state and branch campuses (BPED-2302). Action Jan. 6.

■ \*Huntingdon, Pa., Juniata College—Broadcast Bureau granted 91.7 mhz, 10 w. P.O. address: Juniata College, Huntingdon 16652. Estimated construction cost \$2,400; first-year operating cost \$5,000. Format: Variety. Principal: Applicant is Pennsylvania college (BPED-2286). Action Jan. 5.

## Ownership changes

### Applications

■ KUI(CFM) Vacaville, Calif. (95.3 mhz, 2.85 kw)—Seeks assignment of license from KPOP Radio to KUI(C)-Levin Radio Inc. for \$200,000. Seller is owned principally by Donnelly C. Reeves (73%) and Gene Ragle (18%). Seller also owns KPOP(AM)-KPIP(FM) Roseville, Calif. Buyer is owned by Harvey B. Levin, who is former vice president and general manager of KNEW(AM) Oakland, Calif. Ann. Jan. 19.

■ WFP(M) Fort Valley, Ga. (1150 khz, 1 kw-D)—Seeks transfer of control of Rocket Radio Inc. from Paul Reehling, et al. (100% before; none after) to Radio Fort Valley Inc. (none before; 100% after). Consideration: \$240,000. Principals: Sellers are Mr. Reehling, his wife Mary and mother-in-law, Mrs. Mary D. Suelzer. Mr. Reehling is mayor of Fort Valley. Buyer is owned equally by William O. Woodall, Timothy W. Moran and Allan H. Woodall. Mr. William Woodall owns WGA(FM) Valdosta, Ga. and has minority interest in WWNS(AM) Statesboro, Ga. Mr. Moran is general manager of WMEN(AM) Tallahassee, Fla. Mr. Allan Woodall owns 29.4% of WGRA(AM) Cairo, Ga. Messrs. Woodall are sons of W. C. Woodall Jr., who has interests in stations throughout Southeast. Ann. Jan. 13.

■ KMMX(FM) Poplar Bluff, Mo. (95.5 mhz)—Seeks transfer of control of River Valley Broadcasting Co. from Graylon Watson et al. (100% before; none after) to Richard Lynn Farr (none before; 100% after). Consideration: not to exceed \$15,000. River Valley is permittee of station. Principals, other than Mr. Watson, are L. Michael Lorch and C. H. Parsons Jr. Mr. Farr is vice president of sales and advertising of wholesale oil jobbers. He is general manager of KFIN(AM) Jonesboro Ark. Ann. Jan. 19.

■ KANR(FM) Great Falls, Mont. (98.9 mhz, 25 kw)—Seeks assignment of license from Frank Anderson to Richard A. Hughes for \$125,000. Seller: Mr. Anderson is retiring from broadcasting. Buyer: Mr. Hughes has commercial property investments and no other broadcast interests. Ann. Jan. 13.

■ KNEV(FM) Reno, Nev. (95.5 mhz, 50 kw)—Seeks assignment of license from Evertt B. Cobb to Evertt B. and Eleanor B. Cobb for no consideration. Assignment is placing license in joint tenancy of Mr. Cobb and his wife. They have no other broadcast interests. Ann. Jan. 19.

### Actions

■ WFFG(AM) Marathon, Fla. (1300 khz, 500w-D,

## Summary of Broadcasting

### FCC tabulations as of Dec. 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,464	7	26	4,497	39	4,536
Commercial FM	2,798	1	74	2,873	153	3,026
Educational FM	844	0	28	870	73	943
Total Radio	8,106	8	126	8,240	285	8,505
Commercial TV	720	1	7	728	37	765
VHF	513	1	3	517	6	523
UHF	207	0	4	211	31	242
Educational TV	241	3	12	256	8	264
VHF	92	1	8	101	2	103
UHF	149	2	4	155	6	161
Total TV	961	4	19	984	45	1,029

\*Special temporary authorization

\*\*Includes off-air licenses

250 w-N)—Broadcast Bureau granted assignment of license from WHOO Radio Inc. to WFFG Inc. for \$200,000. Seller is subsidiary of Bluegrass Broadcasting, owned by Central Bank & Trust of Lexington, Ky., executor of estate of Garvice D. Kincaid, with control vested in advisory committee. Bluegrass also owns WVLC-AM-FM Lexington; WHOO-AM-FM Orlando, Fla.; WINN(AM) Louisville, Ky.; WKYT-TV Lexington. Buyer is owned by brothers, Emil and James Lockwood and Francis J. Coomes (33-1/3% each). Mr. Emil Lockwood and Mr. Coomes are chairman and president, respectively, of Lansing, Mich., legislative consulting firm. Mr. James Lockwood is branch manager of investment firm in Saint Louis, Mich. (BAL-8861, BALRE-3127). Action Jan. 12.

■ WNPS(AM) New Orleans (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Greater New Orleans Educational Television Foundation to Sun Broadcasting Partnership for \$260,000. Principals: Seller is nonprofit organization, and is also licensee of WYES-TV New Orleans. Buyers: Lonnie Murray and Claude Anderson, general partners, have interests in WOWN(FM) Tallahassee, Fla. (BAL-8781). Action Jan. 12.

■ WYON(FM) Grand Rapids, Mich. (101.3 mhz, 50 kw)—Broadcast Bureau granted assignment of license from MacPherson Enterprises Inc. to Pathfinder Communications Corp. for \$500,000. Seller is owned by Monroe MacPherson Jr., who also owns WION(AM) Ionia, Mich. Buyer is owned by John F. Dille Jr. (52%) and his son John F. Dille III (48%). Pathfinder also owns WMEE(AM)-WMEF(FM) Fort Wayne, Ind., and WCUZ(AM) Grand Rapids. Mr. Dille Jr. also publishes *Elkhart* (Ind.) *Truth* and owns WTRC(AM)-WYEZ(FM) Elkhart and WCKY(AM) Cincinnati (BALH-2369, BALIC-11). Action Jan. 12.

■ WBRX(AM) Berwick, Pa. (1280 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Berwick Broadcasting from Edward R. Newman (100% before; none after) to William and Elizabeth Brady (none before; 100% after). Consideration: \$292,500. Principals: Mr. Newman has no other broadcast interests. Mr. Brady is news director of KDKA(AM) Pittsburgh (BTC-8181). Action Jan. 12.

■ WZAP(AM) Bristol, Va. (690 khz, 10 kw-D)—Broadcast Bureau granted assignment of license from 690 Radio Inc. to RAM Communications Inc. for \$275,000 plus 65% of accounts receivable at closing. Seller, owned by Citizens & Southern National Bank as executor of estate of James S. Ayers, is also licensee of WBAC(AM) Cleveland, Tenn. Buyer is owned by R. A. Morris (50%), James J. Dougherty (25%) and Jimmy L. Worrell (25%). Mr. Morris is vice president and general manager of WZAP. Mr. Dougherty owns Bristol, Tenn., commercial and investment realty firm and is chairman of bank there. Mr. Worrell is president of Bristol, Va., wholesale oil and gas firm (BAL-8840, BALRE-3115). Action Jan. 10.

## Facilities changes

### TV actions

■ KLMN Fort Smith, Ark.—Broadcast Bureau granted mod. of CP to change ERP 912 kw; max. ERP

250 kw; ant. height 1040 ft. (BMPCT-7649). Action Jan. 12.

■ KMIR-TV Palm Springs, Calif.—Broadcast Bureau granted mod. of license covering change in studio location to 72920 Park View Drive, Palm Desert, Calif. (BMLCT-819); granted request for authority to operate transmitter by remote control from new proposed studio location (BRCTV-338). Action Jan. 13.

■ KGMD-TV Hilo, Hawaii—Broadcast Bureau granted CP to change ERP to 9.77 kw; max. ERP 9.77 kw; ant. height —290 ft. (BPCT-4894). Action Jan. 5.

■ KAVE-TV Carlsbad, N.M.—Broadcast Bureau granted CP to change ERP to vis. 100 kw; max. ERP 100 kw; ant. height 1200 ft. (BPCT-4944). Action Jan. 10.

### AM applications

■ KCUB Tucson, Ariz.—Seeks CP to increase daytime power to 5 kw. Ann. Jan. 18.

■ KGAS Carthage, Tex.—Seeks CP to increase power to 2.5 kw. Ann. Jan. 18.

### AM action

■ WBIC(AM) New Bern, N.C.—Broadcast Bureau granted mod. of CP to change station location to New Bern-James City N.C. and change hours of operation to unlimited with 5 kw DA-N; conditions (BMP-13,895). Action Jan. 7.

■ Following stations were authorized program operating authority for changed facilities on dates shown: WVMi Biloxi Miss. (BP-19,610), Jan. 4; KNET Palestine, Tex. (BP-20,639), Jan. 6; WABH Deerfield, Va. (BP-20,125), Jan. 6.

### FM applications

■ \*WWNO New Orleans—seeks CP to change ERP 50 kw (H&V); HAAT 600 ft. (H&V), install new transmission line. Ann. Jan. 21.

■ WBYG Kankakee, Ill.—seeks CP to change trans. location; change trans.; change ERP 50 kw (H&V); HAAT 500 ft. (H&V); make changes in ant. system (increase height). Ann. Jan. 14.

■ WBLM Lewiston, Me.—seeks CP to install new ant.; change ant.; change TPO: ERP 100 kw (H&V); HAAT 587 ft. (H&V), and change from class B to class C station. Ann. Jan. 21.

■ WPEG Concord, N.C.—seeks CP to change ERP 50 kw (H&V), install new transmission line. Ann. Jan. 21.

■ \*KPBX-FM Spokane, Wash.—seeks CP to change trans. location; change studio location; HAAT 1528 ft.; ERP 19.77 kw; make changes in ant. system (increase height). Ann. Jan. 21.

### FM actions

■ KORJ Garden Grove, Calif.—Broadcast Bureau granted CP to install new ant.; ERP 3 kw (H&V); ant. height 245 ft. (H&V); remote control permitted (BPH-10,325). Action Dec. 30.

■ \*KCSN Northridge, Calif.—Broadcast Bureau granted CP to install new trans., install new ant.; ERP 3 kw (H&V); ant. height—235 ft. (H&V); (BPED-2387). Action Dec. 30.

■ \*KUCR Riverside, Calif.—Broadcast Bureau granted CP to change trans. location to West Slope,

Box Springs Mountain, 4 miles East of Riverside; operate trans. by remote control from studio location: 691 Linden St., Riverside; install new ant. make changes in ant. system (increase height); remote control permitted (BPED-2388). Action Dec. 30.

■ WQXQ Daytona Beach, Fla.—Broadcast Bureau granted CP to change trans. location to 540 Corporation Ave., Holly Hill, Fla.; install new trans.; install new ant.; ERP 100 kw (H&V); ant. height 230 ft. (H&V); remote control permitted; condition (BPH-10,064). Action Jan. 5.

■ KWEB-FM Rochester, Minn.—Broadcast Bureau granted CP to change trans. location to on County Road 119, 1.5 miles north on County Road 9, 4.5 miles east of city limits, Rochester; install new ant.; make changes in ant. system (increase height); ERP 710 w, ant. height 560 ft.; remote control permitted; condition (BPH-10,030). Action Jan. 5.

■ KMYR Albuquerque, N. M.—Broadcast Bureau granted CP to change trans. location to Sandia Crest Electronics Site, 13 miles from Albuquerque; install new ant.; make changes in ant. system (decrease height); ERP 19.5 kw (H&V); ant. height 100 ft.; remote control permitted; condition (BPH-9935). Action Jan. 5.

■ \*KTCU-FM Fort Worth, Tex.—Broadcast Bureau granted CP to change frequency to 88.7 mhz; redescribe trans. location and studio location to 2900 S. University Drive, Ed Landreth Hall, Texas Christian University campus, Fort Worth; install new trans.; install new ant.; ERP 3 kw (H&V); ant. height 125 ft. (H&V) (BPED-2288). Action Jan. 5.

#### FM starts

■ Following stations were authorized program operating authority for changed facilities on dates shown: KRUE Los Gatos, Calif. (BPH-10,256), Jan. 3; KEZR San Jose, Calif. (BPH-10,186), Jan. 4; \*WNJC-FM Senatobia, Miss. (BPED-1204), Jan. 6; \*WOSU Columbus, Ohio (BPED-1503), Jan. 4; \*WRSF Miamisburg, Ohio (BPED-2202), Jan. 4.

### In contest

#### Procedural ruling

■ Jackson, Tenn., **FM proceeding**: Madison County Broadcasting and Charles C. Allen and Community Services Broadcasting, competing for 103.1 mhz (Docs. 20,930-2)—ALJ Joseph Stirmer canceled Feb. 1 hearing and set new hearing for March 1. Action Jan. 17.

#### Dismissed

■ WAMA (AM) Selma, Ala., **renewal proceeding**: Vogel-Hendrix Corp. (Doc. 20,722)—ALJ John H. Conlin canceled Feb. 1 hearing, dismissed renewal application and terminated proceedings. Action Jan. 17.

### Fines

■ KGFM (FM) Bakersfield, Calif.—Broadcast Bureau notified licensee of apparent liability for \$250 for failing to maintain daily program log of program material transmitted under subsidiary communications authorization and failing to maintain daily operating log subsidiary communication authorization including: time subcarrier generator is turned on; time modulation is applied to subcarrier; time modulation is removed from subcarrier, and; time subcarrier generator is turned off. Action Jan. 10.

■ KSIG (AM) Crowley, La.—Broadcast Bureau notified licensee of apparent liability for \$1,500 for failing to maintain operating power within limits of 5% above and 10% below licensed value. Action Jan. 6.

■ WELK (AM) Charlottesville, Va.—Broadcast Bureau notified licensee of apparent liability for \$1,500 for operating with ant. input power greater than 105% of authorized power on various dates. Action Jan. 12.

### Allocations

#### Petitions

■ Coker, Ala.—James D. Freeman Jr. requests assign-

ment of FM ch. 269A (RM-2815). Ann. Jan. 18.

■ Moultrie, Ga.—Radio Station WMGA requests assignment of FM ch. 288A and substitute ch. 272A at Camilla, Ga. (RM-2820). Ann. Jan. 18.

■ Macomb, Ill.—Ralph Trieger requests assignment of FM ch. 276A (RM-2819). Ann. Jan. 18.

■ Glasgow, Ky.—Starr WTVQ Inc. requests assignment of TV ch. 62; substitute ch. 36 for ch. 62 at Lexington, Ky. and substitute ch. 55 for ch. 36 at Portsmouth, Ohio (RM-2816). Ann. Jan. 18.

■ Forsyth, Mont.—Gold-Won Radio Corp. requests assignment of FM ch. 267 (RM-2817). Ann. Jan. 18.

■ Camp Lejeune, N.C.—Francon Inc. requests assignment of FM ch. 253 (RM-2814). Ann. Jan. 18.

■ Windsor, N.C.—Bermey E. Stevens requests assignment of FM ch. 249A (RM-2813). Ann. Jan. 18.

■ Suring, Wis.—WRVM Inc. requests assignment of TV ch. 26 and substitute ch. 44 at Green Bay, Wis. (RM-2818). Ann. Jan. 18.

#### Action

■ Adel, Ga.—Broadcast Bureau proposed assignment of FM ch. 221A as community's first FM assignment. Action was in response to petition by Timberland Communications Inc. Comments Feb. 28; replies March 21. Action Jan. 13.

### Translators

#### Actions

■ K12KS Nulato, Alaska—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of AFTV Galena, Alaska (BPTTV-5620). Action Dec. 1.

■ K02IK Gateview and Lake area, Colo.—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of KBTV Denver, Colo. (BPTTV-5649). Action Dec. 9.

■ K33AA Ottumwa and surrounding area, Iowa—Broadcast Bureau granted CP for new UHF translator station rebroadcasting programs of KIIN-TV Iowa City (BPTT-3073). Action Dec. 14.

■ K68BA Pacific City and Cloverdale, Ore.—Broadcast Bureau granted CP for new UHF translator station rebroadcasting programs of KOAP-TV Portland, Ore. (BPTT-2946). Action Dec. 15.

