

Violence plot thickens as count escalates  
ABC's prime-time runaway turning into a rout

# Broadcasting Feb 28

The newswEEKly of broadcasting and allied arts

Our 46th Year 1977

NEWSPAPER

## Hour First Lady.



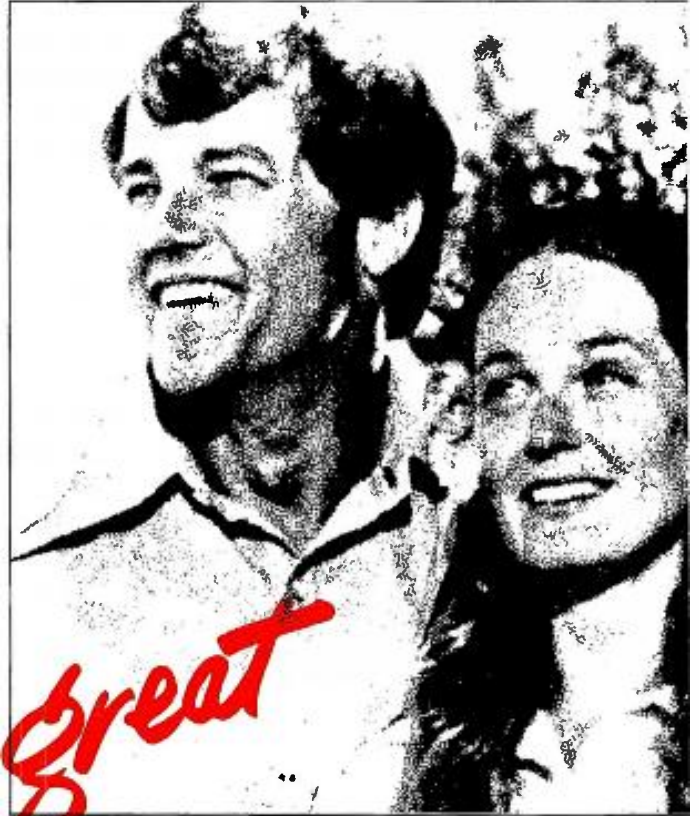
With the breathtaking figures!

The Bionic Woman<sup>®</sup>  
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A U L I R R A R Y  
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\*Or another appropriate title

**Viacom!**  
**Television's**  
**new major**  
**source for movies.**



**"Walking Tall"**

**45% share, 1st network telecast.**

**46% share, 2nd network telecast.**



## THE SCENE TEAM

THE SCENE TEAM – CELEBRATING OUR FIRST ANNIVERSARY OF BROADCASTING A FULL HOUR SCENE AT SIX – AND STILL ONE OF ONLY THREE STATIONS IN EITHER OF THE CAROLINAS WITH A FULL HOUR NEWSCAST EVERY WEEK NIGHT.

WE'RE ALSO STILL NUMBER ONE IN OUR TIME PERIOD AND BY FAR THE NUMBER ONE NEWSCAST IN THE GREENVILLE-SPARTANBURG-ASHEVILLE MARKET.\*

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GREENVILLE, SOUTH CAROLINA



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WABC-AM-FM-TV, Greenville, South Carolina  
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WLWT-TV, Cincinnati, Ohio  
WWNC-AM, Asheville, North Carolina  
WKY-AM, Louisville, Kentucky  
KAAY-AM, Little Rock, Arkansas  
KEZO-FM, Little Rock, Arkansas  
KEEL-AM, Shreveport, Louisiana  
KMBO-FM, Shreveport, Louisiana

\* SOURCE – NOVEMBER 1976 ARB AND NIELSEN' GREENVILLE-SPARTANBURG-ASHEVILLE.  
Subject to qualifications, available on request.

***“THE  
\$128,000 QUESTION”  
HAS AWARDED THE  
FOLLOWING PRIZES  
FOR FALL 1976.***

---

An average 48% more 18-34 women  
than lead-in programs on stations  
in 38 markets!

---

An average 46% more 18-34 women  
than year-ago programs on stations  
in 28 markets!

---

An average 28% more 18-49 women  
than lead-in programs on stations  
in 34 markets!

---

An average 31% more 18-49 women  
than year-ago programs on stations  
in 29 markets!

---

Only participating stations are eligible to win  
“The \$128,000 Question” prizes.

---

For your entry blank, call:



***VIACOM***



Source: NSI, Nov. 1976 and 1975. Audience estimates are subject to qualifications available on request.

# The Week in Brief

**THE VIOLENCE SCENE** □ It will be Congress's turn this week as Van Deerlin opens a one-day hearing. **PAGE 20.** There is more violence than ever, contend Gerbner and his colleague in their latest report. **PAGE 20.** ABC-TV's Pierce runs head-on at American Medical Association, answering criticisms and challenges to TV. **PAGE 21.** The PTA series of regional hearings continued in Los Angeles last week with more calls for programing reforms. **PAGE 21.**

**MAN IN THE NEWS: PERTSCHUK.** □ Carter's probable pick for the FTC chairmanship is well-known for his consumerist leanings from his work as counsel to the Senate Commerce Committee. **PAGE 23.**

**DROP-IN VOTE DUE** □ The FCC's decision on four short-spaced assignments is expected this week. Indications are that the proposal may be voted down. **PAGE 23.**

**SONDERLING ON PAYOLA** □ Group owner describes policies designed to prevent charges that his wol faces at FCC hearing. Commission turns up another promoter with tales of station's disk jockeys. **PAGE 24.**

**SWEEPING THE SWEEPS** □ ABC keeps winning in the February Arbitron and Nielsen counts. Its three-part *How The West Was Won* got a 50 share and all but one of its prime-time series captured 30 shares. **PAGE 25.**

**CARSON IN THE FLESH** □ The *Tonight* show is going live for the first time in 18 years. It's still strong in the ratings but ABC and CBS have been making late-night gains with police offerings. **PAGE 25.**

**ASK THE PRESIDENT** □ The party line to the White House will be open Saturday afternoon as CBS Radio offers the telephone-to-Carter show. Here's how it will work. **PAGE 28.**

**McGANNON PERSISTS** □ Group W prods the FCC to rule on its earlier petition that networks be required to provide advance viewings of programing. **PAGE 29.**

**GRAMMY AWARDS** □ Stevie Wonder was the big winner, taking top honors in four categories. **PAGE 29.**

**NAB ELECTION SURPRISES** □ In the final tally, Donald Jones, vice chairman of the radio board, was defeated and thus derailed from the track to the radio

chairmanship. Another eyebrow raiser: Ben Laird lost his class B market seat. **PAGE 32.**

**A HOLD ON OTP CHANGES** □ Carter's budget revision contains a message that the Office of Telecommunications Policy should not be disturbed until there is clarification of its ultimate role. The new figures also give a break to public stations. **PAGE 34.**

**ONE STEP FURTHER** □ The National Black Media Coalition has expanded on an idea expressed by the Congressional Black Caucus to the FCC concerning minority ownership. **PAGE 35.**

**WAIT JUST A MOMENT** □ President Carter withdraws three nominations to the CPB board made by former President Ford. **PAGE 40.**

**PROJECT UNDER WAY** □ PBS gets things moving on captioning TV for the hearing-impaired by asking bids for home decoders. **PAGE 40.**

**GONE WITH THE WIND** □ Opinions expressed in a meeting at the Center for Strategic and International Studies are that satellite-to-home television is dead for at least a decade. **PAGE 44.**

**TO MARKET, TO MARKET** □ Hearings schedule on over-the-counter drug advertising is set up by the Federal Trade Commission. **PAGE 45.**

**A WOMAN SCORNE** □ DKG Advertising turns CBS-TV's refusal to telecast its Muriel cigar commercials into a money-making campaign. **PAGE 45.**

**UP AND AWAY** □ Procter & Gamble leads the top-100 advertisers for 1976. Totals for the year show that spot sponsors spent 31% more than they did the previous year. **PAGE 45.**

**LIFT THE YOKE** □ NCTA and cable systems don't want the burden of more "paperwork" with the Copyright Office. **PAGE 47.**

**THE SOUND APPROACH** □ The creative urge and network radio are being successfully combined by George Arkedis. And the vice president and general manger of CBS Radio makes it clear that this is only the beginning. **PAGE 55.**

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**Please Don't Eat The Daisies is rated PG**  
(Pure Goodness)

This sparkling comedy and sophisticated commentary on human behavior has proven itself time and time again, both on network and in syndication. Fifty-eight fun-filled half-hours that deliver huge family audiences. "Please Don't Eat The Daisies." From **MGM TELEVISION**



# Closed Circuit<sup>®</sup>

Insider report: behind the scene, before the fact

## Does he, or doesn't he?

Does Charles Ferris, general counsel to House Speaker Thomas P. O'Neill (D-Mass.), have commitment from President Carter to be named chairman of FCC? Answer depends on which authoritative source you believe. Congressional officials claiming solid information say Mr. Ferris does indeed have lock on job. (However, one congressional source equivocates to this extent: He is not sure commitment is for chairmanship or simply for membership on commission.)

White House sources, on other hand, last week said their solid information has it that no decision on FCC chairmanship has been made. All they will say about Mr. Ferris is that he is under consideration, which is what White House has been saying for weeks. It's been long time since FCC watchers have heard such conflicting reports from such knowledgeable sources.

## Easing off

Broadcasters worried about provision in FCC rulemaking detailing kinds of programing records that radio and television stations would be required to make available for public inspection may have reason to breathe easier. Provision deals with tapes and transcripts of news and public affairs programs. Broadcasters have complained of burden this would involve. Chairman Richard E. Wiley and Commissioner Margita White expressed their sympathy on that point (BROADCASTING, Nov. 29, 1976), and now betting is that that part of rulemaking will not be adopted, at least in anything like its present form. As one official said, "It's not very popular."

## Whole ball game

In unusual radio buy, Champion Spark Plugs Inc., Toledo, Ohio, will invest in sponsorship of all 1977 major league baseball games (24 teams in 20 cities) at cost estimated at \$2 million. It's believed to be first time any advertiser has bought into all teams and marks shift for Champion into radio after splurge in baseball on TV in previous years. Champion's agency is J. Walter Thompson Co., New York.

## Baker's baby

Knoxville, Tenn., is regarded as critical market among four that FCC is considering for VHF drop-ins (see page 23). It's subject of most political pressure. Senate Minority Leader Howard H. Baker Jr. (R-Tenn.) and his staffers have been articulate in advocacy of introduction into Knoxville of channel 8, which presumably would be earmarked for WTVK(TV), ABC-

TV affiliate that has occupied channel 26 since 1953.

Under FCC rules, co-channel separation is set at minimum of 170 miles, but Knoxville drop-in would be 17.68 miles closer to noncommercial WGTW(TV) Athens, Ga., than rules now allow and 16.9 miles closer to noncommercial WDCN-TV Nashville.

## Busy, busy

Robert D. Wood is alive and well and working hard in Southern California. Since his resignation as president of CBS-TV last April (to be replaced by Robert J. Wussler), Mr. Wood has sold *Wacko*, Saturday-morning children's series, to CBS-TV (show kicks off next September), and is readying three pilots for production at CBS: 60-minute action drama starring Jason Miller ("The Exorcist") as prison psychiatrist; *The Plant Family*, sitcom; and his most elaborate project, *Tahiti Station*, two-hour pilot set on naval base during years leading up to World War II. In addition, Mr. Wood is putting finishing touches on controversial script he ordered for made-for-TV movie based on quiz-show scandals of late 1950's.