■ K0SGE Shell, Wyo.—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of KULR, Billings, Mont. (BPTTV-5637). Action Dec. 7.

■ K12KT Shell, Wyo.—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of KTVO, Billings, Mont. (BPTTV-5638). Action Dec. 7.

### Cable

#### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Jan. 18 (stations listed are TV signals proposed for carriage):

■ Trans-Am Communications Co., for Ada, Okla. (CAC-07819):KTVT Fort Worth and KXTX-TV Dallas.

■ Iroquois Cable Co. Inc., for Watseka, Ill. (CAC-07820):WCFC Chicago.

■ Stuck Electric Inc., for Willamina and Sheridan, both Oregon (CAC-07821-2):Requests certification of signal carriage.

■ Covington Cable TV Inc., for Covington, Ind. (CAC-07823):Requests certification of signal carriage.

■ Public Cable Co., 360 S. Monroe St. Denver, Colo. 80209, for (town of) Scarborough, Me. (CAC-07824):WMTW-TV Poland Spring, Me; WCSH-TV, WGAN-TV Portland, Me; WSBK-TV, Boston; WLVI-TV Cambridge, Mass.; WCBW Augusta, Me.; WMEG-TV Biddeford, Me.; WNEH-TV Durham, N.H.; CHLT-TV, CKSH-TV Sherbrooke, Que.

■ Green River Cable TV Co. Inc., for Green River and (unincorporated areas west of Green River)

Sweetwater county, both Wyoming (CAC-07825-6):WTCC Atlanta.

■ Sweetwater Television Co. Inc., for Rock Springs, (unincorporated areas west of Rock Springs) Sweetwater county, unincorporated areas north of Rock Springs) Sweetwater county, Point of Rocks, Reliance, all Wyoming (CAC-07827-31):WTCC Atlanta.

■ Okeairco Inc., Box 507, Lansdale, Pa. 19446, for Glades county, Fla. (CAC-07832): WEDU, WTVT Tampa.; WPTV, WPEC West Palm Beach; WDBO-TV, WFTV, WSWB-TV Orlando; WINK-TV, WBBH-TV Fort Myers; WTVX Fort Pierce; WTOG St. Petersburg; WTVJ Miami; WKID Fort Lauderdale, all Florida.

■ Tri-City CATV Co. Inc., for McCaysville, Ga. (CAC-07833):Requests certification of existing operations.

■ Liberty TV Cable Inc., for San Bernardino and San Bernardino county, both California (CAC-07834-5):KLXA-TV Fontana, Calif.; KLCS Los Angeles.

■ Downs Cable Inc., for Downs, Kan. (CAC-07836):KLNE-TV Lexington, Neb.

■ Com-Tel Inc., for Menomonie, Wis. (CAC-07837):Requests certification of signal carriage.

■ Greenville Cable TV Inc., Box 2548, Rocky Mount, N.C. 27801, for Greenville, N.C. (CAC-07838):WRAL-TV Raleigh; WITN-TV Washington; WUNK-TV, WNCT-TV Greenville.; WTVL Durham; WCTI-TV New Bern.; WUNC-TV Chapel Hill, all North Carolina; WTTG Washington; WRFT-TV Charlotte, N.C.

■ Clear Vision TV Co. of Kosciusko, for Kosciusko, Miss. (CAC-07839):Requests certification of existing operations.

■ Consolidated Cable TV Inc., Box 2456, Batesville, Ark. 72501, for (unincorporated areas of) Independence county, Ark. (CAC-07840):KARK-TV, KATV, KTHV, KETS Little Rock, Ark.; KAIT-TV Jonesboro, Ark.; WREG-TV, WMC-TV, WKNO-TV, WHBQ-TV, Memphis.

■ Warner Cable of Massachusetts, 75 Rockefeller Plaza, New York 10019, for Melrose, Mass. (CAC-07841):WGBH-TV, WBZ-TV, WCVB-TV, WNAC-TV, WQTV, WXNE-TV, WSBK-TV, WGBX-TV Boston.; WSMW-TV Worcester Mass.; WSBF Providence, R.I.; WLVI-TV Cambridge, Mass.; WOR-TV, WPIX New York.

■ The City of Olpe, Kan., City Offices, Olpe, Kan. 66865, for Olpe, Kan. (CAC-07842):KTSB, KTWU, WIBW-TV Topeka, Kan.; KBMA-TV Kansas City, Mo.; KAKE-TV Wichita, Kan.; KTVH Hutchinson, Kan.

■ Medicine Park Cablevision Inc., Box 232, Medicine Park, Okla. 73557, for Medicine Park, Okla. (CAC-07843):KFDX-TV, KAUZ-TV Wichita Falls, Tex.; KTVY, KOCO-TV, KWTW-TV, KETA Oklahoma City.; KSWO-TV Lawton, Okla.

■ Seadrift Cable Co., Box 988, Port Lauzca, Tex. 77979, for Seadrift, Tex. (CAC-07844):KRIS-TV, KZTV, KEDT, KIII Corpus Christi and KXIX Victoria, both Texas.

■ Antennavision of Kingman, Inc., Box 13741, Phoenix 85002, for Kingman, Ariz. (CAC-07845):KTVK, KPHO-TV, KAET, KOOL-TV Phoenix.; KTRAR-TV Mesa, Ariz.; KLAS-TV, KORK-TV Las Vegas; KVVU-TV Henderson, Nev.; KTLA, KHJ-TV, KTTV, KCOP Los Angeles.

■ Cablevision of New Jersey, 48 E. Main St., Bergenfield, N.J. 07612, for New Milford, N.J. (CAC-07846):WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX, WNYE-TV New York.; WBTB-TV, WNET Newark; WXTV Paterson; WNJU-TV, Linden; WNJM Montclair, all New Jersey; WLVI-TV Garden City, N.Y.; WPHL-TV, WTAJ-TV Philadelphia; WLVT-TV Allentown, Pa.

■ Canyon Cable TV, Box 347, Aspen, Colo. 81611, for (specified unincorporated areas of) Eagle county, Pitkin county, Garfield county, (town of) Basalt, all Colorado (CAC-07847-50): KOA-TV, KMGH-TV, KBTV, KWGN-TV, KRMA-TV Denver; KREX-TV Grand Junction, Colo.

■ Catoosa Cablevision Network Inc., Box 486, Ringgold, Ga. 30736, for Ringgold and Catoosa county, both Georgia (CAC-07851-2): WRCB-TV, WTVG, WDEF-TV, WTCL, WRIP-TV Chattanooga, WTCC, WHAE-TV Atlanta; WCLP-TV Chatsworth, Ga.

■ Full V.U. Television, for Lawrenceville, Ill. (CAC-07853):Requests certification of existing operations.

# Professional Cards

<p><b>ATLANTIC RESEARCH CORP.</b> Jansky &amp; Bailey Telecommunications Consulting Member AFCCE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400</p>	<p><b>EDWARD F. LORENTZ &amp; ASSOCIATES</b> Consulting Engineers (Formerly Commercial Radio) 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCCE</p>	<p><b>A. D. Ring &amp; Associates</b> CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFCEE</p>	<p><b>COHEN and DIPPÉL, P.C.</b> CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 Member AFCCE</p>
<p><b>CARL T. JONES ASSOCS.</b> (Formerly Gautney &amp; Jones) CONSULTING ENGINEERS 2990 Telestar Ct., Suite 405 (703) 560-6800 Falls Church, Va. 22042 Member AFCCE</p>	<p><b>LOHNES &amp; CULVER</b> Consulting Engineers 1156 15th St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCCE</p>	<p><b>A. EARL CULLUM, JR.</b> CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCCE</p>	<p><b>SILLIMAN, MOFFET &amp; KOWALSKI</b> 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 Member AFCEE</p>
<p><b>STEEL, ANDRUS &amp; ADAIR</b> 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 384-5374 (202) 223-4684 Member AFCCE</p>	<p><b>HAMMETT &amp; EDISON, INC.</b> CONSULTING ENGINEERS Radio &amp; Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCEE</p>	<p><b>JOHN B. HEFFELFINGER</b> 9208 Wyoming Pl. Hilland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p><b>JULES COHEN &amp; ASSOCIATES</b> Suite 400 1730 M St., N.W., 659-3707 Washington, D. C. 20036 Member AFCCE</p>
<p><b>CARL E. SMITH</b> CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCEE</p>	<p><b>VIR N. JAMES</b> CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—90206 (303) 333-5562 DENVER, COLORADO Member AFCCE</p>	<p><b>E. Harold Munn, Jr., &amp; Associates, Inc.</b> Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p><b>ROSNER TELEVISION SYSTEMS</b> CONSULTING &amp; ENGINEERING 230 West 57th Street New York, New York 10019 (212) 246-3967</p>
<p><b>JOHN H. MULLANEY</b> CONSULTING RADIO ENGINEERS 9616 Pinkney Court Potomac, Maryland 20854 301-299-3900 Member AFCCE</p>	<p><b>MERL SAXON</b> CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 (AC 713) 632-2821</p>	<p><b>HATFIELD &amp; DAWSON</b> Consulting Engineers Broadcast and Communications 906 - 36th Ave. Seattle, Washington 98122 (206) 324-7860</p>	<p><b>MIDWEST ENGINEERING ASSOCIATES</b> Consulting Engineers 6004 A N UNIVERSITY PEORIA ILLINOIS 61614 (309) 692-4233 Member AFCCE</p>
<p><b>DAWKINS ESPY</b> Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344</p>	<p><b>MATTHEW J. VLISSIDES, P.E.</b> STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications. Inspections, Supervision of Erection 7601 BURFORD DRIVE McLEAN, VA 22101 Tel (703) 356-9504 Member AFCCE</p>	<p><b>C. P. CROSSNO &amp; ASSOCIATES</b> CONSULTING ENGINEERS P. O. BOX 18312 (214) 321-0140 DALLAS, TEXAS 75218</p>	<p><b>L. SCOTT HOCHBERG &amp; ASSOCIATES</b> NON-COMMERCIAL RADIO APPLICATIONS — DESIGN Box 25304, Houston, Texas 77005 713-523-7878</p>

# Service Directory

<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired &amp; Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p><b>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE</b> SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p><b>SWAGER TOWER CORPORATION</b> TALL TOWER SPECIALISTS Box 656, Fremont, Indiana 46737 219-495-5165</p>	<p><b>BROADCAST TECHNICAL SERVICE, INC.</b> • AM-FM Station Construction • Audio/Skeleton ... Partial Proofs • Signal Sound Improvement • FREE Counsel by Phone Phone 817-772-3371 Box 7343 • Waco, Texas 76710</p>
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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Absentee ownership seeking** part owner, manager, or sales manager for medium FM market in Illinois. Inquiries strictly confidential. Please send salary requirements. Box A-197, BROADCASTING.

**"Selling General Manager** needed for successful medium market coastal station. Must be a competitor for ratings and billings. Only experienced managers need apply. \$20,000.00 salary plus over-ride. EOE-Resume, references, billings history & ratings data to Box A-199, BROADCASTING."

**CM for successful** KY small market AM-FM \$12,000-\$15,000. GM opportunity in near future. Inquiries confidential. Box A-201, BROADCASTING.

### HELP WANTED SALES

**Multi-Station Chain** needs sales people. If you are aggressive and can sell radio, then we can assure your future. EEO-Employer. Where are the good sales people? Box A-196, BROADCASTING.

**Florida Sales and MOR AM/Drive** personality leading to fulltime sales. \$10,000.00 guaranteed first year. Resume in strict confidence. Box A-229, BROADCASTING.

**Successful Illinois AM-FM** station in city of 15,000 has opening for versatile broadcaster. Must be experienced in programming and sales and want to move up on the business side of broadcasting. Box A-283, BROADCASTING.

**This is an opportunity.** Single station market, salary and incentive, room to grow, extras, wonderful community and a winning station. Applications from New Mexico and nearby states preferred. Radio station KRSN AM-FM, Los Alamos, NM 87544.

**Got the first quarter chills?** A successful, Susquehanna sunshine station seeks super salesperson. This is no snow job! The Orlando sun shines brightly on the first quarter and gets even hotter the rest of the year. The nation's number one vacationland ... the cross roads of Florida ... the nation's fastest growing market ... are a few descriptions of Orlando's viable market. Change your life and your earning power—Call, Larry Kindel, Sales Manager, WKIS, Orlando, FL 305—295-0740.

**Coastal Georgia—Opening** for go getting fulltime salesperson for contemporary MOR operation in a good family resort market great place to live and work. Plenty of room for advancement with a fast growing chain. Gil Moor, WMOG, 912—265-5980, Brunswick, GA.

**Newsperson—WOAI Radio** has opening for reporter-editor. Sports background preferred. Tapes to: John Barger, GM, WOAI Radio, 1031 Navarro, San Antonio, Tx. 78205. E-O-E.

**WGIO Radio** in suburban Philadelphia needs 2 top-notch account executives. Tremendous billing potential. Single station market! 600,000 population. Over a billion dollars in retail sales! Good draw, benefits, expenses paid. John Haggard, 215—459-1602.

**Florida station needs** working sales manager. Salary, commissions, extras. Call 305—391-7400 or write Jim Bryant, WSRB, Boca Raton, FL.

**Sales manager who** will also sell. A new position. Override on sales staff. Salary, Commission, Bonus. Must be experienced, ambitious. Self-starter, imaginative. Successful personal sales track plus training of others. Established station. Broadcast Associates, Inc., 1108 Twenty-Eighth Ave, Altoona, PA 16601.

**Afraid?, of competitive** selling, then don't waste our time. Looking for two professional time sales persons. Age or sex no consideration; production is! Good company benefits—room to grow. E.O.E. Send resume to Robert Boutin, Drawer FF, Edna TX 77957. 512—782-3515.

## HELP WANTED SALES CONTINUED

**Qualified sales person** for medium market 5 KW station serving beautiful central California coastal area. Modern country format. Salary, plus commission. Great opportunity for right person. Call Bob Squires. 408—422-7484.

**Expanding Weekly Newspaper** seeks energetic salesperson. Radio and/or newspaper experience, will train right person. 509—447-4311 or write Box 349, Newport, WA 99156.

**Progressive Radio Network**, a leading supplier of news and information programming to rock stations nationwide, needs a creative salesperson to help us grow. If you're experienced in sales and programming at the local station level and want to expand your outlook, call 212—585-2717.

**Sales Manager** for new Country Music FM at beautiful Lake Tahoe. Must be self-starter, well organized, and not afraid of cold calls. Chance for advancement with growing company. Excellent opportunity for ambitious young person or a nice place to settle down for a hard working old pro. Guarantee: \$700 per month, paid health insurance. E.O.E. Send resume to Eric Hauenstein, c/o P.O. Box 4227, Mesa, AZ 85201.

## HELP WANTED ANNOUNCERS

**Alabama C&W & Contemporary** Top 40 station seeks experienced announcer. Equal Opportunity Employer. Box A-83, BROADCASTING.

**Suburban Metropolitan area** daytimer in New Jersey is seeking young contemporary adult format Program Director. Responsibilities include morning drive airshift, administrative duties and production. Must have drive and initiative to work with excellent growing staff and at least 3 years radio experience and strong leadership qualities. Box A-242, BROADCASTING.

**Afternoon drive high-impact MOR** personality. Creative, Topical, Super Production. Major Market Sound in medium market. Box A-279, BROADCASTING.

**Personality Radio Announcer/News-caster**—Maybe it's the impossible we search for. KCMO Radio, an equal opportunity employer, M/F, is conducting a search for an individual to join our morning programming. Successful candidate must have a passion for life, current events and his fellow man; and have the background and experience to convey his or her enthusiasm on the air ... radio. Express your interest in the job and Kansas City in a letter first. Please no tapes or phone calls. Address: General Manager, KCMO Radio, 125 E. 31st Street, Kansas City, Missouri, 64108. Our people are aware of our specs.

**50 KW C&W is** looking for stable jock with min. three years experience & track record: Excellent salary & benefits. Send tape, salary, references and resume to: Jim Opsitnik, General Manager, KWJJ, 931 S.W. King, Portland, OR 97205. An EOE. No calls please.

**MOR Personality Station** has two immediate openings for experienced communicators, good production is a must. Be a big fish in our pleasant little pond. We offer you an excellent future with our chain and good money. Rush your tape and resume to Paul Wagner, WRMT, PO Box 283 Rocky Mount, NC 27801.

**Beautiful Music Station** in Illinois' second largest radio market is looking for a staff announcer. Must have smooth voice and reading ability, production experience, and third endorsed. Send letter, resume, and tape to: John Neal, WSIV AM&FM, 28 S. 4th St, Pekin, IL 61554.

**Wanted ... Announcer** for afternoon shift. Strong on production. Send tape and resume to WYTI Radio, PO Box 430, Rocky Mount, VA 24151.

## HELP WANTED TECHNICAL

**Chief engineer. Excellent** working conditions, automation, Stereo, audio. Creative and willing to handle the total plant. Midwest. Box Z-161, BROADCASTING.

**Chief engineer** for Florida station to handle all aspects of technical installation, operation and maintenance. Experience with directional antennas essential. Good pay and benefits. Send resume to box A-185, BROADCASTING.

**Chief engineer** to maintain equipment and do some air work. Must read well. Midwest market. Good fringe benefits. Box A-203, BROADCASTING.

**Chief Engineer** for growing operation in Midwest college community. Excellent opportunity, living and working conditions. Automation. Stereo. Maintenance-minded, take-charge individual. EOE. Resume and salary to Box A-248, BROADCASTING.

**Asst. Chief Engineer** for midwest network affiliate. Prestigious group broadcaster. Position requires FCC 1st. Experienced with transmitter and studio maintenance. RCA equipment. Capable of administering technical staff. An Equal Opportunity Employer. Send resume to Box A-254, BROADCASTING.

**Retiring chief engineer** leaves opening for qualified replacement this spring at KMON, 5KW remote controlled directional at 560 along with FM in heart of Big Sky country. Superior opportunity. Resume Al Donohue, PO Box 2427, Great Falls, MT 59403.

**University seeks full-time** chief engineer for non-commercial FM. Contact KWGS, 600 S. College, Tuisa, OK 74104. 918-939-6351. University of Tulsa is an Equal Opportunity Affirmative Action Employer.

**Chief Engineer—experienced** and qualified. AM/FM Stereo. Contact Walt Roberts, WNCO, Ashland, OH. 419—289-2605. EOE.

**Super Engineers needed** by group broadcaster. Heavy studio and transmitter maintenance. Must have directional and high power FM experience. Send complete resume detailing maintenance performed and on what equipment to: Director of Engineering, Box 7208, Little Rock, AR 72207.

**AUDIO ENGINEERS: The King Broadcasting Radio** Group is accepting applicants for current and future engineering openings. Applicants must be technically experienced in AM and FM broadcast. Audio expertise essential, digital expertise desirable. EE degree desirable for some positions. If you would like to live and work in the beautiful Pacific Northwest, send resume and requirements to: King Broadcasting Radio Group, c/o Harrison Klein, Box 24525, Seattle, WA 98124.

**Chief Engineer** for directional AM-also FM Stereo. Broadcast experience necessary. Excellent Career Opportunity with established operation. Contact Parker Humes, 915—563-0550. PO Box 4607, Midland, TX 79701. Equal Opportunity Employer.

**Medical Electronics Company** seeking top technician for field and bench service. Strong experience, ability and willingness to meet customers. Little travel. Resume to Biocoustics, Inc., 12316 Wilkins Avenue, Rockville, MD 20862.

**Chief Engineer, Northeastern Michigan**, directional AM, IGM automation, complete responsibility for engineering. Immediate opening. Send resume and salary req. John Carroll, General Manager, WIOS, Tawas City, MI 48763.

**CHIEF, all phases**, immediate opening, expanding Indy in New Jersey. Minimum 5 yrs experience required. Salary 18-25K. Call Station Mrg. 201—325-2925. EOE

**Kentucky-AM/FM** looking for engineer. Some announcing. Will help train the right person. Call Jim Ballard, 606—248-5842.

## HELP WANTED NEWS

**News person wanted** for Midwest AM-FM local news dept. Box Z-130, BROADCASTING.

**Director of News.** Must have broad experience in all phases of local and network news. Impeccable references necessary. NYC location. Our staff is fully aware of this ad. All replies confidential. Box A-176, BROADCASTING.

**SPORTS ASSISTANT-Medium** Midwest market. Produce film features, do radio & TV sportscasts. No play-by-play. Resume: Box A-217, BROADCASTING.

**New York Suburban AM/FM** seeks experienced news director to put new life into capable 4 1/2 person staff. 10K minimum start. EOE. Send resume box A-285, BROADCASTING.

**Newsperson for award-winning** New Mexico 50Kw. Experience and ability to gather and deliver local regional news. Send tape to Dyan King, KBCO, Box 670, Roswell, NM 88201.

**If you can** write and deliver good one-to-one news, and if you want to work in a professional station in a university city south of Pittsburgh, rush us a brief resume and tape. Starting salary near 10K with excellent fringes. Minimum 3 years experience. Gen. Mgr. WAJR, Morgantown, WV 26505 EOE.

**Strong air-desk-street** news personality needed for first rate operation. Tape and resume to Brian Rublein, WAVE, PO Box 1000, Louisville, KY. 40201.

**South Florida Coastal** leading station seeks getting, hard working experienced news director. Must be able to gather, edit, write and air local news in professional manner must type and have car, delightful place to live by the sea. Opportunity for advancement with small public chain. Send tape, resume and samples of writing to: Randolph Miller, WIRA-WOVV-FM, Ft. Pierce, Equal Opportunity Employer.

**Ambitious, Hard-hitting** reporter, unending curiosity, dedication to excel. Not afraid to work or step on toes. Can tell Joe Lunchbucket what he wants and needs to know clearly. Advancement opportunity. RTNDA award-winning news dept. Doug Breisch, WIZM Z-93, La Crosse, WI. 608-782-0650. A mid-west family station.

**Radio news editor** for AM-FM-TV affiliate. Must have experience as medium to large market radio news editor or small market news director with ample reporting experience. Quality voice and professional delivery with ability to produce tight, actuality-filled newscast. Degree. Salary open. Male and female applicants from all races desired. Send audio tape and resume to News Director, WSBT, 300 W. Jefferson Blvd., South Bend, IN 46601. No phone calls.

**"News Director. Seeking** top, aggressive news person ready to advance to News Director position. \$950 month start. Must handle all-news operation in growth market. Contact Keith Donald, 216-456-8396".

**Experienced Newsperson** to write and produce daily radio reports concerning agriculture for nationwide service. The approach is solid news with heavy emphasis on writing and interpretative reporting ability. Rush your resume and audition tape to: Patrick Batts, American Farm Bureau, 225 Touhy Avenue, Park Ridge, IL 60068.

**Director of News,** public affairs wanted for central Virginia AM. Send resume, tape, requirements. Box 5085, Charlottesville, VA 22903.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Bus Mgr/Bkpr.** Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box A-60, BROADCASTING.

**Program Director moves** up. Total program director needed in major: outstanding lifestyle market. Afternoon drive personality who is just that—a personality—Needed. Choice position for the right person to be program director—one who has grasp of music; news; production; promotion; community involvement and detail-minded. Great EOE with full benefits. Send full replies to: Box A-246, BROADCASTING.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

**"Oh-Lady-Dee-Oh!"** You don't have to be a mountaineer to program Mountain West 'Rocker'. But, intelligently integrate live and automated programing; manage staff; create unique, superb production; enjoy extra 'Hop' bucks. Soar with us. Three additional, professional employees recently hired in one week. KSNN-AM-FM-SCA, needs Down-To-Earth P.D. whose soul yearns for 'Rocky Mountain High.' If that's you, send full resume, photo, tape. I'm Dan Libeg, Pocatello, ID.

**Producer-Director** with minimum 2 years experience in all phases of production. Seeking mature person with growing ability. Send resume and references to: T.J. Vaughan, Vice President, Programming and Operations, WAND-TV, PO Box 631, Decatur, IL 62525. An Equal Opportunity Employer.

**"Program Director-Announcer"**, Radio station WRGI AM-FM Naples, Florida will have an opening in the near future. Must be an idea man or woman, good voice, production pro, and be a hard worker. Growth potential available. Adult-Rock format. Present PD looking for larger market and will assist with orientation. Contact Bob Michael, Mgr. 813-775-3321. No collect calls.

**Associate Producer, Public** Media Division, United Methodist Communications. Experienced in radio production. Skills in editing, making editorial decisions, field staff assignments. Major emphasis on matters related to production, distribution, promotion of weekly syndicated program. Degree desirable. Salary \$12,000 plus, depending on experience. Excellent fringe. Resume by February 1, 1977 to: William Richards, UMC, 1525 McGavock St., Nashville, TN 37203. Equal opportunity employer.

**TM Productions, prestigious** Dallas commercial and ID firm, needs solid production person who is also a good copywriter and organizer. Excellent opportunity for progressing artisan to work with the industry's top production people and state-of-the-art equipment in a favorable atmosphere. If you're willing to invest occasional long hours in return for professional and financial growth; if you want unlimited creative opportunity, send best production and copy samples plus resume to Ken Justiss; TM Productions, Inc., 1349 Regal Row, Dallas, TX 75247.

**Ohio State University's** School of Journalism seeks persons interested in position as teaching associate in broadcast journalism sequence while working toward a graduate degree, commencing Autumn Quarter 1977. For application and information write or call: Chairman, Graduate Committee, School of Journalism, Columbus, OH 43210. 614-422-7438.

**Assistant Professor** of Journalism beginning Fall Semester 1977. Ph.D. or equivalent preferred; media experience (print, broadcast, or advertising) required. Academic specialization in mass media and society desirable. Salary competitive. Apply by March 15 to Prof. Robert Rhode, Chairman, Personnel Committee, School of Journalism, University of Colorado, Boulder, CO 80309. The University of Colorado is an Equal Opportunity/Affirmative Action employer.

**Ph.D. with 5 years** teaching and/or practical experience, \$16,000.00. Working knowledge of Radio/TV: Production, Law, News, History, Public Broadcast Management, Responsibility, Impact, Advertising, Writing, Cable, Industrial, Experimental. Apply: Larry R. Smith, Coordinator, Communications, Sangamon State University, Shepherd Road, Springfield, IL 62708.

## SITUATIONS WANTED MANAGEMENT

**Group Ownership—Management & Sales,** good references, College Degree, Past Group Management, Radio & CATV, experience—FCC rules & regulations, Labor relations, Pension Plan, and Employee Benefits. Box A-187, BROADCASTING.

**Black GM. Excellent** track record through the ranks in major and medium markets. 22 years in broadcasting. Prefer southeast. Box A-231, BROADCASTING.

**Jock, PBP, Sales,** sales manager, station manager, general manager. Understanding Experience. A proven leader. 20 years know-how. Looking for permanent top spot. Let's talk. Box A-238, BROADCASTING.

## SITUATIONS WANTED MANAGEMENT CONTINUED

**Manager Interested** in management with stock option in small to medium market. Have been a manager & salesman for over 10 years. 33, family & stable. Prefer west of Mississippi. Send reply to Box A-247, BROADCASTING.

**1971 \$208,000; 1972 \$231,000; 1973 \$249,000; 1974 \$285,000; 1975 \$287,000; 1976 \$313,000.** Cost conscious broadcast manager/sales manager wishes growth position with long range opportunities. Experience ranges from license renewals and community survey thru collections and building cordial sponsor-station relations. Personal interview available. 219-267-5816.

**Solid pro, experiences** all phases radio. Good announcer. BS degree Broadcasting, 3rd endorsed, ready to move up to management, (OM or better) creative, through, hard working. Box 34254, Memphis, TN 38134.

**Sales Manager desires** a better major market opportunity. 26, 5 years major market experience. Call, nights, 717-675-4016.

**Award Winning Major** market and network program director wants to consult for your station. Reasonable fee. Paul Mitchell. 215-638-9425.

**General mgr/sales** mgr available. Experienced all phases. 1st class license. Prefer small-medium mid-west market. Desire buy-in/stock options. Excellent record-references. Jerry Peterson, 1206 Northwood, Chillicothe, Mo. 64601. 816-646-4221.

## SITUATIONS WANTED SALES

**General Sales Manager,** in major market with outstanding track record, specializing in computer research and internal sales systems seeks a challenge in another market. Send replies to Box A-178, BROADCASTING.

**If you need** experienced salesmanager, salesman, sales/announcer combo operations manager or program director that can also write copy and do production, write me today! Box A-257, BROADCASTING.

**Professional sales mgr/station mgr** available. Experienced in hiring-training-motivating. Successful record. Excellent references. Prefer midwest small-medium market. Desire buy-in/stock options. Jerry Peterson, 1206 Northwood, Chillicothe, Mo. 64601. 816-646-4221.

## SITUATIONS WANTED ANNOUNCERS

**DJ, 3rd phone,** tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**B.A., 4 years** experience, available for PBP hockey, basketball, and coming baseball season, can double on news. Box A-52, BROADCASTING.

**Experienced broadcaster: Creative** on and off air. Will consider small investment for active Northeast partnership. Prefer New York, Conn. Box A-150, BROADCASTING.

**Medium market jock** with in depth experience in programming, promotion, news, sports, and sales, with excellent references, would like medium or small market operations manager/program director position. Box A-179, BROADCASTING.

**Now is the time** for all great program directors to come to the aid of this personality! Currently employed in a small market and ready to move. All the tools. 1st ticket, experience, hard worker, creative—the whole shot. Seeking Top 40 situation where I can concentrate on doing my show. Zip me a line and let's see if my thing is similar to your thing. Box A-210, BROADCASTING.

**"High energy, nitetime** personality. Experienced, excellent references, good medium or major only." Box A-220, BROADCASTING.

**Los Angeles area** semi-automated. 2 week board shift wanted in July to help finance vacation. Third endorsed experienced. Box A-232, BROADCASTING.

**R&B Format,** trained broadcaster, disco experience, 3rd endorsed, "Minority" person, solid performer also time sales. Box A-243, BROADCASTING.

### SITUATIONS WANTED ANNOUNCERS CONTINUED

**Six years experience** PD announcer MOR. Easy Listening, C&W. Single, 29. Going through ownership change looking for stability. Box A-262, BROADCASTING.

**Intelligent midwest announcer** looking for new experience in interview-talk radio. Friendly but not gabby. Entertaining. D.J.-Announcer experience. 3rd endorsed. Box A-274, BROADCASTING.

**110% and above average airwork** for reasonable security. State position. Available and company info in first letter. I will call you. Experienced. Box A-276, BROADCASTING.

**Does your station** offer no chance for promotion or benefits, don't appreciate a hard worker and pay peanuts? Then don't contact this man! He has two years experience, a college degree, can write and produce copy, also some sales experience. Can do such formats as MOR, Easy Listening and C&W. Presently working and have a drive time shift. Will be willing to do news or talk show. He's single (temporarily) and prefers a job with a future. Also prefers the Syracuse, Rochester or Buffalo, N.Y. areas. But will consider other locations. Available after Feb. 21st. Contact: Box A-282, BROADCASTING.

**Broadcast grad, 3rd endorsed, experienced airwork, research, wants first break.** Rick, 513-921-3193.

**Experience, first phone** D.J. news production. Mike Ryan, 714-224-2336. 4731 Muir St. San Diego, CA. 92107.

**Experienced AOR announcer:** mature, good production, excellent knowledge of music, tape/resume on request. Presently working. Call 814-796-2085 noon till eight p.m. "Big Tim" Marchese.

**Jim Seigel, seeks** a stable station, as an AOR announcer or program director. Over four years in radio. Offers programming, music, sales, news, and major market experience (WKTK-Baltimore/KBPI-Denver). For tape and resume write: 822 Montpelier, Baltimore, MD 21218.