## Over the line

Despite FCC actions to curb them in past, commercial-like practices of noncommercial stations continue to be of concern. So commission is preparing to deal with issue again, initially with notice of inquiry that would seek guidance and information on number of matters. For instance, draft notice prepared by staff refers to difficulty in distinguishing bulletin-board announcement of community activities from hard-sell pitch, and asks for comments on rule that would limit ban on promotional announcements to those that "directly" promote sales.

With notice, commission would revisit troublesome question of auctions that noncommercial stations hold to raise money. Among other things, commission would seek information as to percent of auction income that is provided by underwriters, who get on-air plugs. Commission has heard of one licensee whose definition of underwriter includes individual who provides coffee for studio personnel conducting auction.

Notice, which may be issued this week, asks for suggestions as to other areas to explore, and says other notices of inquiry or rulemaking will be issued if warranted.

## Prices at night

Johnny Carson's *Tonight* show ratings may have slipped somewhat in last year or so (see page 25) but, according to agency

sources, NBC is still commanding healthy \$17,000 for each 30-second spot. In contrast, ABC and CBS both average about \$10,000 for 30-second spot on their late-night mix of off-network reruns and movies. Sources say, however, that all three networks' late-night prices will climb in second quarter, when advertiser money begins dropping away from prime-time (because of rampant reruns) and seeking fringe periods for network buys.

## Public people

With President Carter expected to send his nominations for three vacancies on Corporation for Public Broadcasting Board to Senate soon (see page 40), CPB watchers are focusing in on former FCC Chairman Newton Minow, now with Chicago law firm of Sidley & Austin; Kathleen Nolan, president of Screen Actors Guild, and Roger Wilkins, *New York Times* editorial page writer and son of outgoing NAACP chief, Roy Wilkins.

## Voice of experience

It's now definite that veteran broadcaster-diplomat, Howard Chernoff, will become senior consultant to House Subcommittee on Communications in drafting of new Communications Act "Closed Circuit," (BROADCASTING, Feb. 14). Mr. Chernoff, 69, will meet with subcommittee chairman, Lionel Van Deerlin (D-Calif.), in next few days on contract covering his consultancy for current session.

Mr. Chernoff is expected to do his spade work at his San Diego home (Mr. Van Deerlin's district) making Washington trips when needed. He will provide "old pro" expertise to staff headed by Harry M. (Chip) Shooshan III, who, at 31, is subcommittee chief counsel and motorman on proposed "basement-to-penthouse" rewrite of Communications Act of 1934.

## Academic aid

National Association of Broadcasters has secured services of Dr. Anthony Ottinger, Harvard professor who directs annual communications seminar at Harvard for businessmen, to help plan telecommunications conference NAB will sponsor at Virginia's Airlie House June 19-21. Dr. Ottinger, director of Harvard Program on Information Resources Policy, is also chairman of Massachusetts Cable TV Commission, of which NAB radio board chairman, Donald Thurston was once member. NAB conference was Mr. Thurston's idea. He, Dr. Ottinger and NAB executives will get together in early March to plan program.

# Business Briefly

**Kraft** □ Kraft Miracle margarine will get four-week spot-radio promotion beginning in early March. Needham, Harper & Steers, Chicago, will schedule spots in six markets to reach women, 25-49.

**Firestone** □ Tire manufacturer will launch three-week spot-TV promotion beginning in late March. Sweeney & James, Cleveland, will seek spots in 100 markets during fringe-time and prime-time periods, targeting spots to men, 25-54.

**Johnson & Johnson** □ Baby shampoo will get spot-radio campaign starting in early March. SSC&B, New York, will schedule radio spots in at least 25 markets to reach teen-agers.

**General Electric** □ Company will place two-week TV spotlight on its microwave ovens starting in late April. Alford Advertising, Atlanta, will seek TV spots in about 15 markets, zeroing in on women, 18-49, during daytime, fringe-time and prime-time hours.

**Colgate-Palmolive** □ Cold Power laundry detergent will get four-week spot-radio promotion in mid-March. Norman Craig & Kummel, New York, will place spots in Detroit, directing them to women, 18-49.

**Swift** □ Food manufacturer will feature Sizzlean meat product in four-week spot-TV campaign beginning in March. Wm. Esty, New York, gears TV spots in fringe-

time viewing periods, targeted to women, 18-49, and men, 18-34.

**Sunbeam** □ Centurian smoke alarm detector is set for three-week spot-TV promotion early in March. Foote, Cone & Belding, Chicago, will schedule spots in nine markets during fringe-time periods to reach adults, 25-54.

**Carrier** □ Roger Staubach (I) of Dallas Cowboys and Fran Tarkenton of



Minnesota Vikings team up in Carrier TV promotion that will begin in March on network sports programs, including *U.S. Open*, *Tennis Tournament of Champions*, *Monday Night Baseball* and *Wide World of Sports*. Mr. Staubach will extol company's Heat Pump summer cooling capabilities in discussion with his northern rival, who will describe wintertime virtues of system for home heating. Agency is N. W. Ayer ABH International, New York, whose target audience is men, 21-49.

**E. J. Brach & Sons** □ Candy company will feature its non-chocolate candies in

five-week spot-TV promotion starting in early April. Meyerhoff, Chicago, will buy spots in early and late fringe-time periods, aiming for women, 18-49.

**Delta Airlines** □ Company is arranging 39-52 week spot-radio drive beginning in mid-April. Burke Dowling Adams, Atlanta, will place spots in East Coast markets, gearing them to adults, 25-64.

**General Tire** □ Company will launch four-week spot-TV drive in late March. D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., will place spots in 16 markets during fringe-time and news-time periods. Demographic target is men, 25-54.

**Playboy** □ Clubs will be featured in spot-TV promotion for club keys beginning in early May. A. Eicoff, Chicago, will schedule TV spots in about six markets during late fringe-time and weekend periods, gearing spots to all men.

**L'Eggs** □ Pantyhose is featured in nine-week spot-radio campaign starting in late March. Spots are being placed in 14 markets by Dancer-Fitzgerald-Sample, New York, gearing them to women, 18-49.

**7-11 Stores** □ Grocery chain will spotlight its Slurpee Monster Cups in two-week spot-TV promotion beginning in early March. Media Corp. of America, New York, is gearing spots to children, 6-11, and teen-agers.

**Helene Curtis** □ Beauty products manufacturer will place spotlight on its Everynight shampoo starting in early March. Altman, Stoller & Weiss, New York, will place spots for 17 weeks in at least 15 markets. Women, 12-34, are target audience.

**Planters** □ Curtiss candy will be featured in five-week spot-radio drive beginning in March. Lee King & Partners, Chicago, will place radio spots in at least eight Californian markets, seeking to reach teen-agers.

**Hobart** □ Kitchen aid division will feature its dishwasher in seven-week spot-TV drive in early April. Griswold-Eshleman, Cleveland, will arrange spots during news-time periods in 17 markets to reach women, 25-54.

**Weber Stephens** □ Grills will be featured in three-week spot-TV campaign beginning in late March. Co-Ordination Group, Chicago, will arrange TV spots in 45 markets, seeking to reach men, 25-54.

**Georgia Pacific** □ Paper product

## BAR reports television-network sales as of Feb. 6

ABC \$113,136,900 (33.2%) □ CBS \$109,918,600 (32.2%) □ NBC \$117,834,800 (34.6%)

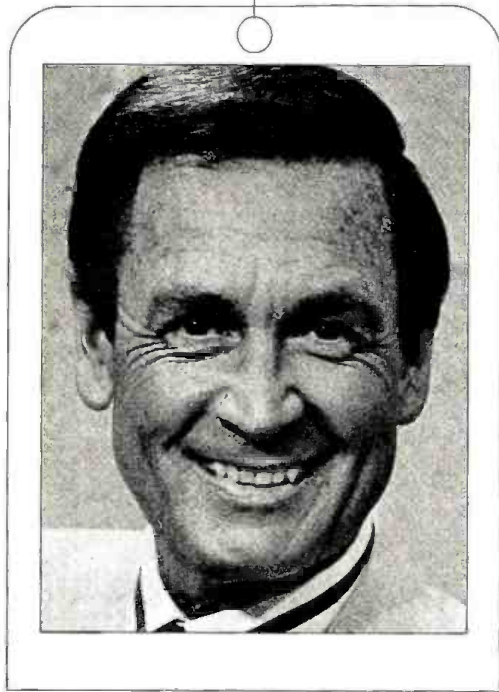
Day parts	Total minutes week ended Feb. 6	Total dollars week ended Feb. 6	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	147	\$ 812,900	691	\$ 3,872,800	\$ 3,636,900	+ 6.5
Monday-Friday 10 a.m.-6 p.m.	995	14,559,800	4,922	70,405,800	64,517,300	+ 9.1
Saturday-Sunday Sign-on-6 p.m.	310	6,871,800	1,913	50,529,300	40,548,500	+24.6
Monday-Saturday 6 p.m.-7:30 p.m.	100	4,656,900	526	19,673,900	16,463,500	+19.5
Sunday 6 p.m.-7:30 p.m.	26	1,239,800	130	7,530,500	6,371,700	+18.2
Monday-Sunday 7:30 p.m.-11 p.m.	408	31,932,900	2,191	168,042,700	141,192,200	+19.0
Monday-Sunday 11 p.m.-Sign-off	211	4,551,400	1,017	20,835,300	18,837,700	+10.6
<b>Total</b>	<b>2,197</b>	<b>\$63,625,500</b>	<b>11,930</b>	<b>\$340,890,300</b>	<b>\$291,567,800</b>	<b>+16.9</b>

Source: Broadcast Advertisers Reports



**Goodson-Todman's**

**"THE PRICE  
IS RIGHT"**



**Starring  
new host  
Bob Barker  
for 1977-78.**

**Viacom has never offered you a better Price.**



### Rep appointments

- KDeO(AM) San Diego: Jack Masla, New York.
- KSGR(AM)-KDOT-FM Phoenix-Scottsdale: Bill Dahlsten & Associates, Los Angeles.
- WTRF-TV Wheeling, W.Va.: Kettell-Carter, Boston.

company takes three spot-TV flights starting in mid-April, early May and mid-May. Wilson, Haight & Welch, Greenwich, Conn., will place spots in West Coast markets, during fringe and day time peaks. Demographic target is women, 25-49.

### American Home Products □

Dennison's chili will get nine-week spot-radio promotion beginning in March. J.F. Murray, New York, will seek spots in at least 12 markets, zeroing in on women, 18-49.

### Carling National Breweries □

Brewery is planning two spot-TV flights for its Tuborg beer in mid-March and early April for two weeks each. W.B. Doner, Baltimore, will schedule spots during late fringe-time and prime-time periods, aiming to reach men, 18-49.

**Getty** □ Premium and unleaded gasoline will be featured in spot-radio and

More power for less money.



TV campaign beginning in March and running for one year. DKG Advertising, New York, will seek radio spots in nine Northeast markets and places TV spots in eight markets, including New York, Boston and Philadelphia, during sports and late fringe-time periods. Men, 25-54, are target audience.