**DJ, 25, 3rd endorsed, some commercial experience, college, seeks adult contemporary, T40 AOR, etc.** Will relocate. Resume, tape, Frank Cavaliere, 31-38 74st., Jackson Heights, NY 11370. 212-446-8649.

**Young black, third endorsed board & production skills.** Seeking on-air position. Will relocate. Call Sam Christmas. 313-341-2757 or write 19319 Sorrento, Detroit, MI 48235.

### SITUATIONS WANTED TECHNICAL

**For Rent—Official Hellcatcher.** Widower—1st ticket—ham—CB—Engineer—announcer—News—Weather—Copy—Janitor. I do it all. Good 2nd man in small mkt. 6 years in present job. Xmitter Supervisor for over a year. Write Box A-223, BROADCASTING.

**Experienced young chief engineer.** Excellent production, routine maintenance. Public affairs oriented. Good references. Available any area. Box A-255, BROADCASTING.

**Chief engineer, seven years experience AM-FM stereo** seeking position with aggressive firm. Strong in audio and circuit design work, maintenance, proofs, automation. Prefer west coast, but will consider all good offers. Good references. 15-18K depending on expenses, benefits, etc. Marion F. Anderson, 18 Alabama Street, Allendale, SC 29810. 803-584-4340.

**Eight years in broadcasting.** Past four years as chief in medium and major markets. Experienced and directional FM stereo. Studio maintenance. Automation. Ed Jurich, 11177 N. Kendall, apt. H206, Miami, FL 33176. 305-271-4687.

### SITUATIONS WANTED NEWS

**News Director. Member** Regional RTNDA affiliate; president local ND group; network correspondent/state coordinator; competitive administrative. Available 3/77. Box A-173, BROADCASTING.

**If news counts—count me in.** Experienced assistant nd/anchor/reporter/talk show host seeks challenging position. Box A-186, BROADCASTING.

### SITUATIONS WANTED NEWS CONTINUED

**Experienced sports reporter** with P.B.P. experience; seeking advancement in radio or TV. Box A-219, BROADCASTING.

**Female sports director, MA, 3 yrs. major college PBP, talk-show host, good production, 3rd endorsed.** Single. Ready to join your sports staff now. Anywhere. Box A-230, BROADCASTING.

**Highly experienced, Take charge, major market news director.** Seeking permanent position with stable, aggressive, news operation. 1st phone. 20 years experience in news and programming. Prefer Texas or southwest. Box A-240, BROADCASTING.

**News Director-Digger** strong interviews. Cramped in small market. Need growth opportunity in larger market. Box A-270, BROADCASTING.

**Wonder Woman, One year NYC O&O newscaster-writer; some AP Audio; two years reporting New Jersey station; two years print; one year cable TV.** Seek media/PR/Advtg spot. Northeast. Box A-275, BROADCASTING.

**Qualified, experienced, industrious** degreed journalist seeking position in medium market long term. Let's talk: 408-243-7075.

**Exp. Newswoman—bright, creative and personable.** Exp. includes production and special features. 3rd class. So. Calif. only. Contact Rose Frenzel. 213-883-6134.

**News writer with 3 years experience, including public affairs and production.** Open to established and growing markets. 3rd endorsed. Call Stan Froelich. 212-526-1831, day/night.

### SITUATIONS WANTED PROGRAMING,

**Announcer-Operations manager.** Currently with network O&O. Desire challenging position in contemporary format. Hard worker, good references. Box A-258, BROADCASTING.

**Aggressive, first phone production person** desires new challenge. Creative producer; commercials, promos and specials. Added extra—light on-air engineer. Excellent references. Prefer northeast, but will relocate. Box A-269, BROADCASTING.

**Medium market caliber top 40 jock** ready to program. Have learned from the best. Box A-280, BROADCASTING.

**Give your listeners a slightly irreverent, totally original, warm, witty, knowledgeable, one to one communicator.** Give them me!! Ten years experience as announcer, music director, newsmen, production pro. If your a Rocky Mt. or West Coast program director, who's not afraid to hire someone good, here's your chance. Write Gary Goodloe, 620 1/2 Washington Street, Wausau, WI 54401.

**Young, ambitious college graduate** seeks challenging R-TV career. Some college and OJT experience in newswriting, programming and operating a camera. Willing to learn and work! Resume Chris Cowger, 6120 Condetree, Apt. 16, Topeka, KS 66614. 913-272-3729.

**WANTED. Rewarding Challenge.** Creative, dedicated professional. Former ABC, major market and award winning program director. Paul Mitchell. 215-638-9425.

## TELEVISION

### HELP WANTED SALES

**Top 50 affiliate** seeks person to handle local agency and direct list. Should be familiar with ratings, retail selling, creative approaches, and stable background. Group operation. Company promotion and movement possible. Box A-224, BROADCASTING.

**Sharp, aggressive salesperson** wanted to join young staff at all new ABC in beautiful growing city. Send complete resume with references or call for more information. Tom Scanlan, General Manager, WECA TV, Box 10027, Tallahassee, FL 32302. 904-386-3127. An equal opportunity employer.

### HELP WANTED SALES CONTINUED

**ENGINEER III—Public Television Network.** Ability to perform difficult duties in maintaining, repairing and operating electric equipment such as: operating and making major repairs on video tape recorders, color cameras, intercom and audio systems and other equipment associated with the production, distribution and presentation of Public Television Broadcasts. Assume responsibility for the proper repair and maintenance of equipment and observation of Federal rules and regulations. Schedule and supervise less experienced engineers in the repair of the more complex equipment. Evaluating audio and video signals and filing fully quality reports; perform video and audio sweep measurements and performance measurements on studio systems. Merit Requirements: Certificate in electronics or related course; 2nd Class License as issued by the FCC for studio work and 2 years of full time paid employment in operating, maintaining and/or repairing complex electronic equipment. Strong background in solid state and digital electronics. CONTRACT—RENEWABLE. Contact: Personnel Office, Iowa Public Broadcasting Network, PO Box 1758, 515-281-4566, Des Moines, IA 50306. An Equal Opportunity Employer.

### HELP WANTED TECHNICAL

**Ready for advancement?** California broadcast equipment maker looking for radio or TV transmitter operating and maintenance people, with first class phone and minimum 3 years experience. Customer service-dealing daily with broadcasters, chief engineers and consultants before and after sales, making proposals, and working with our field sales force. Minimum travel. Salary open. If you have engineering experience and are looking for more challenging work, please mail resume with salary history to Box A-194, BROADCASTING in full confidence.

**Chief Engineer wanted** for brand new network station in medium market. Thorough maintenance and troubleshooting knowledge required; individual must be organized, efficient, a good motivator of his staff, and be totally committed to nothing less than network quality in every detail of the transmitted signal. Complete resume and salary expected to box A-212, BROADCASTING.

**Video-RF Maintenance Engineer** to maintain CATV origination and headend equipment. Must have background in all areas of video maintenance including video cassette recorders, color cameras, digital video processing equipment and control room equipment. Experience in RF signal processing equipment helpful. 2 years video experience or electrical engineering degree preferred. Salary based on background and experience. Send resumes to Box A-252, BROADCASTING.

**Transmitter Supervisor** for a new VHF satellite TV station operating at full power in Michigan's Upper Peninsula. Transmitter experience required. Equal Opportunity Employer. Write Box A-281, BROADCASTING.

**Chief engineer** for Western Arkansas UHF TV station. Contact Don Vest, KAIT-TV, P.O. Box 790, Jonesboro, AR 72401. Phone 501-932-4288.

**Chief engineer** for southwest public UHF. First phone, extensive broadcast TV experience required. Supervisory background helpful. Application deadline Feb. 10, 1977. Write or call J. Dryden, KRWG-TV, New Mexico State University, Box 3J, Las Cruces, NM 88003. 505-646-2233. An Equal Opportunity/Affirmative Action Employer.

**TV Maintenance Engineer.** Troubleshooting experience. Must be capable of taking position of maintenance supervisor. Write Bill Brister, C.E. WGNO-TV, 2912 ITM Bldg. New Orleans, LA 70130.

**Studio maintenance supervisor** needed at once to maintain studio equipment. PC 70 VR 1200, CDL 1260 switcher, etc. Must be experienced. (EOE) For information call collect Russ Summerville, WNDU-TV, 219-233-7111.



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**HELP WANTED TECHNICAL  
CONTINUED**

**VTR REPAIRER** Seeking qualified candidates for high-volume assignment with large suburban school system. Requires significant repair experience on half-inch to one inch VTR's and related camera equipment. Send resume, including safety history, to: Montgomery County Public Schools, Supporting Services Personnel, 850 Hungerford Drive, Rockville, MD 20850. EOE M/F.

**Broadcast Technician** to set up and operate videotape machines for record/playback; setup film chain, camera and projectors, routine maintenance. 1st Class FCC, send resume to Personnel, Arizona State University, Tempe AZ 85281 before 2-18-77.

**Broadcast (TV) Engineers** for employment in the Middle East. Five to seven years of heavy maintenance and A.S.C. B.S.C. or equivalent required. Experience with IVC 7000 cameras and Thomson equipment preferred. Please send copies of resume and certificates to: Beta Service Intl., Shelard Tower, Suite 1340, Minneapolis, MN 55426.

**Studio maintenance engineer.** Full-time installation, maintenance and modification of top line studio and film cameras, videotape machines, switchers, editors, ENG equipment, microwave and transmitter equipment. First class license and actual maintenance experience required. Contact CE at 517-755-8191.

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**HELP WANTED NEWS**

**Wanted: Television assignment editor** for major Northern California market. Must be aggressive and imaginative. Work long hours. Desk experience required. An Affirmative Action, Equal Opportunity Employer. Send Resumes to Box A-102, BROADCASTING.

**Television anchorperson wanted** for new television station. Person selected will anchor early and late evening newscasts and handle occasional reporting duties. Possible advancement to assistant or full news directorship. Candidate must present good appearance, and above all communicate clearly and effectively. Good pronunciation and eye contact mandatory. Equal opportunity employer. State salary expected. Complete resume to Box A-214, BROADCASTING.

**Television weatherperson needed** for new television station in excellent location. Must possess good camera presence and be able to communicate weather report and forecast warmly and personally. Weather knowledge not necessary. Person selected will also handle other station duties including some staff announcing, possible production if desirable. State salary expected. EOE Resume to Box A-215, BROADCASTING.

**E.O.E. number one** station in top 50 southeast wants experienced enterprising reporter who can shoot SOF and edit; and experienced SOF cameraperson/editor who can report. Both must be fast moving and turn out two to three professional stories a day. If you need training, do not apply. Resume and references required. Salary \$175.00 Box A-256, BROADCASTING.

**Weather/News Combo.** Small market southwest. Cover and write daily news assignments plus two daily weathercasts. EOE. Picture and resume to Box A-261, BROADCASTING.

**Meteorologist needed** for top 20 east coast market. Equal Opportunity Employer. Box A-263, BROADCASTING.

**News Assignment Editor** needed for top 20 east coast market. Equal Opportunity Employer. Box A-264, BROADCASTING.

**Minimum qualifications: Degree** with some television. Experience in production at PTV station. Must have performed in supervisory capacity one year. Salary open. Application deadline February 15, 1977. Equal Opportunity Employer. Send letter, resume, references and tapes to Jack Schlaefle, KAID-TV, Boise State University, 1910 University Boulevard, Boise, ID 83725.

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**HELP WANTED NEWS  
CONTINUED**

**Second meteorologist wanted.** Television experience preferred. Have Service A, C, NWWS, NAFAX, and WSR-74C color radar. Excellent fringe benefits. Send VTR and resume to: Mike Smith, Chief Meteorologist, KARD TV, Box 333 Wichita, KS 67201 (Equal Opportunity Employer).

**Unmatched scenery, recreational facilities** and living conditions plus opportunity to grow with progressive organization. Number 1 News operation in the most attractive market in Rocky Mountain West needs experienced weather person. Send resume and tape to Gary Curtis, News Director, KRDO-TV, Box 1457, Colorado Springs, CO 80901.

**Meteorologist** with certification and warm on-air delivery for medium market station. Will prepare and deliver weather for early and late newscasts, some booth audio, some community involvement. Resume and tape to Ian Pearson, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Talented and aggressive director** needed for 5:30 & 11 p.m. news. Blue chip group, blue chip opportunity in top 35 Midwest market. 2 years experience preferred. An equal opportunity employer. Send resume to Box A-189, BROADCASTING.

**Operations Manager** needed to direct all phases of production and on-air operations for medium market station with large teleproduction quota. Must be familiar with special effects, remote production, studio operations, and be an excellent manager of people and resources, EOE, Complete resume and salary requirements to Box A-213, BROADCASTING.

**TV Artist/Photographer.** Requires original art, ad layout, set design, 35mm still photography/processing. TV experience or college degree preferred. Salary \$9-10,000. Equal Opportunity Employer. Box A-265, BROADCASTING.

**Promotion Director** for major market UHF. Must have extensive experience in sales and audience promotion, and publicity. Creativity and the ability to work well with other departments important. Excellent salary and benefits. A chance to grow with a major broadcast company. An Equal Opportunity Employer. Box A-272, BROADCASTING.

**Public Affairs Producer-Director-Writer** at public television station KUID-TV to plan and execute a variety of programs with emphasis on investigatory documentaries, requires BA or BS in Communications or related fields, two years professional experience, and ability to write and direct film and TV. Salary \$12,500.00 to \$13,500.00. Send detailed resume and references to Arthur R. Hook, Chairperson, Search Committee, KUID-TV, University of Idaho, Moscow, ID 83843. Closing date is February 28, 1977. An EEO/AA employer.

**Production Employee: Medium market CBS V;** experience should include studio camera, switching, audio, lighting, char gen. Send resume to Bruce Franzen, Prod. Mgr. WSTV Steubenville, OH 43952. 614-282-0911. An Equal Opportunity Employer.

**Television announcer to handle** routine staff announcing duties including station breaks, commercials, promotional announcements with some on-camera work possible. 4-6 years professional announcing experience necessary. Please send resume and voice tape to Production Manager, WTHR Television, 1401 N. Meridian St., Indianapolis, IN 46202. No phone calls please. An Equal Opportunity Employer.

**Producer/Director II** for television/film programs. Heavy emphasis on directing ability. Bachelor's degree preferred, plus 2 years major market experience. Application period closes 2-21-77, send resume to Personnel, Arizona State Univ. Tempe, AZ 85281.

**Head Writer, national PBS series,** to supervise staff of nine researchers and writers. Must be imaginative, able to work with writers in developing program approach to complicated information. Looking for established writer with TV experience. Send resume and writing samples to Joy Josowitz, Md. Center for Public Broadcasting, Owings Mills, MD 21117. An Equal Opportunity Employer.

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**HELP WANTED PROGRAMING  
PRODUCTION, OTHERS CONTINUED**

**Radio, Television, and Film:** Two faculty positions at assistant or associate professor level to teach in new department. PhD, experience, publications, and research ability are required. TV, radio, or film experience helpful. Nine months salary from \$14,000 to \$17,000. Start August 1977. Send resume to Dr. David M. Guerra, Chairman, Department of Radio, TV and Film, University of Arkansas at Little Rock, Little Rock, AR 72204, an Affirmative Action employer.

**TV Assistant—One** year production experience, fluent in Spanish with Hispanic background. \$4.40 to \$5.34/hr. Send resume training and experience by February 18, 1977, to: Classified personnel department, Clark County School District, 2832 East Flamingo Road, Las Vegas, NV 89121.

**Director of Development** for midwest PTV station. Responsibilities include oversight of activities of auction, membership, program design, proposal development and local underwriting. An Equal Opportunity Employer. Send information to P.O. Box 24130, St. Louis, Mo. 63130, by February 15, 1977.

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**SITUATIONS WANTED SALES**

**Television account executive.** 28, Four years local sales top 20 market, plus New York agency experience. Solid record. Excellent references. Box A-93, BROADCASTING.