**Best Foods** □ Argo corn starch will be featured in three-week spot-radio drive starting in late March. RDR Associates, New York, will gear spots to reach adults, 18 and over, placing spots in seven markets.

**Pacific Telephone** □ Company has 20-week spot-radio drive set to start in early March. BBDO, San Francisco, will schedule spots in western markets, aiming to reach men, 25-49.

**Micro Display Systems** □ Digital

watches will get nine-week spot-TV promotion starting in April. Popejoy & Fischel, Dallas, will place spots in about 12 markets during day, fringe and sports periods, zeroing in on adults, 18-49.

**Lufthansa** □ Airline is mapping five-week spot-radio flight beginning in early April. McCann-Erickson, New York, will arrange spots in five markets, including New York and Los Angeles, gearing them to adults, 25-64.

**Turtle Wax** □ Company will feature its auto polish in eight-week spot-radio drive beginning in May. Marvin H. Frank, Chicago, will place spots in about 58 markets, targeting them to men, 18-34.

**Midland International** □ CB radios are set for six-week spot-TV campaign, starting in early March. Young & Rubicam, New York, will buy into 70 markets to reach men and women, 18-34, and will place spots in special, prime-time and news-time periods.

**Alexander & Alexander** □ Insurance company is arranging for four-to-six week spot-radio and TV promotion beginning in late March. Clyne, New York, will place radio spots in 13 markets and TV spots in about 10 markets, zeroing in on men, 35 and over.

**Rohm & Haas** □ Company has eight-week radio-spot drive set for its Diathene fertilizer starting in early March. Al Paul Lefton, Philadelphia, will gear spots to men and farmers.

**International Salt** □ Sterling salt takes two four-week spot-TV flights in early March and early May. Weightman Advertising, Philadelphia, will place spots in daytime and fringe-time periods, gearing them to women, 25-49.

**Posner** □ Black cosmetic firm will sponsor six-month spot-radio promotion beginning in March, during new radio program, *Sugar Hill*, which is being launched via syndication on black-programed radio stations. Shaller Rubin Associates, New York, will place spots in 100 markets.

**Fred Perry** □ Tennis balls will be featured in 15-week spot-TV push slated for early April. Harris-Drutt Advertising, Philadelphia, will schedule spots in at least three markets, zeroing in on adults, 18-49.

**Michigan Cottage Cheese** □ Yogurt will be featured in six-week spot-TV flight starting in early April. Target Media, Chicago, will buy spots in six markets to reach women, 18-49.

**Murray Ohio** □ Bicycles will be featured in spot-TV campaign beginning in late April. Keller-Crescent, Evansville, Ind., will schedule spots in children's viewing time periods, seeking to reach children of all ages.

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# Broadcasting

The newswEEKly of broadcasting and allied arts

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Founded in 1931 as *Broadcasting*—*The News Magazine of the Fifth Estate*. □ *Broadcast Advertising* was acquired in 1932. *Broadcast Reporter* in 1933. *Telecast* in 1953 and *Television* in 1961. *Broadcasting-Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ \*Reg. U.S. Patent Office. □ Copyright 1977 by Broadcasting Publications Inc.



Let's face it:

## Sooner or Later we'll be in your office.

This is the "year of the computer" for many broadcasters. Why? Paperwork. Regulations. Reports. We broadcasters are loaded with them. A computer solves the problems. Accurate logs. Easy compliance. No schedule errors. Accurate, complete, fast management reports and projections. Improved invoices and statements, speeding cash flow. For your operations, discipline; for you, control.

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PAPERWORK SYSTEMS INC.

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Hal Davis, president, Grey & Davis, New York

## Fair game for media fishermen

Remember when television discovered retailing as a brand new category? Now, going into the tail end of the 70's, there is another industry ready for television. It's an industry that grosses more than \$750 million yearly. It stretches into all 50 states. It has existed for 200 years. This industry is fairs.

Fairs have not made good cocktail conversation for New York agency executives. They are not in the forefront of the minds of account managers or media directors. There are no pro-am tournaments at fairs to add glamour for agency chairmen.

All of the above is perfectly true. But consider these facts. Fairs attract some 150 million Americans every year, with the numbers going up annually. Fairs bring the whole family in a relaxed buying mood. Fairs entice mothers, fathers, teenagers and youngsters who are curious about new products and have a great yearning for entertaining information. They are partial to agricultural news—such as food processes—because fairs bring them back to relations with the earth. That's one of the reasons young people like fairs.

The simplicity is deceptive, however. The modern fair is a blend of top entertainment, advanced technology, vital information and just plain fun, carefully packaged so it appeals to people.

Fairs have an association that is almost 100 years old, the International Association of Fairs and Expositions. Its 325 members spend more than \$40,000,000 a year on entertainment. They spend millions of dollars on media. At the recent annual IAFE convention in Las Vegas the halls and suites were chock full of biggies from the entertainment business. They were, so far as I was concerned, notably lacking in media representation.

Why should fairs be invisible to the people who are combing the grass roots for new television categories? That's a question that's fascinating for salesmen to ponder. Maybe fairs are too obvious. Maybe the fact that national corporations have overlooked fairs as a marketing vehicle plays a part in media thinking. Maybe nobody has bothered to collect any facts on the subject.

Are fair managers like the old merchandise managers in department stores who grew up with print and weren't comfortable with electronics? Maybe. But a recent survey of IAFE fairs reveals some fascinating facts on media.

More and more fairs are employing advertising agencies to handle their communications. These agency professionals



Hal Davis has been with Grey Advertising for 20 years. He spent 12 years in various top advertising and marketing posts with the agency itself before moving to its public-relations subsidiary, Grey & Davis, where he is president. Earlier, Mr. Davis was for 11 years with Kenyon & Eckhardt, New York, where he rose to vice president and board member.

are bringing fresh outside thinking to these accounts. Since the association encourages the widest dissemination of ideas among its members, fair managers are now conscious of nuances in media selection and usage unthought of in the industry 15 years ago.

Many major fairs spend well into six figures on media for their usual 10-12 days of operations. Many others spend close to six figures for their media investment. Not a bad pool at all for media fishermen.

Some more notions to intrigue the creators of rate cards. Until last year, national brands were absent from fairs except at local or regional levels. That is, the local bottlers fight to make a dent at fairs, local dealer organizations show up, a local manager of a national brand may use a fair for a promotion—but to the best of our knowledge, no brand had ever brought a plan to fairs on a national basis.

That changed in 1976. For example, Matsushita Electric was looking for a bi-centennial happening that would carry out its feelings of appreciation for the support the U.S. has given to Matsushita's Panasonic products. So it chose a young singing and dancing group called Up With People to carry the Matsushita message of goodwill and appreciation to the American public. Matsushita chose fairs as the place for the performances because fairs gave it

access to people. The plan was completely successful for Matsushita.

In Ohio, there is an oil company called Marathon. Although its consumer products are marketed basically in five Midwestern states, the company itself is known and respected internationally.

Marathon tested 12 fairs. They brought intense community involvement, enabled Marathon people to meet local people face to face and served as a base of an effective total marketing project.

American Honda was another company that realized fairs could be selling tools. It introduced a new product at fairs as a test of interest and buying power.

In 1977, additional national brands are going into fairs. And what does that mean for television? It means that sophisticated marketers are going to back up their fair programs with media support. Is TV ready for a dual sale? At this moment, the answer must be in the negative.

Given a new category of national brands going into fairs on an expanded level, it is possible to project several hundred million dollars of advertising expended by fairs and corporations, plus the use of fairs as the sites for commercials and program originations.

Those of us who are connected with the fair industry would like to see television, radio and, indeed, newspapers concerned with this market. For, despite the growth of advertising agencies handling fairs, all could profit from advice and counsel and research as to the best way to spend media dollars. For the first time in IAFE history, fairs are engaging in a Hall of Fame Communications contest this year. All fairs are competing, in their classification, for prizes covering the most creative uses of media, the quality of their advertising, the look of their graphics, the total value of their communications. Just as the media encouraged the food industry to use their dollars in productive fashion, so must media (and television seems to be wide open) encourage the fair industry in the proper spending of its funds.

As somebody who has bought time and space, promoted time and space, worked on the total communications of an individual fair as well as providing counsel for IAFE, it is heartening to see new business spring up to replace and exceed industries suffering from hardening of the communications arteries. It is also fun to reflect upon the opportunities that are missed by planners and researchers whose efforts are supposedly devoted to searching out new sales horizons.

When IAFE convenes again in Las Vegas next December it will be instructive to see what has happened during the year between the electronic and fair industries.



## How do you sell \$125,000 worth of powerboats with a 30-second spot? Get the creative film look.

Hess Marine of Pensacola, Florida, reeled in a lot of sales in a 10-day promotion to the powerboat market.

Jack McAndrews, owner of Hess Marine, took a friend, a camera and a lockerful of ideas out for four days of filming boats doing what boats do best.

He brought back a catch of running shots with all the beauty and color of white hulls against a blue-water background, flashy turns and foamy wakes—everything that could turn a landlubber into an old salt.

The footage was edited for broadcasting and an exciting

30-second spot resulted. It brought in prospects from more than 100 miles away—as many as 1000 prospects on one Sunday alone.

“The promotion made big waves,” says Jack. “We sold about \$125,000 worth of Hess merchandise, two months before my regular season.

“Using film for my commercial gave me a lot of confidence. I knew I could do the job with film because it gives me creative freedom. It’s easy to handle. I get bright colors, and I’ve found it’s the least-expensive, most reliable medium for my purposes.”

It’s solid proof that you don’t

need a million-dollar budget to look like a million dollars.

For more on the film look and how it’s bringing in business for retailers and clients, call or write your local Kodak office.

Eastman Kodak Company, Dept. 640  
Rochester, New York 14650

If you’d like to find out more about the power of film for your clients’ TV commercials, send for more information, today.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

**The creative film look. It sells.**



■ indicates new or revised listing

## This week

**Feb. 28**—Revised date for start of *Federal Trade Commission's* public hearing on proposed trade regulation rule on over-the-counter drug advertising. Original date was Jan. 10. FTC building, Washington.

**Feb. 28**—*Mutual Broadcasting System's* agency-ad-

vertiser luncheon presentation, "The Feeling Is Mutual." Sheraton Motor Inn, Battle Creek, Mich.

**March 1**—Deadline for entries in *American Osteopathic Association's* journalism awards competition. Award of \$1,000 will be given for the print article or broadcast on osteopathic medicine judged most outstanding. Contact: AOA, 212 East Ohio Street, Chicago 60611.

**March 1**—Deadline for radio and television entries in

annual competition for Gavel Awards of the *American Bar Association* for programming "increasing public understanding of the American system of law and justice." Same deadline prevails for entries in magazine-newspaper categories and other media categories (including wire services and news syndicates). Deadlines for books will be Feb. 1. Entry form and information: Gavel Awards, ABA, 1155 East 60th Street, Chicago 60637.

**March 1**—*Television Bureau of Advertising* regional sales seminar. MGM Grand hotel, Las Vegas.

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

**March 1**—Deadline for entries in the 1976 Roy W. Howard Awards, sponsored by *The Scripps-Howard Foundation* to recognize public service during 1976 by a commercial radio station and a commercial TV station. (Similar awards will be made for newspapers.) A bronze plaque and a cash award of \$2,500 will be given. Additional prizes may be awarded at the discretion of the foundation. Entries: F. Ben Hevel, The Scripps-Howard Foundation, 500 Central Avenue, Cincinnati 45202.