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**SITUATIONS WANTED TECHNICAL**

**International Sports Correspondent** desires sports anchor position—Medium size market. Solid VTR-Film-Journalism background. Reply F.S. Kay, 76 Jericho Road, Weston, MA 02193

**First phone, experienced ham,** good theoretical background in broadcast engineering through home study program, no memory courses, Want spot in Master Control Operations with small or medium market TV. Desire to work into technical maintenance levels, no experience, eager to learn, will relocate. Edward Raymer, 717 Gordon Ave, Bowling Green, KY 42101.

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**SITUATIONS WANTED NEWS**

**Sex for hire.** My female demographics are something else! Talk show host/anchorman, experienced all phases TV/radio talk-news including overseas correspondence NBC plus talk host/producer major markets (radio). Interested combo talk/anchor slot, mature, married, excellent references, money second to opportunity. Prefer Pacific/Mountain area, Video anchor cassette and audio (only) talk tapes forwarded in confidence. Box A-152, BROADCASTING.

**Successful news director,** now association broadcast consultant, keenly seeks ND post. Intelligent, thoughtful approach to news management. Superb credentials. Network related experience. Medium market south or west preferred. Box A-165, BROADCASTING.

**Writer-Producer: Hard-working,** young, with solid nightly news skills and experience in a major market, but ready with a fresh approach when needed. Tapes resume, references. Box A-228, BROADCASTING.

**TV News Director** immediately available for medium market in the East or number two slot in major market. Mature, dependable, results oriented and sensitive to community issues. Box A-244, BROADCASTING.

**News professional. B.J.,** 28, married, currently in midwest radio. Wants to return to TV. Any market, Four years radio experience, one year TV. Box A-251, BROADCASTING.

**Sports Anchor/Reporter—6** years experience in small SE market. Excellent film work. Exceptional sports knowledge. VTR/resume available. 904-376-3845 or Box A-260 BROADCASTING.

**Dedicated Professional** who currently anchors, produces, and writes, seeks extended commitment as news director. Qualified, Committed, Box A-268, BROADCASTING.

## SITUATIONS WANTED NEWS CONTINUED

**News photographer: Aggressive** and experienced in filming, editing 16mm. Seek to learn ENG. Strong electronics interest. Film and VTR available. Call 616-538-7744. J.L. Keener, 642 SW 36th, Wyoming, MI 49509.

**Science Reporter. Weather,** health sciences background. Good appearance, delivery. Don Paul, 212-869-1166 wkdays: 275 Hoym St., Ft. Lee, NJ 07024.

**Creative Minded Experienced** feature reporter for top notch news-team. Anthony 717-347-1149

**RTNDA Scholarship** for news writing. SDX award for reporting. Looking for production/reporting work. Journalism degree, ENG experience. Gordon Rothman, 7120 Crawford, Lincolnwood, IL 60646. 312-679-0792.

**NY producer** of documentaries and entertainment wants to return to local news. Heavy ENG experience. Tape available. Michael Keady, 35 West 90, NYC 10024. 212-877-7133.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Award-winning Commercial Producer/Director** presently employed in Top-30 market. What Have You Got? Box A-192, BROADCASTING.

**Director/Producer.** 5 years experience. Currently working Number One Market. First Phone. Experience includes NCAA Sports, News, extensive remote and ENG. Interested in pushing own buttons for top quality facility. Box A-245, BROADCASTING.

**Talk-show host,** producer, currently hosting daily morning talk-public affairs program in top 50 market. Seek medium or major market. For VTR, resume: 808-395-8813, or Box A-266, BROADCASTING.

**Want to add** another dimension to your production staff? I'm a dynamic, experienced, black producer/director looking for new challenges. Box A-267, BROADCASTING.

**Male, 20s,** 2 years experience at top 40 net affiliate creating on-air promotion and more. Seeking bigger creative challenge in TV production/film/audio/writing, etc. Prefer nice city, west-southwest. Reply: Box A-277, BROADCASTING.

**Copywriter, college trained,** wants long term employment, takes direction/training and more. Will relocate. David Haines, 5 Lawton, Glens Falls, NY. 518-792-8956.

**Creative Directing** or studio and remote production, i.e.: (film, ENG.) 3 yrs experience, commercial, educational and Cable, seeks position Northeastern U.S. Steve Sattler 269 Capitol Ave., Meriden, CT. 06450.

**Versatile Producer-Director** desires interesting production position. 7 years extensive professional experience. Available immediately, Graham Brinton, 215-664-3346.

**Writing-Production Job** in progressive broadcasting, A-V production, CCTV, or cable operation. Young, creative, experience in copywriting, research, community relations, promotion, A-V operation. BS/Communications, Ohio Univ. Now in N.E., will relocate. D.S. Wilkin, 9 Linden St., Apt. 3, Allston, MA 02134. Phone 617-254-9214.

## CABLE

### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Eager, young writer/producer** desires job in CCTV and community TV. Experience in community access, video production, promotion, copywriting. BS Communications. Write D.S. Wilkin, 9 Linden St., Apt. 3, Allston, MA 02134 or call 617-254-9214.

### WANTED TO BUY EQUIPMENT

**Want to purchase** used stereo automation system. Automatic logging optional. Please supply details of equipment, when purchased, and price asked. Box A-195, BROADCASTING.

**"Wanted, direct access** automation programmer and cleartext logger". Box A-198, BROADCASTING.

## FOR SALE EQUIPMENT

**Neams Clarke 120-D** Field Meter, RCA voltohmmyst VTVM, RCA 21-B Video Sweep Generator and Fairchild Oscilloscope camera type 302. Box A-271, BROADCASTING.

**IVC-980CD, 1"** tape machine totally refurbished. \$15,000. Bill Moore, KBMT-TV, 713-883-7512.

**Transmitter presently in use,** available March, 1977. GE-TT-32-B, 50 KW, Filterplexer on Channel 12, notch diplexer, heat exchanger, spare parts, and power tubes. \$25,000. Bill Moore, KBMT-TV, 713-883-7512.

**IGM 500 Stereo** Automation. Four years old, excellent condition with spare parts. Available February one. Consists of five rollouts, ten voice and music channels, one mono 48 tray Instacart, 500 step DA MOS memory with battery backup, remote control, 364J logger, SMC 382A time announcer, two SMC 250 sequential carousels, remote control, logger encoder, ten step music sequencer, silence sensor, three racks, 500 control unit. Price: \$28,900 cash. Contact Robert Royster, CE, KIFM San Diego 714-560-9836. Reason for sale-Going Live.

**RCA TT10/25** ch 4 with 50KW sideband filter L.D. Edelmaier, KOA-TV, Denver 303-861-8111.

**Gates 8-bay end-fed** Horiz. polar. FM antenna, tuned 94.5, model FMA-8A good cond. Also GR AM mod. monitor, McMartin FM Mod. Monitor, AM limiter, Sta level, Symmetra Peak, and other items all in good to excellent condition. KRXL, Kirksville, MO 63501.

**RCA, TT10/25 Ch 3,** assoc. equip., spares. Also TT-5. Write or call for detailed list. R.J. Smith, WKYC-TV, Cleveland, OH 44114.

**Build your own** TV and radio production equipment. Easy, inexpensive plans covering audio consoles to chroma key and time base correctors. \$1.00 brings our catalog listing over 100 projects. Don Britton Enterprises, PO Box G, Waikiki, HI 96815.

**Three PC-70 Norelco** color camera systems including two Angenieux 10:1 lenses; one Schneider 11:1 lens; 100-foot camera cable per camera; three PD-3 counterbalanced pedestals. Cameras in mint condition. Contact Acadia Associates, P.O. Box 1188, Fox Pavilion, Jenkintown, PA 19046.

**FM transmitters: 10 KW,** 7.5 KW, 5 KW, 1 KW, 250 W, and 10 Watt. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

**Schaffer 1200 Automation,** 2 new Otari reels, Spotmaster 3000 new, 1 carousel used six months, 3 racks, \$7500. Contact Broadcast Specialties. 206-577-1681. Longview, WN.

**One Eastman Super-8** Video Film Projector TV-M100A-price \$1,275.—One Eastman CT-500 16mm motion picture projector-price \$14,500. Both projectors in mint condition. Call Robert Blair 201-797-7400.

**Experimenters, Video Hobbists,** Hams, subscribe! Amateur Television Magazine, our 10th year. \$5/yr US/Canada. bi monthly. P.O. Box 1347, Bloomington, IN 47401.

**Telemation CSG2000** sync gen. good cond. monochrome \$350. Henry Ruh. 812-337-8979/812-876-1456.

**Harris Gates LD-10** logging decoder. LE logging encoder, LEC logging encoder control, Premier 5 digit logging printer in recent service—relatively good condition \$1000—complete. Valley Communications Inc., Box 159, Skowhegan, ME. 04976. 207-474-5171.

**AM transmitters: 50 KW,** 10 KW, 5 KW, 1 KW, and 250 watt. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

**Color Mobile Van, 26';** 3 Norelco PC-70 Cameras. Ward Switcher, McCurdy audio, complete, ready for use. \$120,000.00. Matec, Inc. 205-956-2200.

**2-Akai VTS-150B** complete ENG systems, excellent condition \$4500 each. 1-Akai spare camera for VTS-150B system also excellent \$2200. We can supply the TBC and put you on the street with ENG for less than \$25,000. Call us now. GRV Systems Inc., 2370 Vinton St., Huntington, WV 25701. 304-525-2633.

## FOR SALE EQUIPMENT CONTINUED

**Gates "President" 8** channel console, good condition, \$2,300. Maze Corporation. 205-956-5800.

**Collins 5KW transmitter,** 830-E. Stereo. Perfect. Tuned and tested your frequency. \$8,900. 601-362-2790 after 5. J. Boyd Ingran, PO Box 2154, Jackson, MS 39205.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

**Original comedy** for radio entertainers. Free sample! OBITS, 366-C West Bullard, Fresno, CA 93704.

**Hundreds have renewed!** We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twineing, Dallas TX 75227.

**Humorettes—Name Comedians** from Montana? Name Brooklyn Comics? Woody Allen, King, DeLuise, Brooks, Gleason, Hackett, Kaye, Mary Tyler Moore, Rivers, Rooney, Silvers, Streisand, Mae West. Get comedy from Brooklyn. Send \$5 for trial. Payable: Casino Loot Productions, 232 8th Street B'klyn, N.Y. 11215.

**Biggies buy BIONIC BOFFOS!** Find out why. Freebie. BIONIC BOFFOS, P.O. Box 1123, Twin Falls, ID 83301.

**Why are so many FRUITBOWL** subscribers broadcasters who've never before used any service? Let us show you! Free month's trial subscription to qualified broadcasters. FRUITBOWL, Dept. "C", Box 382, Fair Oaks, CA 95628.

## MISCELLANEOUS

**Prizes Prizes! Prizes!** National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc.,

**Amateur singers wanted** for new record company. Call 212-247-8500. Demo fee required.

**Writer looking** for people with unusual hobbies and interests related to television. Box 285, Boston, MA 02101.

## INSTRUCTION

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin Feb 14. Student rooms at each school.

**REI 61 N. Pineapple Ave.,** Sarasota, FL 33577. 813-955-6922.

**REI 2402 Tidewater Trail,** Fredericksburg, VA 22401. 703-373-1441.

**Our 40th year!** Complete radio production and announcing training, Don Martin School of Communications! Six fully equipped, modern radio studios. Full time resident studio & classroom instruction by media experienced professionals. Classes monthly, V.A. approved. 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. 213-462-3281. Not a "workshop" or "seminar", but fully qualified and approved school.

**First Class FCC** license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

**Omega State Institute,** FCC first class license and studio training. 90% placement success! 237 East Grand, Chicago. 312-321-9400.

**No: tuition, rent!** Memorize, study—Commands "Test-Answers" for FCC first class license—plus "Self Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco, CA 94126. (Since 1967).

**1st class FCC,** 6 wks, \$450.00 or money back guarantee. EA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

**A.T.S. 152 W. 42 St.,** NYC. 212-221-3700. Vets benefits. A 16-year track record of success.

**No FCC License?** Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study. 5540 Hollywood Blv., Hollywood, CA 90028.

## RADIO

### Help Wanted Sales

#### SALES POSITIONS

An opportunity to join a young expanding broadcasting company. We are looking for aggressive creative salespeople for our stations.

Our group consists of WBNY, Buffalo; WEZE, Boston; and WLKW AM/FM, Providence. In three years of operation all three General Managers have been promoted from within our company.

Tremendous opportunity for financial and career growth. Send resume to:

William M. McCormick  
President

McCormick Communications, Inc.  
One Beacon Street  
Boston, Massachusetts 02108  
An Equal Opportunity Employer

### Help Wanted Announcers

"Major Los Angeles good music station accepting tapes and resumes for consideration for upcoming part time on air positions. Must be experienced. Must live within L. A. area. Minority applicants encouraged. Box A-259 BROADCASTING.

#### Warm, Mature Morning Announcer

#### No. 1 Beautiful Music Station In Nation's Capital

Five figures plus Afra benefits. Send tape and resume to: Program Director, WGAY AM/FM, World Bldg, 8121 Georgia Ave., Silver Spring, MD 20910.

An equal opportunity employer  
Women encouraged to apply

#### A Greater Media Station

#### MORNING PERSON

Midwest contemporary format operation needs personality morning drive announcer. Send tape and resume to: J.W. Bernstein, 763 North Third Street, Minneapolis, Minnesota 55401.

Major Market, west coast AM looking for host. Should have good board work, a bright sound and pipes, some news background although not necessary. Send tape and resume to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, Iowa 52302

## Help Wanted Technical

### Broadcast Products Division

## MANAGER, FIELD SERVICE ENGINEERING, RADIO

#### Enjoy the Advantages of Being with Harris

Harris is a notably well-managed, solidly successful corporation, now past the half-billion dollar level in sales, and consistently expanding in many communications areas. Our steadily growing division is at the top worldwide in radio and television broadcast equipment.

This position offers exceptional room to show managerial abilities. Responsibilities will be to administer and continually improve our Field Service organization for installation, maintenance, and repair of radio broadcast products. You will supervise all activities, guide and direct a staff to attain highest standards, and assist customers with product information and problems. At least 5 years pertinent field experience and a BSEF degree is required, 2 or more years in managerial capacity.

**Initial salary will fully reflect your qualifications to fill this challenging position, which carries excellent career potential. Benefits are liberal. Please send resume including salary history data in confidence to Mr. Lawrence B. Carlstone, Professional Employment Supervisor, Harris Corporation Broadcast Products Division, Quincy, Illinois 62301.**



**HARRIS**  
COMMUNICATIONS AND  
INFORMATION HANDLING

An Equal Opportunity Employer—Male and Female

#### SALES MANAGER, ANTENNAS

As one of the leading antenna manufacturers, JAMPRO offers an exceptionally attractive opportunity to an experienced salesperson. The position, located in Sacramento, requires equipment selling experience to radio and TV broadcasters. Excellent compensation program and fringe benefits.

Send full resume in confidence to:  
Lee Snyder, Personnel Director  
Jampro Antenna Co.  
PO Box 28425  
Sacramento, California 95823

#### Help Wanted Programing, Production, Others

#### PROGRAM DIRECTOR

If you're a PD. that can create excitement, get a city talking about your radio station (without buying your audience) and can get a hold of air people with personality and voices, let's hear from you ... your *ideas* Box A-128, BROADCASTING.

"Group Operator needs heavy PD for turn-around programming for a Rock Station we've just bought in a medium market. We need a mover who knows format, music and promotion. NO FLOATERS ... References and financial requirements to Box A-182, BROADCASTING.

#### Help Wanted Programing, Production, Others Continued

"Attention Managers, PD's, D-J's and Sales ... two-station expansion by group operator creates need for everything—we fight for ratings and bucks. Only applicants with established track records need apply. EOE employer. Resume, references, (ratings performance) and financial requirements first letter." Box A-207, BROADCASTING.