**March 1**—FCC's new 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 April 1. FCC, Washington.

**March 1**—FCC's new deadline for comments on cable television syndicated program exclusivity rules and their effect on viewing public (Docket 20988). Replies are due April 1. FCC, Washington.

■ **March 1**—Extended deadline for nominations for Broadcast Preceptor awards to men and women who have contributed to industry standards and accomplishment. Also entries in Broadcast Media Awards competition for excellence in local programming. Awards will be presented during April 24-29 Broadcast Industry Conference of *San Francisco State University*. Information: Janet Lee Miller or Darryl Compton, SFU, 1600 Holloway Avenue, San Francisco 94132.

**March 1-2**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation. "The Feeling Is Mutual." The Michigan Inn, Detroit.

■ **March 2**—FCC's new deadline for replies concerning congressional Black Caucus petition for policy promoting minority ownership in certain renewal and revocation cases (RM-2811). FCC, Washington.

**March 2**—Hearing on TV violence before *House Communications Subcommittee*. Rayburn House Office building, Washington.

**March 2**—International Broadcasting Awards dinner of *Hollywood Radio and Television Society*. In addition, HRTS "Women of the Year" awards will be presented to Penny Marshall and Cindy Williams (*Laverne and Shirley*). Century Plaza hotel, Hollywood.

**March 2**—*Council of Churches of the City of New York's* 13th annual broadcast awards luncheon. Americana hotel, New York.

**March 2**—FCC's deadline for comments on its inquiry into proposed reduction of interference-causing emissions for CB class D transmitters to decrease interference to television and other services (Docket 21000). Replies are due April 1. FCC, Washington.

**March 2**—*Radio Advertising Bureau* sales clinic. Sheraton-Royal hotel, Kansas City, Mo.

**March 2**—*Ohio Association of Broadcasters* legislative dinner. Sheraton Columbus. (Rescheduled from Feb. 9 due to legislators' involvement with state's weather/energy problems.)

**March 2**—*Pennsylvania Association of Broadcasters* Pennsylvania congressional delegation-Gold Medal award reception and dinner. Washington Hilton hotel, Washington.

**March 3**—*Television Bureau of Advertising* regional



FM-601 STEREO AGC/LIMITER

- Peak/average comparator design assures maximum signal
- Fast 5 usec attack time for 10 dB limiting
- Both stereo channels automatically tracked in one package

Broadcast Electronics' new advanced design Stereo AGC/ Limiter does everything an FM broadcaster needs to maximize and improve his FM signal. Unique signal processing including peak/average comparator, fast 5 usec attack time, audio gating to minimize unwanted noise and return to normal gain circuitry does it all. Everything is in one compact package.

One stereo processor at \$1795.00 does the work of two conventional AGC's and two limiters. Monaural version FM-600 at \$1495.00 replaces one AGC and one limiter.

For details call or write Broadcast Electronics, 8810 Brookville Road, Silver Spring, Maryland 20910. Telephone: 301/587-1800.

## BROADCAST ELECTRONICS, INC.

PRODUCERS OF *Spectra* TAPE CARTRIDGE EQUIPMENT

A FILMWAYS COMPANY



sales seminar. Hyatt Regency O'Hare, Chicago.

**March 3**—Radio Advertising Bureau sales clinic. Chicago Marriott, Chicago.

**March 3**—FCC's new deadline for comments on proposed rulemaking to consider regulation of interference from CATV systems to aircraft communications (Docket 21006). Replies are now due April 1. FCC, Washington.

**March 3**—Radio-Television Correspondents Association banquet. Washington Hilton, Washington.

**March 4**—Mutual Broadcasting System's agency-advertiser luncheon presentation. "The Feeling Is Mutual." Netherland Hilton, Cincinnati.

**March 4-5**—NBC Forum to examine American political process and how it can be improved (BROADCASTING, Feb. 14). Capital Hilton hotel, Washington. Arrangements: Alvin H. Perlmutter, NBC News vice president.

## Also in March

**March 7**—Mutual Broadcasting System's agency-advertiser luncheon presentation. "The Feeling Is Mutual." The Tangler Restaurant, Akron, Ohio.

**March 8**—New York State Broadcasters Association 23rd annual membership meeting. Americana Inn, Albany.

**March 8**—New York State Broadcasters Association annual legislative reception. The New York State Museum, Albany.

**March 8**—Mutual Broadcasting System's agency-advertiser luncheon presentation. "The Feeling Is Mutual." The Bond Court, Cleveland.

**March 8**—International Radio and Television Society's Gold Medal Dinner honoring CBS on its 50th anniversary. Americana hotel, New York.

**March 9**—Mutual Broadcasting System's agency-advertiser luncheon presentation. "The Feeling Is Mutual." Pittsburgh Hilton, Pittsburgh.

**March 9-10**—Workshop on local information display for cable industry sponsored by Reuters news agency. Sessions to include sections on technical services, marketing and management. Regency Hotel, Denver.

**March 10-11**—Television Bureau of Advertising communications seminar for sales and management personnel. TVB headquarters, New York.

**March 11**—Mutual Broadcasting System's agency-advertiser luncheon presentation. "The Feeling Is Mutual." Americana Inn Townhouse, Rochester, N.Y.

**March 11-13**—NBC News seventh annual eastern regional conference of news managers of NBC TV and radio affiliates. Workshops and panels will examine technical and editorial problems of broadcast journalism. Jane Pauley, Today, will speak at luncheon March 12. Shoreham hotel, Washington.

**March 13-14**—Kentucky CATV Association spring convention. Continental Inn, Lexington.

**March 14**—Georgetown University Law Center Seminar on "Selling to Children: Is There a Need for Public Intervention?" Participants will include representatives of government agencies and committees concerned with the issue and will discuss 10 or 11 specific topics. Locale will be various Washington places at the end of the working day. Follow-up seminars will be held every 4-6 weeks, except for summer months, concluding in spring of 1978. Contact: Professor Gerald Thain or Judith Oldham, Georgetown University Law Center, 600 New Jersey Avenue, N.W., Washington 20001; (202) 624-8000.

**March 14**—FCC's new deadline for replies to Worldvision Enterprises petition concerning television network practices, including consideration of additional proposals aimed at strengthening competition in domestic syndication market and fostering greater diversity of program sources and prohibition of domestic syndication by companies owning one or more television stations or cable systems. FCC, Washington.

**March 14-16**—Mutual Broadcasting System's agency-advertiser luncheon presentation. "The Feeling Is Mutual." Site to be determined, New York.

**March 15**—Deadline for application forms for Radio Television News Directors Association's annual awards. Information: Dave Partridge, awards commit-

tee chairman, WFBC-TV Greenville, S.C.

**March 15**—Association of National Advertisers workshop on advertising research. Plaza hotel, New York.

**March 15-16**—Alabama Cable Television Association "Citizen of Year" award meeting. Recipients will be Dr. David Mathews, secretary of Health, Education and Welfare, and Mrs. Mathews, member of the President's Committee on Employment for the Handicapped. Downtowner hotel, Montgomery.

**March 16**—General membership meeting of the American Society of Composers, Authors and Publishers. Agenda will include General Counsel Bernard Korman's report on the new copyright law. Regency Hyatt, Nashville.

**March 17**—FCC's new deadline for comments on proposed rulemaking to reduce noise level in UHF receivers (Docket 21010). Replies are now due April 29. FCC, Washington.

**March 18**—Mutual Broadcasting System's agency-advertiser luncheon presentation. "The Feeling Is Mutual." Site to be determined, Boston.

**March 18-19**—Eighth annual Country Radio Seminar. Airport Hilton motor inn, Nashville. Agenda chairman: Mac Allen, Sonderling Broadcasting Corp., Miami.

**March 18-19**—Region two conference of The Society of Professional Journalists, Sigma Delta Chi for Maryland, District of Columbia, North Carolina and Virginia. Richmond Va.

**March 19**—Oklahoma Associated Press Broadcasters convention. Oklahoma City. Contact: Ernie Schultz, KTVY(TV) Oklahoma City.

**March 19**—Annual "Date With the Press," sponsored by Women in Communications Inc. Miami chapter. Liz Carpenter will be speaker. Sheraton Four Ambassador, Miami.

**March 20-23**—1977 BIAS (Broadcast Industry Automation System) seminar, sponsored by Data Communications Corp., Memphis. Hilton hotel, Memphis.

**March 21**—Mutual Broadcasting System's agency-advertiser luncheon presentation. "The Feeling Is Mutual" Hilton of Philadelphia, Philadelphia.

**March 21-22**—Conference on "The Copyright Act of 1976: Dealing with the New Realities," sponsored by the Copyright Society of the U.S.A. and the New York Law Journal. Barbara Ringer, registrar of copyrights, Library of Congress, will be keynote speaker. Bonaventure hotel, Los Angeles.

**March 21-23**—First of series of hearings before Senate Communications Subcommittee on telecommunications policy issues, subject of this being common carriers. Room 235, Russell Senate Office building, Washington.

**March 21-23**—California Community Television Association's third annual congressional-FCC conference. Mayflower hotel, Washington.

**March 22**—Mutual Broadcasting System's agency-advertiser luncheon presentation. "The Feeling Is Mutual" Baltimore Hilton, Baltimore.

**March 23-26**—Alpha Epsilon Rho, National Honorary Broadcasting Society 35th annual convention. Mayflower hotel, Washington. Contact: AER President Andy Orgel, CBS Radio Network, 51 West 52nd Street, New York 10019.

**March 24-25**—American Forces Broadcasting conference. Twin Bridges Marriott hotel, Arlington, Va.

**March 26-27**—New York State second annual video conference. Rochester Institute of Technology, Rochester. Information: Student Television Systems, 1 Lomb Memorial Drive, Rochester.

**March 27**—Annual membership meeting of the Association of Maximum Service Telecasters. 1 p.m., Delaware suite, Sheraton-Park hotel, Washington. (Special meeting of the present board of directors of AMST will be held March 26, 2 p.m., in Map room of Washington Hilton hotel. Newly elected AMST board will meet March 28, 2 p.m., Map room of Washington Hilton, to elect officers.)

**March 27-30**—National Association of Broad-

## FREE Public Information Series! 3:30 Radio Shows Featuring Broadway Stars and Personalities!

**THIS IS BROADWAY**

Interviews with STARS!  
The latest news from  
Broadway and other performing arts—What's happening now, What's coming soon, How to get tickets and Behind-The-Scenes Gossip!

THIS IS BROADWAY is co-hosted by Broadway Producer Isobel Robins and Actor-Writer Dick Seff and written and produced by Broadway & TV Producer Lee Reynolds. It's already booked on a major New York City Station.

### Here are your first month's programs:

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| 1. INTRO SHOW          | 6. STUART LEVIN  |
| 2. SANDY DENNIS        | 7. JACK WESTON   |
| 3. FRED EBB            | 8. RADIE HARRIS  |
| 4. JACK & MARGE WESTON | 9. NORMAN KEAN   |
| 5. JOHN CULLUM         | 10. ALEC McCOWEN |

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listened to radio stations  
in greater Los Angeles.

A four book average says  
consistency . . . book after  
book after book . . . look  
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Mon.-Sun. - 6 AM - 12 MID\*

	Demographic	AQH
#1	Adults 18 +	92,100
1	Adults 18-49	44,600
1	Adults 25-49	40,600
1	Women 18 +	53,300
1	Women 18-49	25,100
1	Women 25-49	22,400
2	Men 18 +	38,800
1	Men 18-49	19,500
1	Men 25-49	18,200

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The beautiful combination in Southern California

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KMBZ (AM), Kansas City; KSL (AM/FM/TV), Salt  
Lake City; KOIT (FM), San Francisco.

\*REFERENCE: LOS ANGELES ARBITRON,  
TSA, AVG. 1/2 HOUR ESTIMATES  
MONDAY-SUNDAY, 6AM-MID., FOUR  
BOOK AVERAGE JAN/FEB 76 THRU  
OCT/NOV 76

All data subject to qualifications of report quoted

casters annual convention. Shoreham Americana, Sheraton Park and Washington Hilton hotels. Washington.

**March 27-30**—Ninth annual international conference of *The International Industrial Television Association*. Statler-Hilton hotel, Washington.

**March 29**—*Ohio Association of Broadcasters*' "Salute to Congress" dinner. Hyatt Regency, Washington.

**March 29**—*Tennessee Association of Broadcasters* legislative breakfast. Rayburn building, Washington.

**March 29**—*New York State Broadcasters Association* congressional reception. The Gold Room, Capitol, Washington.

**March 31**—FCC's new deadline for replies to amendment to noncommercial FM broadcast rules (Docket 20735). FCC, Washington.

**March 31-April 2**—Region three conference of *The Society of Professional Journalists, Sigma Delta Chi* for Arkansas, Louisiana, Mississippi and Western Tennessee. Memphis State University, Memphis.

## April

**April 1-2**—Region three conference of *Society of Professional Journalists, Sigma Delta Chi*, for Alabama, Georgia, South Carolina, Florida and East Tennessee. Knoxville, Tenn.

**April 1-2**—Region four conference of *Society of Professional Journalists, Sigma Delta Chi*, for Michigan, Ohio, Western Pennsylvania and West Virginia. Huntington, W. Va.

**April 1-2**—Region five conference of *Society of Professional Journalists, Sigma Delta Chi*, for Illinois, Indiana and Kentucky. Chicago.

**April 1-2**—Region seven conference of *Society of Professional Journalists, Sigma Delta Chi*, for South Dakota, Missouri, Nebraska, Kansas and Iowa. Columbia, Mo.

**April 1-2**—Region nine conference of *Society of Professional Journalists, Sigma Delta Chi*, for Wyoming, Utah, Colorado and New Mexico. Albuquerque, N. M.

**April 1-3**—National convention of the *Intercollegiate Broadcasting System*. Hyatt Regency hotel, Washington. Information: Rick Askoff, IBS, Vails Gate, N.Y.; (914) 565-6710.

**April 1-3**—*Women in Communications Inc* region two meeting. Speakers will include Marlene Sanders, ABC vice president, and Helen Thomas, UPI correspondent. Ohio University, Athens.

**April 5**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation. "The Feeling Is Mutual." Capital Hilton, Washington.

**April 11-12**—*Television Bureau of Advertising* communications seminar for sales and management personnel. TVB headquarters, New York.

**April 13**—*New England Cable Television Association* spring meeting. The Country Kitchen, Route 9, West Brattleboro, Vt.

**April 14-15**—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meeting. Hyatt Regency, Chicago.

■ **April 15-16**—Region six conference of *Society of Professional Journalists, Sigma Delta Chi*, for North Dakota, Minnesota and Wisconsin. Marquette University, Milwaukee.

■ **April 15-16**—*Women in Communications Inc.* region seven meeting. Sheraton-Century hotel, Oklahoma City.

■ **April 15-17**—*Women in Communications Inc.* region six meeting. Speakers will be Tom Brokaw, NBC, and Leslie Stahl, CBS. Twin Bridges Marriott, Washington.

**April 16**—*California Associated Press Television-Radio Association* 30th annual meeting. Hotel del Coronado, Coronado.

■ **April 16-17**—*Women in Communications Inc.* region one meeting. First day at Washington State University, Pullman. Second day at University of Idaho, Moscow.

**April 17-19**—*Canadian Association of Broadcasters* annual meeting. Winnipeg Inn, Winnipeg, Man.

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

**April 18-19**—*Television Bureau of Advertising* communications seminar for sales and management personnel. TVB headquarters, New York.

**April 18-21**—Ninth annual conference of *Southern Educational Communications Association*. Host will be the Alabama ETV Network. Gulf State Park Resort and Convention Center, Pleasure Island, Ala.

**April 19-21**—Electro/77 electronics convention and exposition, sponsored by regional elements of the *Institute of Electrical & Electronics Engineers* and the *Electronic Representatives Association*. New York Coliseum, New York.

**April 20-21**—Spring convention of *Kentucky Broadcasters Association*. Stouffer's Inn, Louisville.

**April 20-21**—*Television Bureau of Advertising* retail

## Major meetings

**March 27-30**—*National Association of Broadcasters* annual convention. Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2; in 1981, Las Vegas, March 12-15; in 1982, Dallas, April 4-7; in 1983, Las Vegas, April 10-13; in 1984, Atlanta, tentatively in April.

**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 8-12**—Annual meeting, *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

**May 15-18**—Annual meeting, *NBC-TV affiliates*. Century Plaza hotel, Los Angeles.

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

**May 24-25**—Annual meeting, *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

**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, 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 will be at New Marriott hotel, Chicago, Sept 11-14.

**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. 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. 16-20**—National convention of *The Society of Professional Journalists, Sigma Delta Chi*. Renaissance Center, Detroit. Birmingham, Ala., will be site of 1978 convention.

■ **March 4-8, 1978**—*National Association of Television Program Executives* conference. Bonaventure hotel, Los Angeles.



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## ACR-25 with *automatic scheduling* ends the make-goods.

Ampex has a money machine for sale. It's called the ACR-25, and it transforms commercial breaks into bottom-line profits. It plays short spots, long spots, IDs, tags and program segments automatically.

Automatically *means* automatically. ACR-25, along with three optional accessories (ADA, IDA and the new ASD-1 Automatic Scheduling Device), makes the front office schedule pop up on the screens at home. You make the decisions, and the ACR-25 makes the money.

Load 24 video cassettes into the ACR-25 bins and close the door. First, the system identifies the tape in each bin, then ADA generates a Table of Contents. Next, this automatic system compares the Table of Contents with the program schedule and generates a Play List. For added confidence, ASD-1 can print out the entire Table of Contents or Play List. It will also print out

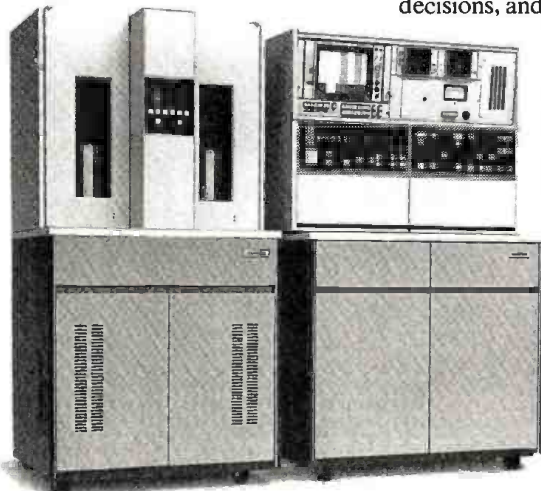
a list in numerical order, leaving less chance for human error when cassettes are selected from the library. Ampex automation can "talk" with your front office computer and follow the daily schedule, playing items as short as 10 seconds or longer than five minutes.

What do you do? Not much. Make sure the bins are loaded. Roll the machine on cue. Listen to the ACR-25 whir. Deposit the checks.

ACR-25, along with ADA, IDA and ASD-1. An automatic system for playing the revenue producers. Designed by Ampex for station managers who can't take chances.

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# BROADCAST CENTER SUPPORTS TRUTH IN EDUCATION

Listed below are our statistics for 1976. All our placements are paying jobs -- not internships. We invite all higher educational institutions to publish their statistics and give copies to prospective students. Schools should make the names of the previous year's graduates and their employment available, too.

## 1976 BROADCAST CENTER STUDENT STUDY

Enrollments			163
	Male	141	
	Female	22	
First Job Placements			45
All Placements, 2nd & 3rd jobs (inc. above)			91
Grads we could not place			0
Grads who did not want placement			2
Total Placement Openings Received			250
Ave. 1st 4 Weeks Earnings, Announcing Only			\$529
Ave. 1st 4 Weeks Earnings, Annc/Sales/Prod			\$665
Students Expelled			0
Students Left – Financial Reasons			8
Students Left – Personal Problems			2
1976 Attrition Rate			6%

## 5.5 Job Openings Per Grad-1976

Nearly every station where we have placed graduates has come back for many more. Our graduates include a station manager, sales managers, production directors, news directors, a national radio/TV commercial performer, good DJ's, newscasters, copywriter/producers and time sales pro's.

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workshop. Billmore hotel, New York.

**April 20-22**—Spring meeting of *Indiana Broadcasters Association*. Brown County Inn, Nashville, Ind.

**April 21-23**—*Louisiana Association of Broadcasters* spring convention. Sheraton hotel, Baton Rouge.

■ **April 22-23**—Region one conference of *Society of Professional Journalists, Sigma Delta Chi*, for New York, central and eastern Pennsylvania, New Jersey, Delaware and New England states. Boston.

■ **April 22-23**—Region eight conference of *Society of Professional Journalists, Sigma Delta Chi*, for Oklahoma and Texas. Dallas.

■ **April 22-23**—Region 10 conference of *Society of Professional Journalists, Sigma Delta Chi*, for Washington, Oregon, Idaho, Montana and Alaska. Otter Crest, Ore.

**April 22-24**—*National Association of Farm Broadcasters*. South Central regional meeting. Hilton Inn, Amarillo, Tex.

**April 24-29**—*San Francisco State University's* 27th annual Broadcast Industry Conference. San Francisco State University, San Francisco.

**April 25**—FCC's new deadline for replies in clear channel broadcasting inquiry (Docket 20642). FCC, Washington.

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

**April 28-29**—*Minnesota Broadcasters Association* spring meeting. Registry hotel, Bloomington.

■ **April 29-30**—Sigma Delta Chi Distinguished Service in Journalism Awards ceremonies. To be held in conjunction with region 11 conference of *Society of Professional Journalists, SDX*, for California, Nevada, Arizona and Hawaii. San Diego.

**April 29-30**—*Women in Communications Inc.* region five meeting. Press Club, San Francisco.

**April 30**—*Pennsylvania Associated Press Broadcasters Association* annual meeting and awards pre-

sentation. Host Town Inn, Lancaster.

## May

**May 1**—Deadline for entries in Howard W. Blakeslee Awards in recognition of reporting on heart and blood vessel diseases. Winners will be chosen in radio and television as well as in other media and will deal with material presented in the year prior to Feb. 28, 1977. Entry information and blanks: *American Heart Association*, 7320 Greenville Avenue, Dallas 76231.

**May 1-3**—*Chamber of Commerce of the U.S.* 65th national annual meeting. Washington.

**May 2**—FCC's deadline for comments on inquiry into network programming practices and policies (Docket 21049). Replies are due June 1. FCC, Washington.