Radio music syndication co. seeks experienced programming person for 2nd unit Beautiful Music and M.O.R. services. Send detailed resume to:

Box A-221, BROADCASTING

#### Situations Wanted Management

Dedicated professional available to manage group or major market facility. Sales, Programming, Administrative ability proven. Bottom line oriented. 45, family, no kinks. Prefer midwest. Your inquiry confidential.

Box A-208, BROADCASTING

**Broadcasting**  
The newsworthy of broadcasting and allied arts

**Situations Wanted Management Continued**

KCKN AM-FM Program Director and no. 1 afternoon drive jock, available now. 17 year background will give you results. Seeking PD/Jock position at responsible country station in major market. Call Gary Brazeal (816) 373-2359 or write 16624 E. 35th St., Independence, Mo. 64055.

**Situations Wanted Announcers**

Well-known Northeast air personality. Eleven years Top 10 Market. Excellent track record. Interested Balto.-Wash.-Philly. Box A 253 Broadcasting.

**TELEVISION  
Help Wanted Sales**

**REGIONAL MANAGERS  
for  
WEST, EAST, SOUTH AND  
CENTRAL STATES**

"Challenging positions available for Video Sales Engineers experienced in Broadcast TV. and Distributor Market Place. These are Career positions for aggressive, knowledgeable professionals with the ability to work independently. Experience in the Broadcast TV. Industry is essential. Please send resume to: U.S. Sales Manager, Richmond Hill Laboratories Limited, 1240 Ellesmere Road, Scarborough, Ontario, Canada M1P 2X4."

**Help Wanted Technical**

**ENGINEERS-TECHNICIANS**

Group operator needs Engineering supervisors and maintenance technicians for commercial television operations in various major markets. Experience required. Send resume with references, schools attended and financial requirements. List major experience on equipment and projects. Management experience required for supervisor's positions. We are an equal opportunity employer, male/female.

Box A 241, BROADCASTING

**Help Wanted Programing, Production, Others**

**WEST COAST  
TOP 25 MARKET**

Seeks all-around promotion expert. Must be able to create and supervise on-the-air, outdoor, print and radio advertising. An Equal Opportunity Employer. Box A-139, Broadcasting.

**Help Wanted Programing, Production, Others Continued**

**EXECUTIVE DIRECTOR**

Experienced in TV syndication. Proven track record. Local live show ready for airing. Duties—sales, merchandising, total administration. Excellent opportunity for knowledgeable take charge individual. Resume and letter to:

**BOX A-236, BROADCASTING**

**DIRECTOR OF  
BROADCASTING**

Top five market television station is seeking a creative individual with extensive experience in program content, writing, promotion, syndication, administration. News and film documentary background a must. Applicants responding to ad in 1/31 issue of Broadcasting who wish to be interviewed at NATPE should indicate.

Equal Opportunity Employer  
**BOX A-278, BROADCASTING**

**Situations Wanted News**

**TV & RADIO  
SPORTSCASTER**

Experienced sportscaster who can bring your audience what they want to see and hear. Over ten years experience which includes play by play of all U.S. & International sports plus TV & Radio speciality programs on everything from football to auto racing.

**BOX A-284,  
BROADCASTING**

**Situations Wanted Programing, Production, Others**

Interrelated: programming in production & directing. Writing scripts to correspond with the economical structure of production; to stress low budget & high productivity as a result of my work. 901-522-8248, 9:00 A.M.-8:00 P.M. Bokhara.

**Placement Service**

**RADIO & TV EMPLOYMENT**

Our unique, professional third man guidance techniques have aided in locating new situations for clients at their maximum earnings potential. All Radio & TV Professions All Markets. We work for and with you in a confidential manner while you are employed or seeking employment. Retain us and invest in a better future. Rush tape & resume SLJ PRODUCTIONS BOX 12069 CHICAGO, ILL 60612

**TELEVISION OPPORTUNITIES**

We specialize in the placement of well qualified people in the Television Industry. Openings at all locations—all levels of Technical Engineering, Management, Sales Management, News and Programming. Confidential-no cost to applicant. Employer inquiries invited. Contact Alan Kornish.  
KEY PERSONNEL COAST TO  
COAST EMPL. AGCY.  
116 South Main Street, South Main Towers  
Wilkes-Barre, Pennsylvania 18701  
(717) 822-2196

**Programing**

*Attention Programmers*

**Free Blast  
from  
the Past**



Recorded series of vignettes and PSAs available free each month from Greenfield Village and Henry Ford Museum, America's largest indoor-outdoor historical complex. Adaptable to almost all formats. Professional quality. CONTACT: BRUCE ANDERSON, MGR., RADIO-TV DEPT., GREENFIELD VILLAGE, DEARBORN MI. 48121 OR CALL (313) 271-1620, Ext. 352.

**Greenfield Village**

**Employment Service**

**ACCOUNT EXECUTIVES**

Time Salespersons for both radio and Television in markets small, medium and large.

**IT'S WARMER IN ALASKA**

Several Openings in both Radio and TV Especially in Engineering, News and Air Personalities. All in Alaska.

**HAVE I GOT NEWS FOR YOU**

News openings at small and medium markets available now. Some at entry level as TV Field Reporters and Anchorpersons.

CAN WE HELP YOU FIND AN OPENING OR FILL ONE? America's largest exclusive broadcast personnel service offers availabilities now in all phases of radio and TV, on and off air. Lowest fees in industry.  
Contact: MIKE LAWRENCE  
AMERICAN MEDIA SYSTEMS CORP.  
3418 Via Lido  
Newport Beach, Calif. 92663  
(714) 873-8520

**WE HAVE THE JOBS!!!  
Subscribe To:**



Box 61, Lincolndale, N.Y. 10540  
Number "One" in Weekly Nationwide  
Employment Listings for Radio,  
TV, DJ's, PD's,  
News, Announcers, Sales & Engineers.  
\$15.00 3 mo. (12 issues); \$30.00 12 mo.  
(50 issues) No C.O.D.'s, Please

**Buy-Sell-Trade**



**TRADE FOR**

**16 + ACRES IN VA. BEACH, VA.**

I'm willing to trade property for Radio or TV station(s) of equal value. Must be located in Va., N.C., Maryland, or D.C. Acreage zoned for duplex apartments in busy corridor of Va.'s fastest growing city. Contact: Bill Weller, 1600 Keswick Dr., Norfolk, Va. 23518. (804) 623-9777.



**Buy-Sell-Trade  
Continued**

**CHARGE-A-TRADE**  
Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. **FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)**

3081 E. Commercial Blvd Ft. Lauderdale, Fl. 33308 (305)481-2700  
FT. LAUDERDALE • MEMPHIS • ORLANDO • N.Y. • ATLANTA • GREENVILLE S.C. • GUADALAJARA MEX.


**Survey's**

UNCLE S-A-M-S  
Sez:

**"THERE'S NOTHING WRONG WITH RATINGS A LITTLE COMPETITION WON'T CURE!"**

**S-A-M-S**  
RADIO  
SURVEYS AND MKT  
STUDIES UNDER \$1,000  
404-733-0642

PO. BOX 2585  
National Hills  
Park Center  
Augusta, Ga.  
30904



**Wanted To Buy Stations**

"Principal interested in buying a small to medium size radio station in Western Michigan. Prefer full time AM-FM or FM. Strict confidence on all replies."  
**BOX A-239,  
BROADCASTING**

Experienced broadcaster desires to buy in small-medium midwest mkt. AM-FM or FM. Excellent record, references, finances. Reply in confidence:  
**BOX A-249 BROADCASTING**

Financially qualified, experienced broadcaster looking for Kansas, Oklahoma, Missouri or Nebraska AM or AM-FM combo. Small to medium markets. Outright purchase or buyout/manage arrangement possible. No brokers.  
**BOX A-250 BROADCASTING**

**Wanted To Buy Equipment**

**WE WANT TO BUY A GOOD, RECENT 30 KW UHF TRANSMITTER**  
UHF station owner, are you increasing power on your UHF transmitter?  
Are you using a recent 30 KW transmitter for a stand-by?  
Will offer top price.  
**CONTACT BOX A-273  
BROADCASTING**

**For Sale Stations**

Outstanding opportunity in broadcasting for minority owned company with experienced management and financial capability. Fulltime AM radio station in one of the top five markets offered at \$2,500,000 cash. Valuable real estate included. Financially qualified principals only need apply. For further information write:  
**BOX A-233, BROADCASTING**

**For Sale Equipment**

**IKEGAMI HL-35B**  
BIG SAVINGS on like new demonstrator, full warranty. 10:1 motorized zoom, complete with cases, tubes, battery pack and charger. \$35,000 by authorized distributor.  
Martin, Zienkosky, Browne & Associates  
13731 Omega Road  
Dallas, TX. 75240  
(214) 233-5535

**MICHIGAN**  
1,000 Watt AM Daytime  
Pre-Sunrise—Fully Automated  
**BOX A-237,  
BROADCASTING**

**NOW AVAILABLE!**



**A MUST BOOK  
TO MAXIMIZE LOCAL  
SALES AND PROFITS**

BROADCAST CO-OP, THE UNTAPPED GOLDMINE provides an in-depth look at co-op with plenty of proven sales approaches. It details the how, when, and why of:

- Gathering co-op leads
- Building co-op sales presentations
- Producing co-op spots
- FTC Guides/legal precautions
- Newspaper competitive co-op information
- Retailer in-store co-op system
- Retailer-to-resources presentations
- Organizing dealer associations
- Proof-of-performance & merchandising
- Suggested broadcast co-op plan ingredients, topped off with a **Step-By-Step Station Action Plan To Help You Get Started Now!**

If you have anything to do with co-op, you need this book!

**BROADCASTING BOOK DIVISION**  
1735 DeSales St., NW  
Washington, DC 20036

Please send me \_\_\_\_\_ copies of **BROADCAST CO-OP, THE UNTAPPED GOLDMINE.**

- @ \$14.45 ea. (1-4 copies)
- @ \$12.45 ea. (5-9 copies)
- @ \$10.45 ea. (10 or more copies)

My payment for \$ \_\_\_\_\_ is enclosed.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

**For Sale Stations  
Continued**

**DOMINANT, FULLTITER IN FLORIDA. EXCELLENT MEDIUM-MARKET. PROFITABLE. WELL ESTABLISHED MARKET-LEADER. YOUR LETTER WILL BRING FULL INFORMATION AND IMMEDIATE RESPONSE FROM OWNER.**

Box A-162, BROADCASTING

Tired of the coldest winter on record? Come to sunny Florida where the temperature today is 76 degrees. Fulltime AM radio station on Florida's gold coast is waiting your inspection. At the asking price of \$950,000 (cash) it is priced at three times gross, and the property is included.

**WRITE BOX A-234, BROADCASTING**

Black programmed radio station in major market for sale at most attractive multiple. For anyone with \$200,000 equity this consistently profitable station billing over \$400,000 annually can probably be sold with additional debt totalling \$450,000. If you are qualified and interested in a major market station at one and one half time annual revenues.

**WRITE BOX A-235, BROADCASTING**

**FAR NORTHWEST:** Daytimer with PSA is priced at \$275,000 with 29% down and 10 years on balance at 8½%. Cash flow will handle debt service. Could be handled by absentee owner.

**CALIFORNIA:** Profitable daytimer offered at \$250,000 with \$60,000 down and payments serviced from cash flow. This underdeveloped property has PSA, low cost land purchase option and possible full time possibilities.

**WEST COAST:** Priced at \$500,000.00 this profitable suburban daytimer has PSA and good possibility of full time service. Terms to qualified buyer.

*William A. Exline, Inc.*

31 CARROLL COURT, SAN RAFAEL, CA 94903  
(415) 479-0717  
MEDIA BROKERS - CONSULTANTS

- 1,000 W daytimer in metro area of about a million. Billing about \$210,000. Real estate, \$575,000. Terms. Central U.S.
- 5,000 Watt profitable daytimer. Single station market within 75 miles of Chattanooga. Billing about \$120,000. Terms. \$290,000.
- Class "C" stereo in Miss. 1,182,000 population in .05 MV/M coverage area. Terms.
- AM/FM in Miss. Small town. Sales about \$120,000. \$188,000 cash.
- AM/FM in southern Indiana. Small town. Coverage area about 140,000. Real estate.
- Fulltime AM within 60 miles of Washington, D.C. Small town, \$400,000. 29% down. Billing about \$200,000.
- 3,000 Watt FM in small west TN town. The only station in county. \$65,000. About \$25,000 down to qualified buyer.

**BUSINESS BROKER ASSOCIATES**  
615-894-7511

**For Sale Stations Continued**

**GULF COAST SUBURBAN  
DAYTIMER**

In Mobile market on the coast. Excellent opportunity in the fastest growing area of Alabama. Price is right for \$168,000 which includes real estate.

**J. RUSSELL KILGORE, WABF**  
205-928-2384

MW	Metro	Daytime	\$425K	\$124K
SE	Med	Fulltime	\$500K	\$145K
NE	Med	AM/FM	\$450K	\$130K
MW	Small	AM/FM	\$200K	\$ 58K
West	Metro	FM	\$500K	\$145K

Atlanta - Boston - Chicago - Dallas  
New York - San Francisco



1835 Savoy Drive, Atlanta, Georgia 30341

**MEDIA BROKERS  
APPRAISERS**

RICHARD A.  
**SHAHEN** INC  
435 NORTH MICHIGAN • CHICAGO 60611  
**312-467-0040**



**NORTHEAST**

Southern New England AM in single station market. A growing operation with steadily increasing revenues. Priced at \$350K with \$150K down payment. Contact Dick Kozacko at our Elmira office.

Network TV in Empire State metro market has revenue increase near 40% in current fiscal year. Long-established UHF operation is priced at just \$850K with terms available to a qualified buyer. Contact Keith Horton for details.



**Brokers & Consultants  
to the  
Communications Industry**

**THE KEITH W. HORTON COMPANY, INC.**

1705 Lake Street • Elmira, New York 14902  
P.O. Box 948 • (807) 733-7138

**LARSON/WALKER & COMPANY**

**Brokers, Consultants & Appraisers**  
Los Angeles Washington

Contact:  
William L. Walker  
Suite 508, 1725 DeSales St., N.W.  
Washington, D.C. 20036  
202-223-1553

**BROADCASTING'S CLASSIFIED  
RATES**

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted. Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rate, classified listings ads:  
- Help Wanted, 50c per word - \$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).  
- Situations Wanted, 40c per word - \$5.00 weekly minimum.

- All other classifications, 60c per word - \$10.00 weekly minimum.

- Add \$2.00 for Box Number per issue.

Rate, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.

- All other \$45.00 per inch.

- More than 4" billed at run-of-book rate.

- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires 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.

Agency Commission only on display space.