**May 3-7**—Seventh annual Public Radio Conference and Equipment Exhibit, sponsored by the *Association of Public Radio Stations, Corporation for Public Broadcasting and National Public Radio*. Hyatt Regency hotel, New Orleans.

**May 4-5**—Los Angeles Videoshow, sponsored by *Educational & Industrial Magazine*, Ridgefield, Conn. Hotel Bonaventure, Los Angeles.

**May 4-6**—*Washington State Association of Broadcasters* spring meeting. Rosario Resort hotel, Orcas Island.

**May 7**—*Iowa Broadcast News Association* 1977 seminar. Adventureland Inn, near Des Moines.

**May 7-8**—*Illinois News Broadcasters Association* spring convention. Forum 30 hotel, Springfield.

**May 8-12**—Annual meeting. *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

**May 12-15**—Annual meeting of *Western States Advertising Agencies Association*. Canyon hotel, Palm Springs, Calif.

**May 15-18**—*National Retail Merchants Association* annual sales promotion conference. Hilton hotel, Atlanta.

**May 15-18**—Annual meeting. *NBC-TV affiliates*.

Century Plaza hotel, Los Angeles.

**May 16**—Start of *Canadian Radio-Television and Telecommunication Commission* hearing on pay television. Ottawa.

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

**May 19-21**—*Kansas Association of Broadcasters* annual convention. Ramada Inn, Topeka.

**May 23-26**—*Canadian Cable Television Association* annual convention and trade show. Four Seasons hotel, Calgary, Alberta.

**May 24-25**—Annual meeting. *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

**May 25-27**—*Ohio Association of Broadcasters* spring workshops. Kings Island Inn, Ohio.

## June

**June 2-4**—*Associated Press Broadcasters* annual meeting. Edwin Newman, NBC News correspondent will be keynote speaker. Chase-Park Plaza, St. Louis.

**June 2-5**—Missouri Broadcasters Association spring meeting. Rock Lane Lodge, Table Rock Lake.

**June 7-11**—*Texas Association of Broadcasters* summer convention. Hilton Paladio del Rio, San Antonio.

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

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

**June 14-16**—*Iowa Broadcasters Association* convention. The New Inn, Lake Okoboji.

**June 17-18**—*North Dakota Broadcasters Association* summer meeting. Kirkwood motor Inn, Bismarck.

■ **June 19-22**—*The Business/Professional Advertising Association* 55th annual conference. Holiday Inn, Rochester, N.Y.

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## Top of the Week

### Congress's turn on TV violence

The issue of television violence will be discussed where it counts this week—in the shadow of the Capitol dome. Representative Lionel Van Deerlin's (D-Calif.) House Communications Subcommittee will hold a one-day stand that could be the most important crisis-point yet. As one slightly shell-shocked broadcaster noted last week, it's one thing when PTA's or other groups hold hearings in Hartford or Dallas or Portland. But when the fight lands in Washington, things are liable to get hot.

TV violence, et al., has been thrust into the national spotlight by such groups as the American Medical Association, which has pressured advertisers to boycott violent programs, by the National Parent Teachers Association, which last week concluded a series of eight hearings on the subject, and by the National Citizens Committee for Broadcasting, whose research made targets of advertisers shown to be the principal sponsors of the most-violent programs. And as if those initiatives weren't enough, the most-recognized authority on the subject of TV violence—Dr. George Gerbner of the University of Pennsylvania's Annenberg School of Communications—has released a new violence index purporting to show that the 1976 television season set an all-time record in that regard.

All those and other elements of the violence roadshow move to the Rayburn building for hearings this Wednesday (March 2)—albeit under Mr. Van Deerlin's caveat that they will not lead to legislation affecting broadcast programming practices. "In no way do we want to undercut the First Amendment," the chairman said in a news release last week. "But we are hopeful the hearing will help producers see the error of their ways when, in fact, programs are laced with gratuitous sex and violence."

Lead-off witness at the event will be Dr. Gerbner, who will detail the findings of his latest research. After him, in order, will be Henry Geller, former FCC general counsel now with the Aspen Institute Program on Communications and Society; FCC Chairman Richard E. Wiley; National Association of Broadcasters President Vincent T. Wasilewski and NAB Chairman Wilson Wearn (Multimedia Inc., Greenville, S.C.); John Schneider, president, CBS/

Broadcast Group, and Van Gordon Sauter, CBS-TV vice president for program practices; Robert Howard, president of NBC-TV, and Herminio Traviesas, NBC-TV vice president for program standards; Fred Pierce, president, ABC Television, and Alfred Schneider, ABC vice president for program standards; Peggy Charren, president of Action for Children's Television; Richard M. Powell, chairman of the family viewing hour committee of the Writers Guild of America, and William Froug, co-chairman of the Hollywood Caucus; Ted Carpenter, National Citizens Committee for Broadcasting; Professors Bradley Greenberg and Charles Atkin of Michigan State University.

### More violence than ever, says Gerbner's latest

**Annenberg researchers say their violence index is highest since inception 10 years ago; much of the increase was in family time**

Dr. George Gerbner and his colleague, Dr. Larry Gross, of the University of Pennsylvania's Annenberg School of Communications, who claim to have a yardstick by which to measure television violence, say their calculations show that the TV networks programed more violence in 1976 than they have in any of the years the two researchers have been compiling their "Violence Profiles."

The latest such report, issued last week in anticipation of the appearance of Drs. Gerbner and Gross before the House Communications Subcommittee hearings on TV violence, says the three-network violence index for 1976 was 203.6, as compared to 1967's 198.7, which was the next highest score.

The report says that each of the networks increased its mix of violence in 1976. The 1975 profile rankings by network remained the same in 1976 with NBC first with an index of 224, followed by ABC, 207, and CBS, 181. Compared to 1975, the violence scores in 1976 climbed by 20 at ABC; 16 at CBS and 23 at NBC.

The level of violence took its largest jump in family viewing time, the report said. The violence index for this classification climbed at ABC from 121 in 1975 to 197 in 1976; at CBS, from 60 to 101, and at NBC, from 126 to 138. The authors commented, "CBS—leader of the family

hour concept—lifted its two-season lid on violence during early evening hours, showing the highest [percentage] increase of any network."

Violent action, part of the composite index, rose to the highest point on record, as the rate of violent episodes increased from 8.1 per hour in 1975 to 9.5 in 1976. The report said only the number of killings declined slightly.

Three quarters of all TV characters and nine out of every 10 programs sampled displayed some violence, the researchers said. They said there was approximately a 10% increase in each of the last two categories over 1975 programming.

The report said that the 1976 violence profile confirms previous research that heavy exposure to television violence "cultivates fear and mistrust among viewers." The authors said children particularly were affected by television's "mean-world syndrome."

The report includes a series of "risk ratios." After tabulating the number of people who commit violence—"the violents"—and the number of victims, the risk ratio is obtained when the larger of these figures is divided by the smaller. A plus sign indicates there were more "violents" than victims; a minus indicates the opposite.

The report said the over-all violent-victim ratio dropped from -1.25 in 1975 to -1.06 in 1976, suggesting a possible decrease in over-all victimization. The pattern of who inflicts violence on whom did not change. For example, women (-1.32) were more likely to be victims than men (-1.20), with old (-3.00), poor (-2.25) and single (-1.50) women running especially high risks.

The annual violence profile is part of Dr. Gerbner's and Dr. Gross's broader study of cultural indicators sponsored by the National Institute of Mental Health.



Gerbner

## Pierce runs head-on at AMA

In letter to its president, head of ABC-TV challenges studies and criticism of TV violence

Frederick S. Pierce, the president of ABC Television, said last week that the American Medical Association's recent attacks on TV violence were "untrue, unwarranted and unrepresentative" of the AMA's usual "high standards."

In a letter to Richard E. Palmer, the president of the AMA, Mr. Pierce expressed particular anger at the AMA's campaign to urge major corporations to pull their advertising from violent shows. Mr. Pierce said he regarded that campaign as "an implied call for censorship."

The AMA based its antitelevienced-violence statements (BROADCASTING, Feb. 7) on studies conducted by a TV-commercial-monitoring organization called *bi Associates* and by the National Citizens Committee for Broadcasting, a consumer-advocacy group. Mr. Pierce labelled these studies "undefined and unproven."

Mr. Pierce pointed to one example of the "mechanical" nature of the studies. "In the televised musical variety series *Donny and Marie*," he said, "a comedy sketch wherein Marie jokingly pushes Donny is counted as a violent action and given the same weight as a murder scene in a theatrical movie on television." Mr. Pierce also ridiculed the placing of *The Wonderful World of Disney* "among the top third most violent programs" by one of the studies, and a ranking by one of the comedy-variety *Carol Burnett Show* "higher in violent incidents than the realistic dramatic portrayal of the war novel, 'Once an Eagle.'" In addition he said, "the *Six Million Dollar Man*, a family-oriented fantasy-adventure program, is mechanically and unreasonably ranked with realistic police programs as among the most violent shows."

There's a split over the violence-on-TV issue even among AMA members themselves, Mr. Pierce said. To Dr. Michael Rothenberg's assertion in the *AMA Journal* of Dec. 8, 1975, that "violence viewing produces increased aggressive behavior in the young," Dr. Robert M. Kaplan responded that "medical professionals must learn considerably more about the relevant research. Censoring TV is a serious issue." Mr. Pierce also quoted Dr. Melvin S. Heller, a Temple University psychiatrist and ABC consultant, as saying, "It is improper and inconsistent with the high professional standards of the AMA to act in such a precipitous manner when the weight of evidence in the social sciences and medical studies do not support the type of political action of the magnitude undertaken by the AMA."

And, according to Mr. Pierce, Dr. Walter Menninger said, "It is the adult models living with children who determine their ultimate violent or nonviolent behavior



Pierce

far more than *Kojak*."

Taking the offensive, Mr. Pierce said that "programs that may include incidents of violence represent a diminishing percentage of ABC's over-all prime-time schedule. He concluded his letter by calling on the AMA to "join with ABC and others in the television industry ... in a meaningful scientific analysis."

## PTA ends hearings on TV violence but issue lingers

Familiar critics call for controls; psychiatrist faults violence index; trends away from action are noted

The National Parent Teachers Association's series of regional hearings into the effects and cures of TV violence concluded in Los Angeles last week with shrill calls for reform. Broadcasters, countering, called on antiviolence advocates to restrain themselves.

On the antiviolence side was former FCC Commissioner Nicholas Johnson, now chairman of the National Citizens Committee for Broadcasting, who said the work of NCCB, the PTA, the American Medical Association and others has shown that collective action can bring about change "in spite of establishment power and greed." The struggle must continue, however, he said, "for many months to come. Responsible corporate officials have changed their policies for good. Unfortunately, the irresponsible outnumber them. They will play a waiting game. They hope we will get bored—either complacent or discouraged—and go away. We must not."

There was Frank Orme of the National Association for Better Broadcasting, Los Angeles, who talked of "the plague of violence-for-kicks in television" as "a malignant social issue that must be brought under control." He urged PTA to encourage group action. "You have the numbers," he said, "to swing a heavy club" in Congress and at the FCC.