Word Count: include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name (Print) \_\_\_\_\_ Signature \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_

# Stock Index

Stock symbol	Exch.	Closing Wed. Jan. 26	Closing Wed. Jan. 19	Net change in week	% change in week	High	Low	1976-77 P/E ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>										
ABC	N	39 7/8	41	- 1 1/8	- 2.74	41	19 7/8	16	17,625	702,796
CAPITAL CITIES	N	53 1/2	55	- 1 1/2	- 2.72	55 3/4	42 1/4	13	7,764	415,374
CBS	N	56 3/8	58 1/4	- 1 7/8	- 3.21	60 1/2	46 3/4	11	28,313	1,596,145
COX	N	31 3/8	32 1/2	- 1 1/8	- 3.46	37 3/4	28 3/4	10	5,863	183,951
GROSS TELECASTING	A	14	14 1/8	- 1/8	-.88	14 1/8	10	8	800	11,200
KINGSTIP COMMUN.	O	4 1/8	4	+ 1/8	+ 3.12	4 7/8	2 1/4	7	461	1,901
LIN	O	17 1/8	17 3/8	- 1/4	- 1.43	17 3/4	9 5/8	8	2,615	44,781
MOONEY	O	2 1/8	2 1/8		+.00	3 7/8	1 3/4	3	425	903
RAHALL	O	9 5/8	9 1/8	+ 1/2	+ 5.47	9 5/8	4 1/2	15	1,297	12,483
SCRIPPS-HOWARD	O	33	32 1/2	+ 1/2	+ 1.53	33	20 1/2	8	2,589	85,437
STARR	M	4 1/4	4 1/4		+.00	5	2 1/4		1,202	5,108
STORER	N	26 3/8	26 3/8		+.00	26 3/8	12 3/4	7	4,876	128,604
TAFT	N	30 3/4	30 5/8	+ 1/8	+ .40	31 1/2	23 1/4	9	4,070	125,152
<b>TOTAL</b>									<b>77,900</b>	<b>3,313,835</b>

<b>Broadcasting with other major interests</b>											
ADAMS-RUSSELL	AAR	A	4 3/4	4	+ 3/4	+ 18.75	4 3/4	2	10	1,262	5,994
AVCO	AV	N	16 1/2	15 1/8	+ 1 3/8	+ 9.09	16 1/2	4 1/2	2	11,541	190,426
JOHN BLAIR	BJ	N	14 5/8	14 1/8	+ 1/2	+ 3.53	14 5/8	5	7	2,406	35,187
CHRIS-CRAFT	CCN	N	6 7/8	6 5/8	+ 1/4	+ 3.77	6 7/8	4 1/2	16	4,395	30,215
COMBINED COMM.	CCA	N	20	19 3/8	+ 5/8	+ 3.22	20 1/4	12 5/8	9	6,363	127,260
COWLES	CWL	N	12 5/8	12 7/8	- 1/4	- 1.94	12 7/8	6 1/8	15	3,969	50,108
DUN & BROADSTREET	DNB	N	28 1/8	28 1/4	- 1/8	- .44	33 3/4	24 5/8	16	26,571	747,309
FAIRCHILD IND.	FEN	N	11 1/4	10	+ 1 1/4	+ 12.50	11 1/2	6 1/8	11	5,708	64,215
FUQUA**	FOA	N	10 3/4	11	- 1/4	- 2.27	12	4 1/2		8,844	95,073
GANNETT CO.	GCI	N	37 7/8	38 5/8	- 3/4	- 1.94	41	32 7/8	18	21,108	799,465
GENERAL TIRE	GY	N	26 3/4	26 5/8	+ 1/8	+ .46	25 3/4	17 5/8	6	21,954	587,269
GLOBE BROADCASTING**	GLBTA	O	2 1/8	2 1/8		+.00	2 7/8	1 1/2		2,783	5,913
GRAY COMMUN.	O	9	9		+.00	9 1/2	6	5		4,275	4,275
HARTE-HANKS	HHN	N	28	28 1/8	- 1/8	- .44	28 7/8	17 1/8	12	4,383	122,724
JEFFERSON-PILOT	JP	N	31	30 3/8	+ 5/8	+ 2.05	32 1/8	25 5/8	11	24,078	746,418
KAISER INDUSTRIES	KI	A	15 1/2	15 1/4	+ 1/4	+ 1.63	16	8	10	28,119	435,844
KANSAS STATE NET.	KSN	O	5 5/8	4 3/4	+ 7/8	+ 18.42	5 5/8	3	11	1,716	9,652
KNIGHT-RIDDER	KRN	N	37	37 1/2	- 1/2	- 1.33	39	28 7/8	12	8,305	307,285
LEE ENTERPRISES	LNT	A	25 7/8	26 7/8	- 1	- 3.72	24 7/8	13	14	5,022	129,944
LIBERTY	LC	N	18 1/2	18 1/2		+.00	18 7/8	9 1/2	6	6,762	125,097
MCGRAW-HILL	MHP	N	16 3/8	16 3/8		+.00	17	12 3/4	10	24,690	404,298
MEDIA GENERAL	MEG	A	19 1/8	19 5/8	- 1/2	- 2.54	19 7/8	14 1/4	9	7,276	139,153
MEREDITH	MED	N	19 1/4	18 3/4	+ 1/2	+ 2.66	19 1/4	10 1/4	5	3,064	58,982
METROMEDIA	MET	N	29	29 3/8	- 3/8	- 1.27	29 3/4	15	8	6,730	195,170
MULTIMEDIA	MMED	O	22 3/4	22	+ 3/4	+ 3.40	22 3/4	14 1/4	11	4,390	99,872
NEW YORK TIMES CO.	NYKA	A	16 7/8	16 1/4	+ 5/8	+ 3.84	18 1/2	11 1/2	13	11,206	189,101
OUTLET CO.	OTU	N	18 1/2	19	- 1/2	- 2.63	19	12 7/8	6	1,440	26,640
POST CORP.	POST	D	18	19 1/4	- 1 1/4	- 6.49	19 1/4	8	7	875	15,750
REEVES TELECOM**	RBT	A	1 7/8	1 3/4	+ 1/8	+ 7.14	2 1/2	1 1/8		2,376	4,455
ROLLINS	ROL	N	21 7/8	22 3/8	- 1/2	- 2.23	27 3/8	20 3/4	13	13,404	293,212
RUST CRAFT	RUS	A	10 1/2	9	+ 1 1/2	+ 16.66	10 1/2	5 5/8	8	2,291	24,055
SAN JUAN RACING	SJR	N	8	8 1/4	- 1/4	- 3.03	10 1/4	7 1/4	6	2,509	20,072
SCHERING-POLOUGH	SGP	N	39 1/4	40 7/8	- 1 5/8	- 3.97	59 3/4	39 1/4	14	54,037	2,120,952
SONDERLING	SOB	A	10 7/8	10 5/8	+ 1/4	+ 2.35	10 7/8	9 7/8	3	1,096	11,919
TECH OPERATIONS**	TO	A	3 1/4	3 3/8	- 1/8	- 3.70	4 3/4	2 1/8		1,344	4,368
TIMES MIRROR CO.	TMC	N	22	22 1/4	- 1/4	- 1.12	23 3/4	18 1/4	12	33,905	745,910
WASHINGTON POST CO.	WPD	A	23 1/2	24	- 1/2	- 2.08	44 1/4	21 3/4	11	4,546	106,831
WDMETCO	WDM	N	11 7/8	11 5/8	+ 1/4	+ 2.15	13 1/4	8 7/8	7	9,470	112,456
<b>TOTAL</b>									<b>380,413</b>	<b>9,192,869</b>	

<b>Cablecasting</b>											
ACTON CORP.	ATN	A	4 1/2	3 3/4	+ 3/4	+ 20.00	4 1/2	1 1/8	15	2,640	11,880
AEL INDUSTRIES**	AELBA	O	3 1/2	3 1/8	+ 3/8	+ 12.00	3 1/2	3/4		1,672	5,952
AMECO	ACO	O	1/2	1/2		+.00	1 3/4	3/8		1,200	600
AMERICAN TV & COMM.	AMTV	O	20 1/2	23 1/4	- 2 3/4	- 11.82	23 1/4	13 1/2	17	3,369	69,064
ATHENA COMM.** *	O		1/8	1/8		+.00	1/2	1/8		2,125	265
BURNUP & SIMS	BSIM	O	3 7/8	4	- 1/8	- 3.12	6 1/2	3 1/4	35	8,319	32,236
CABLECOM-GENERAL	CCG	A	6 3/8	6 5/8	- 1/4	- 3.77	8 1/8	4 1/8	6	2,562	16,332
CABLE INFO.	O		3/4	3/4		+.00	1 1/4	1/4	4	663	497
COMCAST	O		3 7/8	3 7/8		+.00	3 7/8	1 7/8	11	1,708	6,618
COMMUN. PROPERTIES**	COMU	O	4 1/2	4 3/8	+ 1/8	+ 2.85	4 1/2	1 7/8	50	4,761	21,424
COX CABLE	CXC	A	18 5/8	17 7/8	+ 3/4	+ 4.19	18 5/8	13	19	3,560	66,305
ENTRON*	ENT	O	1 3/4	1 3/4		+.00	2	1 1/2	2	979	1,713
GENERAL INSTRUMENT	GRU	N	21	20 3/4	+ 1/4	+ 1.20	21	8 1/4	23	7,178	150,738
GENEVE CORP.	GENV	O	8 3/4	9 1/4	- 1/2	- 5.40	10	6 1/2	58	1,121	9,808
TELE-COMMUNICATIONS	TCOM	O	3 1/2	3 1/2		+.00	5 1/4	2 7/8	50	5,281	18,483
TELEPROMPTER**	TP	N	8 1/4	8 7/8	- 5/8	- 7.04	9 3/8	5 3/4		16,646	137,329
TIME INC.	TL	N	36 1/4	36 3/8	- 1/8	- .34	38 3/4	32	13	25,000	906,250
TOCOM	TOCM	O	2 7/8	2 7/8		+.00	3 1/4	1 5/8	10	617	1,773
UA-COLUMBIA CABLE	UACC	O	16 3/4	16 1/4	+ 1/2	+ 3.07	16 3/4	9	13	1,700	28,475
UNITED CABLE TV**	UCTV	O	4 1/4	4 1/4		+.00	4 1/4	1 5/8	13	1,879	7,985
VIACOM	VIA	N	12 1/4	13 1/4	- 1	- 7.54	13 1/4	7 7/8	13	3,705	45,386
<b>TOTAL</b>									<b>96,685</b>	<b>1,539,013</b>	

Stock symbol	Exch.	Closing Wed. Jan. 26	Closing Wed. Jan. 19	Net change in week	% change in week	1976-77		PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
<b>Programming</b>											
COLUMBIA PICTURES	CPS	N	10 3/4	9 1/4	+ 1 1/2	+ 16.21	10 3/4	4 1/2	8	6,748	72,541
DISNEY	DIS	N	42	44 3/8	- 2 3/8	- 5.35	63	42	18	31,917	1,340,514
FILMWAYS	FWY	A	8 1/4	8 3/8	- 1/8	- 1.49	10 1/4	5 1/4	7	2,397	19,775
FOUR STAR			1	1		.00	1	1/4	10	667	667
GULF + WESTERN	GW	N	17 1/2	17 1/8	+ 3/8	+ 2.18	26 7/8	15 1/2	4	45,162	790,335
MCA	MCA	N	41 1/2	41 1/8	+ 3/8	+ .91	41 1/2	25	8	17,445	723,967
MGM	MGM	N	17 5/8	18	- 3/8	- 2.08	18	12 7/8	8	13,102	230,922
TELETRONICS INTL.	D		6	6 1/4	- 1/4	- 4.00	9 5/8	3 3/4	9	837	5,022
TRANSAMERICA	TA	N	14 1/2	14	+ 1/2	+ 3.57	14 5/8	8 1/4	9	64,973	942,108
20TH CENTURY-FOX	TF	N	12	11 3/4	+ 1/4	+ 2.12	15	8 3/4	10	7,568	90,816
WARNER	WCI	N	29 1/4	27 7/8	+ 1 3/8	+ 4.93	29 1/4	17 1/2	27	17,001	497,279
WRATHER	WCD	A	4 3/4	4 7/8	- 1/8	- 2.56	5 1/8	3 1/8	12	2,244	10,659
<b>TOTAL</b>										<b>210,061</b>	<b>4,724,605</b>

### Service

88DO INC.	88DO	D	23 1/4	22 1/2	+ 3/4	+ 3.33	23 1/4	16 3/4	8	2,513	58,427
COMSAT	CO	N	34 1/4	32 1/2	+ 1 3/4	+ 5.38	34 1/4	23 7/8	9	10,000	342,500
DOYLE DANE BERNBACH	DOYL	O	17	17 5/8	- 5/8	- 3.54	18 3/8	8 7/8	7	1,816	30,872
FOOTE CONE & BELDING	FCB	N	15 3/4	15	+ 3/4	+ 5.00	15 3/4	10 1/4	8	2,332	36,729
GREY ADVERTISING	GREY	O	17 1/4	16 3/4	+ 1/2	+ 2.98	17 1/4	6 7/8	6	1,104	19,044
INTERPUBLIC GROUP	IPG	N	31 7/8	29 3/4	+ 2 1/8	+ 7.14	31 7/8	16 3/8	8	2,290	72,993
MARVIN JOSEPHSON	MRVN	O	11	10 1/4	+ 3/4	+ 7.31	11	6 3/4	5	1,854	20,394
MCI COMMUNICATIONS**	MCIC	O	1 7/8	2 1/8	- 1/4	- 11.76	3 3/8	1 1/4		16,795	31,490
MOVIELAB	MOV	A	1 3/4	1 3/8	+ 3/8	+ 27.27	2 5/8	1	7	1,409	2,465
MPO VIDEOTRONICS	MPO	A	7 5/8	5 3/8	+ 2 1/4	+ 41.86	7 5/8	2 3/8	12	537	4,094
NEEDHAM, HARPER	NDHMA	O	11 3/8	11 1/4	+ 1/8	+ 1.11	11 3/8	5 5/8	6	823	9,361
A. C. NIELSEN	NIELB	O	20 1/2	20	+ 1/2	+ 2.50	24 5/8	16 3/4	12	10,762	220,621
OGILVY & MATHER	OGIL	O	32 1/4	32	+ 1/4	+ .78	33 1/4	17	8	1,805	58,211
J. WALTER THOMPSON	JWT	N	16 3/4	17	- 1/4	- 1.47	17 7/8	7 7/8	8	2,649	44,370
<b>TOTAL</b>										<b>56,689</b>	<b>951,571</b>

### Electronics/Manufacturing

AMPEX	APX	N	9 1/8	9 1/4	- 1/8	- 1.35	9 1/4	4 3/4	14	10,885	99,325
ARVIN INDUSTRIES	ARV	N	17 1/2	17 3/4	- 1/4	- 1.40	17 3/4	9 5/8	5	5,959	104,282
CCA ELECTRONICS*	CCA	O	1/8	1/8		.00	1/2	1/8	1	897	112
CETEC	CEC	A	2	2		.00	2 3/4	1 1/4	11	2,244	4,488
COHU, INC.	COH	A	2 5/8	2 1/2	+ 1/8	+ 5.00	3 5/8	2	24	1,617	4,244
CONRAC	CAX	N	24 1/4	24 7/8	- 5/8	- 2.51	29 1/8	20	7	1,427	34,604
EASTMAN KODAK	EASKO	N	77	81 7/8	- 4 7/8	- 5.95	116 3/4	77	20	161,347	12,423,719
FARINON ELECTRIC	FARN	O	10	9 1/2	+ 1/2	+ 5.26	11 1/2	7	14	4,291	42,910
GENERAL ELECTRIC	GE	N	53	53 1/2	- 1/2	- .93	58 3/4	46	14	184,581	9,782,793
HARRIS CORP.	HRS	N	34 3/8	32 7/8	+ 1 1/2	+ 4.56	57 1/4	28 1/2	15	12,216	419,925
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8		.00	6 1/2	2 3/4	8	480	1,500
INTL. VIDEO CORP.	IVCP	O	1	7/8	+ 1/8	+ 14.28	3 1/8	3/4		2,701	2,701
MICROWAVE ASSOC. INC	MAI	N	22 3/8	23	- 5/8	- 2.71	23	13 3/4	11	1,320	29,535
3M	MMM	N	51 7/8	53	- 1 1/8	- 2.12	66 1/2	51 7/8	20	114,240	5,926,200
MOTOROLA	MOT	N	52	53 1/4	- 1 1/4	- 2.34	57 3/4	41 1/4	20	28,353	1,474,356
N. AMERICAN PHILIPS	NPH	N	34 1/4	35 1/4	- 1	- 2.83	35 7/8	19 7/8	8	12,033	412,130
OAK INDUSTRIES	OEN	N	10 1/4	10 1/8	+ 1/8	+ 1.23	12 1/4	7 1/4	9	1,639	16,799
RCA	RCA	N	27 5/8	26 1/2	+ 1 1/8	+ 4.24	30	18 7/8	14	74,728	2,064,361
ROCKWELL INTL.	ROK	N	33 1/4	34 3/8	- 1 1/8	- 3.27	34 3/8	23 3/8	9	32,300	1,073,975
RSC INDUSTRIES	RSC	A	2	1 3/4	+ 1/4	+ 14.28	2 1/2	1 3/8	11	2,690	5,380
SCIENTIFIC-ATLANTA	SFA	A	20 5/8	21	- 3/8	- 1.78	21	10 1/4	14	1,668	34,402
SONY CORP.	SNE	N	8 5/8	8 5/8		.00	9 7/8	7 1/4	18	172,500	1,487,812
TEKTRONIX	TEK	N	59	59 1/2	- 1/2	- .84	67	44 1/4	15	8,671	511,589
TELEMATION	TIMT	O	3/4	3/4		.00	1	1/4	1	1,050	787
VARIAN ASSOCIATES	VAR	N	16 7/8	16 1/4	+ 5/8	+ 3.84	17 1/4	12	13	6,838	115,391
WESTINGHOUSE	WX	N	18 1/2	17 3/4	+ 3/4	+ 4.22	19 1/8	13	8	87,508	1,618,898
ZENITH	ZE	N	24 1/4	24 7/8	- 5/8	- 2.51	38 1/4	23 5/8	12	18,818	456,336
<b>TOTAL</b>										<b>953,001</b>	<b>38,148,554</b>
<b>GRAND TOTAL</b>										<b>1,774,749</b>	<b>57,870,447</b>

### Standard & Poor's Industrial Average

113.6

115.1

-1.5

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphil-Noyes Inc., Washington.  
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

\*Stock did not trade on Wednesday closing price shown is last traded price.  
\*\*No P/E ratio is computed, company registered net loss.  
\*\*\*Stock split.