David Rintels of the Writers Guild of America, West, said the guild supports actions to decrease violence on television, largely because less time given to shows

with physical violence means more time for writers to explore other material: social, ethical, political, religious and artistic. "Most of us," he said, "yearn for a broader, freer, truer canvas on which to work."

Appearing in Los Angeles for the broadcasters was Van Gordon Sauter, CBS vice president for program practices, who voiced concern about the antiviolence advocates who would put themselves or government in the programmer's seat. "Inherent in all this—through intent or accident—is censorship," he said. "All in the name of that anonymous television viewer, who in the minds of the elitists, lacks the discretion or the discipline of the insight to know what is best for him."

Mr. Sauter said the answer to the dilemma—how much violence on TV is just right—cannot come from science and cannot be solved by "heavy-handed pressure and economic sanctions and government action." What is called for instead, he said, is "reasoned discourse."

Also on hand was Roy Danish of the Television Information Office, a frequent participant in the PTA series. He said there is now a trend away from violent police shows and toward newer forms of programs. "In the case of one network, NBC," he said, "only two or three of some 46 pilots now in development are the traditional police-action type. The network is moving toward more comedy and variety and toward more miniseries and the dramatization of best selling books. I believe you will find that when other networks make their program plans known you will see similar developments in their cases."

A call for restraint among those who want less violence on TV came from Dr. Melvin S. Heller, a psychiatrist who has worked with violent offenders at the Temple University Medical Center, Philadelphia. He objected to research of those such as George Gerbner of the Annenberg School of Communications, University of Pennsylvania, that use a too-broad definition of violence, in his opinion, when counting the number of violent acts on TV. "In my view, the Gerbner count, pursued with computerized accuracy, is insensitive to the circumstances in which the violence is portrayed," Dr. Heller said. And in his opinion, some violence is good for children to see when in the context of programs such as *Roots*, for example, that provide strong social messages. He finds little danger, either in violence which is clearly in a humorous or fantasy context.

Gerhard J. Hanneman, of the Annenberg School, said parents should have greater control over children's TV watching. He would accomplish that with a system of ratings—G, PG, R and X—for all new TV shows, and a device he calls a "blinker." A rating would carry with it a subaudible tone which could activate the "blinker" installed in the receiver and preset by the parent—to turn the TV picture blank for an entire show. In that way, parents could restrict their children's viewing to G, PG, or whatever.

## In Brief

Bill providing for **five-year license term** for radio and TV stations and **exempting all radio stations from ascertainment** was introduced in House by Representative Lou Frey (R-Fla.). Ranking Republican on House Communications Subcommittee explained in introducing measure Thursday (Feb. 24) that bill is merely vehicle for his views; he concurs with Chairman Lionel Van Deerlin (D-Calif.) that subcommittee should suspend action on "piecemeal" legislation during rewrite of Communications Act. New Frey bill (he was author of license renewal legislation that died in last Congress) would also: **base renewal** on finding by FCC that licensee has been "responsive" to problems, needs and interests of community during preceding license period; **change court of review** for renewal appeals from Washington to station's home district; **instruct FCC** to look for ways to cut down on renewal paperwork, especially for smaller market stations; **require FCC** to consider different ascertainment procedures for different size markets.

Reports of death of **movement to unionize National Association of Broadcasters** are premature, organizers say. Legislative counsel Mike Barry and Virginia Carnahan, special projects writer who was dismissed effective today (Monday), are working on strategy, point out there's no time limit on effort. Representative from National Labor Relations Board will meet NAB management early this week to investigate Ms. Carnahan's unfair labor practice charge (BROADCASTING, Feb. 14). Petition circulated by another staffer in NAB's broadcast management office, rejecting union participation, has close to 40 signatures. But organizers are undaunted, say that means more than 40 others aren't committed (they need about 25 yes votes to win NLRB-certified election).

FCC conference on **minority ownership of broadcast stations and cable TV systems**—planned since last October (BROADCASTING, Oct. 25, 1976)—will be held April 25-26.

FCC administrative law judge has proposed **denial of license renewals to Richard Eaton's WJMO(AM)-WLYT(FM) Cleveland Heights, Ohio**. Judge John Conlin, in initial decision issued Friday, concluded that licensee repeatedly failed to file time brokerage contracts in accordance with commission requirements and had violated equal-time law and fairness doctrine. Combination of violations, he said, establishes "monumental record of licensee indifference" to commission regulations. He said pattern is same as that revealed in hearings on renewal of two other Eaton-owned stations—WFAB(AM) Miami and WOOK(AM) Washington. In those cases, renewals were denied. "The same result is plainly called for here," Judge Conlin said.

As part of frills-cutting operation, **some 300 TV sets have been removed** from offices of White House aides and shipped back to owner, Department of Defense. Action doesn't affect some 30 top aides or press office personnel; News Secretary Jody Powell has three-set rig, as does Barry Jagoda, special assistant for media and public affairs. President's Oval Office is without TV, but Mr. Carter has one in West Wing hideaway where he does most of his work.



**President Carter continues to make good** on promise to communicate frequently with American people. He held second televised news conference last Wednesday, maintaining every-two-weeks pace. And on March 5, he will participate in two-hour call-in show to be broadcast live by CBS Radio (see page 28). Meanwhile, **TV ratings report on first fireside chat**—broadcast on Feb. 2, 10-10:20 p.m. NYT—is in. A. C. Nielsen Co. estimates broadcast had average three-network rating of 59.5, equivalent to some 73.5 million viewers in 42.4 million homes. For comparison: President's oath-taking on Jan. 20 had 35.9 rating (25.6 million homes).

**ABC, CBS and NBC have lost** in two bids to have U.S. District Court in Los Angeles throw out **Justice Department's antitrust suits** against them. Judge Robert J. Kelleher denied motion for dismissal based on argument that FCC exercises "pervasive" regulatory authority over network activities in procuring, producing and distributing prime-time programming that Justice is challenging. (He conceded that networks' position "poses substantial question," but said Supreme Court decision in RCA case—which holds that commission is not empowered to "decide antitrust issues as such"—is controlling.) Judge also denied networks' motion for summary judgment.

FCC will host all-day conference March 16 on **federal-state-local** relations in regulation of cable television.

If all goes as planned, report on **prototype AM stereo systems** of Magnavox, Motorola and Belar should go to FCC before Labor Day. National AM Stereophonic Committee met in Washington last week to work out testing process. Closed circuit experiments begin May 2 at Atlantic Research Corp. in Washington suburb of Alexandria, Va., followed by over-air test of skywave signal at WBZ Boston and groundwave at WTOP and WGMS, both Washington (BROADCASTING, Dec. 6, 1976). Kahn Communications Inc. already has submitted prototype to FCC (BROADCASTING, June 21, 1976).

Representative **Timothy Wirth** (D-Colo.), of House Communications Subcommittee, has urged **FCC inquiry** into network-station practices in airing **public service announcements**. He supports proposal filed by citizen groups in May (BROADCASTING, May 31, 1976).

Mutual Broadcasting System enforced **lockout of its IBEW** (International Brotherhood of Electrical Workers) **technicians** at Arlington, Va., headquarters last Monday (Feb. 21). IBEW had advised network of union's "right to strike" at end of contract period and refused Mutual's request for advance notice of any strike. Mutual said it enforced lockout to "protect itself from irreparable damage to its business and good will." Issue of major concern in contract dispute is jurisdiction in tape rooms. IBEW until now has had exclusive jurisdiction in physically editing tape; Mutual wants to terminate that policy.

**John Blair & Co.**, New York, reported **record revenues** in 1976 of \$115,020,000, up 33% from 1975, while net income doubled to \$6,021,000 (\$2.50 per share) compared to \$2,885,000 (\$1.20 per share) in 1975.

CBS-TV President Robert Wussler told Representative John Murphy (D-N.Y.) in letter last week that although acts in Jan. 31 *Evel Knievel's Death Defers* "are rooted ... in traditional circus broadcasts," program was "**an error, inappropriate to this network**." Thus we do not anticipate airing such programs in the future." Publicity that attended CBS showing has prompted spokesmen at ABC and NBC to say they, too, would not be interested in prime-time sequel.

**Harry M. (Chip) Shooshan**, counsel of House Communications Subcommittee, told participants of second annual Conference on CATV Reliability, sponsored by Society of Cable Television Engineers and Institute of Electrical and Electronics Engineers in Atlanta last week, that he would like **more input from engineers on Communications Act rewrite**. "The committee wishes to open dialogue between the lawyers and the engineers," he said, adding there was likelihood that engineer would be appointed to cable portion of rewrite advisory board (BROADCASTING, Feb. 21).

Staff changes at Office of Telecommunications Policy: **Robert W. Ross**, general counsel, resigns April 2. **Larry F. Darby**, chief economist, retires as of last Friday (Feb. 25). **Nicholas Miller**, staff counsel to Senate Communications Subcommittee, becomes OTP consultant tomorrow (Tuesday) (he will return to native Seattle in September).

**Goldie Drell Paley**, 95, mother of CBS Board Chairman William S. Paley, died Thursday (Feb. 24) in Palm Beach, Fla. Survivors include daughter, Blanche P. Levy, six grandchildren and eight great-grandchildren.

## Pertschuk: likely to Nader's liking

**Carter's probable pick for FTC chairmanship is well known for his consumerist leanings from his work as counsel to the Senate Commerce Committee**

In his campaign for the Presidency, Jimmy Carter ran as a consumerist. His goal, he said, was to challenge Ralph Nader for the title of the country's top consumer advocate. His views found favor with Mr. Nader and other members of the consumer movement. And now, as President, he is not likely to disappoint them with what is widely believed to be his decision to name Michael Pertschuk as chairman of the Federal Trade Commission ("Closed Circuit," Feb. 14).

Mr. Pertschuk, the 44-year-old chief counsel and staff director of the Senate Commerce Committee, has developed a reputation over his 13 years on the committee staff as a consumer advocate.

Measures dealing with packaging and labeling, product safety and auto safety are among those he helped shape. So—broadcasters have reason to recall with pain—was one banning cigarette advertising from radio and television. Currently, he is directing staff work in the development of no-fault auto insurance, deceptive advertising and consumer protection legislation.

Mr. Pertschuk's reputation is not limited to the interest he shows in consumer legislation but involves, as well, his effectiveness. He is regarded as one of the most influential staff members on Capitol Hill. The confidence of committee members, including Chairman Warren G. Magnuson (D-Wash.), in him is so great that, in the view of some, Mr. Pertschuk "runs" the committee.

Mr. Pertschuk is said to have been supported for the FTC chairmanship by a long list of consumer-movement figures, including Mr. Nader, as well as by some business groups. And among those hailing word of the expected appointment is a former colleague of Mr. Pertschuk, now a member of a regulatory agency—FCC Commissioner Joseph Fogarty.

"That's an appointment that's really in the public interest," Commissioner Fogarty said last week. "The best one I've ever seen. He [Mr. Pertschuk] is totally dedicated to the job. He could have made a great deal of money in private law practice, but chose to stay with the committee." He is, said Mr. Fogarty, "indefatigable," and, intellectually, "a giant."

Commissioner Fogarty and Mr. Pertschuk joined the committee staff at about the same time, 13 years ago. And Commissioner Fogarty said that, assuming the Pertschuk appointment is made, he looks forward to close working relations between the FCC and the FTC.