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.



## Chip Shooshan: wielding a big blue pencil in communications rewrite

He has been called the Robert Redford of the Washington communications fraternity, this youthful (31) congressional aide with his trim figure and wholesome, cleft-chin good looks. But Chip Shooshan is far more than just another pretty face: He's a force to be reckoned with.

For more than two years, he has held the top staff post on the House Communications Subcommittee, a position which, because of its proximity to the subcommittee chairman and its members, makes Mr. Shooshan a significant power center in a project that could well change the face of broadcasting—the rewrite of the Communications Act of 1934.

And Mr. Shooshan is aware that he wouldn't win any popularity contests among broadcasters right now—not that he wants to. But he does want to win the trust of the industry.

"I know there was a great deal of animosity toward the staff as a result of the cable study," Mr. Shooshan says, in reference to a staff report that he oversaw last year and that broadcasters found substantially pro-cable TV. "I know there are a lot of broadcasters who feel as a result of that one document that, well, 'we can't get a fair shake from the Communications Subcommittee staff . . . and the committee members.'

"I think that's a big mistake. I think broadcasters and everybody can get a very fair shake from us . . . They'll get a receptive ear and they'll get people who are more conscious than they're aware of as to their problems under the existing act."

Members of the communications establishment, who are nervous about the rewrite project's potential for rocking their boats, are skeptical of these assurances, which they have heard several times by now from Mr. Shooshan. They are skeptical because he is not one of them. One prominent Washington broadcaster was quick to point out that Mr. Shooshan has had no experience in any industry, much less a regulated one. He also noted Mr. Shooshan's intense loyalty to the late Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) and that Mr. Shooshan often reflects Mr. Macdonald's combative style and penchant for secrecy. By contrast, Mr. Macdonald's successor, Lionel Van Deerlin (D-Calif.), has a more congenial, open, almost collegial style of leadership that seeks consensus rather than confrontation. This broadcaster says he isn't sure Mr. Shooshan has made the transition to that mode of operation.

But that is one broadcast view. To bal-



Harry Manuel Shooshan III—chief counsel, House Communications Subcommittee; b. Nov. 7, 1945, Wilmington, Del.; BA, Harvard University, 1968; JD, Georgetown University Law Center, 1976; U.S. Army Reserve, 1968-74, released as staff sergeant; administrative assistant to Representative Torbert Macdonald (D-Mass.), 1969-74; present post since 1974; m. Beverly Zankowsky, 1967; two children—Noelle, 8, Kimberly, 7.

ance it is Mr. Van Deerlin's decision to keep Mr. Shooshan as chief counsel and to have him head the Communications Act rewrite project at the staff level.

In conversation, Mr. Shooshan is serious and dispassionate. There's nothing there to betray the kinds of antibroadcast biases his detractors attribute to him. And even they concede his attributes. Said one, he's "bright, articulate, gutsy."

His resume, appearance, demeanor and life style are the stuff that make parents proud. A plethora of Harry's in Mr. Shooshan's greater family caused him to be nicknamed Chip, Chipper when he was younger, as in "chip off the old block." The block in this instance is his father, Harry M. Shooshan Jr., a career Washington civil servant who was deputy assistant secretary of interior before his retirement in 1974. It's more than coincidence that the son is in government service, too—the younger Shooshan aborted plans to become a doctor, settling on American government as his major in undergraduate school—but he doesn't intend to make government a career. He said he will hold his present job as long as Chairman Van Deerlin wants him, then he may turn to private legal practice.

He eschews the fashion among many Capitol Hill workers of carrying work home, guarding his spare time and weekends instead for activities with his family—his wife, Beverly, and two daughters. A large chunk of that time is devoted

to the Methodist church in his home suburb of Rockville, Md., where he and his wife are commissioners in a church community outreach program.

A lover of sports, Mr. Shooshan moonlights on Sundays during football season for the Washington Redskins, coordinating press-box communications and occasionally serving as a spotter for radio and TV commentators. He plays basketball and squash whenever he can drum up games in the neighborhood and at Mrs. Shooshan's urging, has joined her in daily two-mile jogs.

Mr. Shooshan's landing on the communications subcommittee staff was more by happenstance than design. Harvard-educated, his first job was as a summer intern for Representative Macdonald, also a Harvard graduate. After five years as Mr. Macdonald's administrative assistant, and nearing the finish of a law degree which he pursued in evenings at Georgetown University, he expressed a desire to move on. As it turned out, moving on meant moving from the congressman's personal office to the Communications Subcommittee.

In seven years with Mr. Macdonald, Mr. Shooshan developed a deep friendship with the congressman, regarding him almost as a second father. The legacy the congressman left with him is twofold. He learned, he says, that Congress is "tough on people. He once told me that you can have the best mind, and the best ability of anybody in the world, but when they're through with you, they're through. He taught me toughness . . . And he taught me humility. I don't for one minute think that Mr. Van Deerlin could not go out and find 18—118—people as well qualified as I am to sit here and be doing what I'm doing right now."

As is common among committee counsel on Capitol Hill, Mr. Shooshan had no special expertise going into his subcommittee job. While on Mr. Macdonald's personal staff he was involved with the Public Broadcasting Act of 1967, and the sports broadcasting antiblackout bill of 1973. The rest he has learned on the job.

In the subcommittee staff's preparation for the rewrite project, Mr. Shooshan has selected broadcasting as his own area of concentration. It is, he said, "an area . . . where the tree should be shaken a little bit." If he brings any specific biases to the task, he is keeping them to himself, allowing only that "my general philosophy is that I am somebody who feels there is too much regulation."

He said he begins the task with nothing up his sleeves. "I have an open mind," he repeats. "Let's analyze the situation and approach it with as many tools and as much information as we possibly can, and then see where we come out."

## Under the market

Television pricing is coming under more and more criticism, as the Ted Bates study reported elsewhere in this issue illustrates. Prices are unlikely to come down, however, unless the criticism turns into buyer resistance, and networks and stations find unsold inventories piling up. There are no signs of that, and for a reason: Television costs-per-thousand have stayed well below the inflation rate of the general economy, meaning television remains a good buy.

Some of Bates's own figures make that point. The agency has compared television C-P-M's for daytime network, evening network and spot television with the consumer price index, a commonly accepted indicator of general inflation. Through 1976 all categories of television advertising stayed far behind the CPI. Even if the Bates projections for 1977 turned out to be correct—and there will be broadcast sales officials who contest them—spot television would still trail consumer prices.

The feeling here is that Bates's estimates of C-P-M levels for network advertising in 1977 are on the surface excessive: Corrections in the market would almost certainly occur before those levels could be reached.

The universal feeling among broadcasting executives is that television has been underpriced and that price increases recently made possible by advertiser demand are realistic. That view is given strong support by the consumer price index comparisons.

## Right track

The budget submitted by President Ford contains a progressive feature that President Carter ought to retain or even improve—a reduction in the size of the Office of Telecommunications Policy. Since the office was created by Richard Nixon for the purpose—later made obvious—of exerting political influence for which there was neither need nor excuse, it has created more mischief than anything else.

Under its first director, OTP made overt efforts to suppress network news. After he left, its principal public work was the issuance of a wholly unscientific study asserting that room could be found in the VHF television spectrum for 96 more stations, clearly a proposal to divert UHF space from television to other use. The Ford budget would turn the office back toward its pre-Nixon role of supervising the assignment of those parts of the spectrum that are reserved for government. If Mr. Carter is serious about cutting overhead, he'll go at least as far.

## No free lunch

The American Newspaper Publishers Association and the Newspaper Advertising Bureau last week jointly announced a national campaign of at least three years duration to enlarge newspaper circulation. The extent and seriousness of this project tell something about the profound changes that are taking place in the competition among the media of journalism.

Daily newspapers have been losing circulation in numbers now large enough to shake publishers into funding the new cooperative campaign. At the same time the audience for television journalism has been growing; the three television networks' evening news programs collectively are delivering about 9% more viewers than they did a year ago. Nor has it escaped the publishers' attention that radio journalism is an advancing force, especially in the development of the all-news station.

The mix of media is further churned by the increasing num-

bers and vitality of specialty publications such as city magazines and suburban shoppers. And the prospect is that the competition will only intensify as new delivery systems, satellite-connected cable, for example, spread around the country. As Otto A. Silha, president of the Minneapolis Star and Tribune Co. and chairman of the Newspaper Advertising Bureau, predicted in announcing the circulation campaign, "Changes in the rest of this century are going to come at an even faster rate than they have since television first appeared upon the scene."

It is interesting to note that the newspapers' new circulation campaign includes research to assist editors in improving their product. Broadcasters must expect to cope not only with invigorated promotion by their newspaper competitors but also with brightened newspaper content that is intended to meet the challenges of broadcast news.

The coping will be easier if broadcasters continue to enlarge their commitment to the journalistic function of radio and television. As Mr. Silha said, the competition will get stiffer—not the least because of the campaign that the newspapers announced last week.

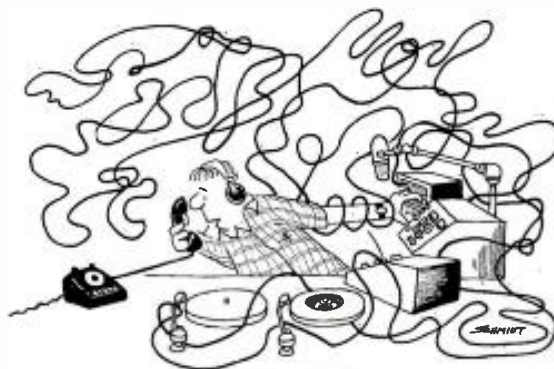
## Always room at the top

Of all of the changes in media management in recent months the resignation of Larry H. Israel from the presidency of The Washington Post Co. provoked greatest surprise. Usually changes at the top are dictated by retirements for age or health or by inferior performance.

Not so in Mr. Israel's case. Every division—newspapers, *Newsweek* and broadcasting—is a profit center and Mr. Israel, at 57, leaves with a record year in 1976 with the 1977 projection even brighter. Katharine Graham, chairman and chief executive—herself the biggest success story in contemporary communications—on Feb. 1 resumes the presidency which she relinquished when she promoted Mr. Israel three years ago.

Mr. Israel, it must be assumed, failed to find complete fulfillment despite the company's prosperity. His first love is broadcasting in which he achieved notable success at Westinghouse Broadcasting and, from 1968 to 1973, as head of Post-Newsweek stations. In seeking new opportunities, Mr. Israel will not overlook station ownership or programing innovations.

Mrs. Graham has built solidly, providing good depth in each division. Moreover, her media-oriented son, Donald E. Graham, 31, recently became general manager of Post newspaper operations and can be expected to move up the corporate ladder.



Drawn for BROADCASTING by Jack Schmidt

"Something seems to be wrong with the cart machine."

# Thank you, Walter Cronkite

We listened very carefully recently when Walter Cronkite, dean of American newscasters, and, as some polls have shown, one of the most trusted figures on television, addressed a group of radio and television news directors on the state of their craft. We admired his courage and perception in expressing a weakness in TV coverage that we've been trying for some time to bring to public attention.

Basically, Mr. Cronkite complained about television's problem in covering complex news issues adequately. "...In the compression process forced upon us by the severe limitations of time," he said, "the job is incredibly, almost impossibly, difficult. I'm afraid that we compress so well as to almost defy the viewer and listener to *understand* what we say. And when that becomes the fact, we cease to be communicators."

Mr. Cronkite wasn't talking specifically about energy news. But he could have been. With nearly three-quarters of the American public getting most of its news from television, we hold TV very largely responsible for public confusion and misunderstanding over America's energy problems.

The problem, he elaborated, is "the inadvertent and perhaps inevitable *distortion* that results through the hyper-compression we all are forced to exert to fit one hundred pounds of news into the one-pound sack that we are given to fill each night."

"The cumulative effect is devastating, eating away at our credibility," he said. "Perhaps it will take a while for the masses to catch on—they usually are the last to know the truth. But among the informed, the opinion leaders...the awareness is spreading—the awareness that our abbreviated versions of the news are suspect. They or their friends and associates have been victimized by our truncated reports, and they spread the word."

As one of TV's frequent "victims" we couldn't agree more with the tube's respected dean. We often see distortions when TV reports on large oil company profits, without any

mention of rate of return on investment, or other accepted yardsticks. We saw it when TV reported those 1973-74 rumors of tankers waiting offshore for higher prices, and then gave scant coverage to denials by the Coast Guard and others.

The time factor is only one shortcoming of television news programs. We'd also like to see Mr. Cronkite address the problem of television news shows being, essentially, entertainment vehicles and the fact that, in the drive for ratings, news directors—and broadcasters—will sometimes emphasize the emotional or visual aspect of a story in an effort to entertain rather than inform.

Obviously we at Mobil don't seriously expect television stations to bill their news programs as entertainment. But we do wish television news people would emulate their print colleagues and be a little more responsive to outside views. Newspapers and magazines at least allow advertising on public issues. They also print articles by free-lance journalists, and guest columnists are regularly featured within their pages. Ideally, we'd like television to adopt similar approaches. But commercial television networks won't allow outsiders to produce news shows. We know the sort of tight control networks maintain on the free flow of information. We've tried to offer in commercials the same kind of messages we present in this space. But we've been turned down.

Mr. Cronkite does suggest longer news programs so items can get fuller development. This, he feels, would provide "enough extra time for the explanatory phrase, the 'why' and the 'how' as well as the 'who,' 'what,' 'when,' and 'where.'"

"We must redouble our efforts," he adds, "to convince all those concerned that the republic, that the people, need this hour not just so we can do a different job, but so that we can do a better, more *honest* job of carrying this tremendous responsibility that rests on our shoulders."

Well said, Walter Cronkite.

The Mobil logo, consisting of the word "Mobil" in a bold, sans-serif font with a registered trademark symbol (®) to the upper right of the letter "i".



The surf dashing upon the rocky shore sounded a cacophony in the disappearing night.

A lone gull swooped, a cackling reminder to the angry sea.

Through the mist that crept along the edge of the cliff, two figures moved eerily toward a climactic confrontation.

A sliver of moonlight bathed their faces as he reached out and swept her up into his embrace.

And with the passion born of centuries he whispered, "Did you know that Xerox is a registered trademark of Xerox Corporation and, as a brand name, should be used only to identify its products and services?"