Mr. Nader described Mr. Pertschuk as "a very experienced, fair-minded and public-spirited person, respected by anyone who has ever dealt with him, regard-

less of whether they agree or disagree with his views." What of Mr. Nader's opinion of Mr. Pertschuk's views on consumer matters? "His record speaks for itself. He is thoroughly fit to head what is possibly the chief consumer-justice agency in government."

Mr. Pertschuk has never shrunk from the consumerist label. He has noted that it was to deal with consumer legislation that he left the staff of former Senator Maurine Neuberger (D-Ore.) to join the Commerce Committee staff. And those who know Mr. Pertschuk say that service as chairman of the FTC—which regulates advertising and business practices, enforces antitrust laws and protects consumer interests generally—would be a natural culmination of his work on the committee.

Mr. Pertschuk, who had worked in the Carter campaign and, after the election, on the Carter transition team, was one of a number of persons the transition team's Talent Inventory Program had suggested as possible candidates for the FTC chairmanship. Initially, at least, Mr. Pertschuk let it be known he was not interested.

In time, however, he apparently changed his mind. And the list of FTC chairmanship possibilities was narrowed to Mr. Pertschuk, Robert Pitofsky, one-time director of the FTC's Bureau of Consumer Protection who now practices law in Washington, and former Representative Bella Abzug (D-N.Y.). By Friday, Feb. 18, the decision having been made, President Carter reportedly called Mr. Pertschuk to



Pertschuk

the White House to offer him the post.

Given the time needed for a background check by the FBI, however, an announcement is not expected for several weeks.

If Mr. Pertschuk is named chairman, he will be able to take over and begin operating with hardly a moment's pause. Not only is he familiar with many of the issues, but as chief counsel of the Commerce Committee since 1968, he was in charge of the staff work involved in the confirmation hearings held on the four present FTC members. He knows them well. Among them is the present chairman, Calvin J. Collier, a Republican. His term does not expire until 1982, and he is expected to complete it.

## Drop-in vote due this week at FCC

The FCC this week is scheduled to act on the controversial question of whether to add VHF channels at short spacing to the table of allocations. Pending before the commission is a staff draft of a notice of proposed rulemaking looking to the drop-in of channels in four markets—Charleston, W. Va. (ch. 11), Johnstown, Pa. (ch. 8), or Altoona, Pa. (ch. 12), Knoxville, Tenn. (ch. 8), and Salt Lake City (ch. 13). The four proposals are the end product of a detailed screening process which rejected, at least for the time being, 92 other proposed drop-ins. But as of last week, a head count indicated that issuance of the rulemaking was less than certain.

With Commissioner Margita White not participating because the law firm in which her husband is a partner represents a party involved in the proceeding, six commissioners will vote. A tie vote will defeat the proposal, and two commissioners—Robert E. Lee definitely and James H. Quello probably ("I'm leaning" that way)—will vote no. Chairman Richard E. Wiley and Commissioners Benjamin L. Hooks and Joseph Fogarty will support the proposal, the remaining commissioner, Abbott Washburn, says he had not yet made up his mind. "I haven't read the [staff] docu-

ment, and I want to analyze those [four] particular cases," he said last week.

A principal issue is the proposal's impact on the development of UHF. The draft notice states that the commission is committed to the full development of UHF television. However, some commission officials say privately that although the drop-in proposal may make good spectrum-management sense, it is inconsistent with efforts to promote UHF.

Commissioner Lee, long the commission's staunchest supporter of UHF, has expressed fear of the psychological impact on UHF; he fears it will be devastating. He foresees UHF licensees abandoning efforts to improve their stations to seek VHF drop-ins, and he sees adoption of the proposal as a signal that the commission has lost faith in UHF.

And Commissioner Quello, who is in line to become education commissioner when Commissioner Hooks leaves the commission this summer, says he is primarily interested in making UHF more competitive with VHF. What's more, he said, his personal staff regards the draft notice as providing more of "a political than a good technical solution" to the problem.

# Sonderling on stand in payola hearing

**Station owner describes policies designed to prevent charges WOL now faces; FCC turns up another promoter with tales of station's disk jockeys, who testify this week**

An administrative law judge and a major broadcast group owner clashed head-on, and the FCC produced a surprise witness during the second week of its "payola/plugola" hearings in Washington.

Last Thursday's (Feb. 24) session of the hearings erupted at one point into a near shouting match between Administrative Law Judge Joseph Stirmer and Egmont Sonderling, owner of WOL (AM) Washington, the subject of the inquiry. Said Judge Stirmer to Mr. Sonderling: "It seems to me that some of the allegations which have been raised were valid." He was referring, the judge said, to the playing of two records by a local Washington rock group not on the station's playlist. The group, Ureaus, was managed by WOL disk jockey Mel Edwards, who was responsible for playing the group's records.

Later that day, FCC counsel Keith Fagan came up with a surprise witness, Teddy Powell, whom Mr. Fagan described as "the largest black concert promoter in the country." Mr. Powell, president of TP Productions, New York, testified for an hour and a half and recounted several dealings he had had over the years with disk jockeys in various cities across the country.

Mr. Powell told of one instance in which he had been blocked from a promotion of the rhythm-and-blues groups Parliament and Funkadelic in the Virginia cities of Richmond and Norfolk. Mr. Powell said that after a successful tour of the groups in 1975 he was told by Steve Ellis of the William Morris Agency that "I couldn't play Richmond or Norfolk. Mel Edwards had first refusal of those two cities." Mr. Powell said he had "an automatic understanding" of why he lost the rights to Mr. Edwards.

"He [Mr. Edwards] could give them airplay and record play," Mr. Powell said. "That was my understanding."

The exchange between Judge Stirmer and Mr. Sonderling come toward the end of two days of testimony. During most of that time, Mr. Sonderling described the controls designed to regulate what goes over WOL. Mr. Sonderling said he was particularly concerned that his "music policy be observed at stations playing hits" (as opposed to stations with broader playlists).

The controls Mr. Sonderling described, which included daily song sheets filled out by the air personalities and 24-hour taping of the station, did not, until April 1976, extend to the activities of WOL disk jockeys outside of the station. "We do not control the outside activities of disk jockeys," Mr. Sonderling said, although "we object if they are involved in the music business." He said, however, that "music business" did not include concert promoting.

After an April 1976 letter to Mr. Sonderling's attorney, A. Harry Becker, from Jason Shrinky, attorney for concert promoters William Washington and Jack Boyle—outlining their objections with what Mr. Shrinky called "Mel Edwards coercing independent promoters into paying thousands of dollars for promoting plugs"—Mr. Sonderling saw to it that all "intros and outros" for records by groups appearing in Washington were eliminated and that there would be no more interviews of such artists on WOL. He also said he "terminated the rights of the disk jockeys to promote concerts," and he had Mr. Edwards resign as the station's music director (a position Mr. Edwards says he never held).

When asked by Mr. Fagan why he waited until 1976 to respond to a complaint Mr. Washington made to him in a letter in 1974, Mr. Sonderling said that he considered the earlier letter too "indefinite and undefined." Mr. Sonderling called it "a crank letter . . . I didn't take it very seriously." He said he did not then realize that Mr. Washington's firm, Dimensions Unlimited, was one of WOL's largest advertisers.

Earlier, Jack Boyle, president of Cellar Door Productions Inc. and a sometimes

partner of William Washington, contradicted part of Mr. Washington's testimony the week before (BROADCASTING, Feb. 21) that a \$14,000 payment to Mr. Edwards and his DJ Productions did not come out of his and Mr. Washington's profits from an April 1975 Earth, Wind & Fire concert at the suburban Washington Capital Center. According to Mr. Boyle, the money was paid as a part of the band's regular expenses. "I was told I had to make the payment," Mr. Boyle said. "I would not have otherwise."

He was told to pay the disk jockeys, Mr. Boyle said, by EWF's management firm, Cavallo & Ruffalo, Los Angeles, which, he said, had been pressured by the disk jockeys into assigning them first-refusal rights for a Washington area appearance by the groups.

Mr. Boyle admitted that he had an exclusive contract with Capital Center that gave him an effective veto over any promoter wishing to do a show there. Although he said he had seldom exercised power, it was one of his standard rules that "under no terms" could DJ Productions use it—because of what Mr. Boyle called DJ's "business ethics." By that, Mr. Boyle said he meant that the disk jockeys have "put force on groups to play for them at reduced prices." Mr. Boyle said they do this by threatening to stop the playing of records.

It was also revealed during last week's hearings that Mr. Boyle, in May 1976, had made a \$3 million offer to purchase WOL. Mr. Shrinky called the offer an attempt to "insure that the highly questionable tactics and practices" at WOL would stop.

Attorneys for Sonderling Broadcasting and the disk jockeys have made much of Mr. Boyle's offer for the station and his contract with the Capital Center. One said that the inquiry was started because Mr. Boyle "couldn't stand a little competition."

The disk jockeys are scheduled to testify this week, with Mr. Edwards taking the stand Wednesday or Thursday. His lawyer, David Meyers, said that—if he has to—he will take Mr. Edwards "throughout the transcript page by page" to dispute the allegations against him.



**Witnessing.** Testifying at last week's "payola/plugola" hearings were (l-r): Egmont Sonderling, owner of WOL(AM) Washington; Washington concert promoter, Jack Boyle, and a New York promoter, Teddy Powell. Draw-

ings of the witnesses were done by sisters Ann Munro Wood (Mr. Sonderling and Mr. Powell) and Roxie Munro (Mr. Boyle) for WTOP-TV Washington.



## ABC, still ahead, sweeps sweeps

'How West Was Won' gets 50 share, but series also beat competition

ABC-TV is on its way to a resounding win in the February Arbitron and Nielsen sweeps. For the first 19 days of the 28-day sweep period, ABC had rung up a 23.2 national Nielsen rating, CBS an 18.4 and NBC a 17.1.

ABC has fashioned its winning numbers so far by dint of strong weekly series, plus solid, mass-audience appeal movies and specials. Among ABC's continuing series, *Happy Days*, *Laverne and Shirley*, *Charlie's Angels*, *The Six Million Dollar Man*, *Welcome Back, Kotter* and *Baretta* regularly attain mid-30's shares, or better.

ABC's most potent special event in the sweep period so far is the three-part telecast of *How the West Was Won*, which averaged a 32.6 rating and 50 share over its six hours on the air. Other ABC sweep winners to date include "The American Bandstand's 25th Anniversary Special" (a 28.4 rating and 46 share on Feb. 4); a made-for-TV movie, "The Last Dinosaur" (25.2 rating and 41 share on Feb. 11); another made-for-TV movie, "Secrets" (25.0 rating, 40 share on Feb. 20) and the theatrical movie, "Dirty Mary, Crazy Larry" (24.1 rating, 42 share on Feb. 18).

The only weekly series on the entire ABC prime-time schedule averaging less than a 30 share is *The Captain and Tennille* (Monday, 8-9 p.m., NYT, which got a 29). And on March 7, it will be replaced for six weeks by a new 60-minute comedy-drama called *Eight Is Enough*, about a journalist and his eight children.

ABC has scheduled four new second-season shows: *What's Happening* (Thursday, 8:30-9 p.m.), with a 34-share average over six telecasts; *Blansky's Beauties* (Saturday, 8-8:30 p.m.), a 32-share average in two weeks on the air; *Fish* (Saturday, 8:30-9 p.m.), a 33 share for three weeks; and *The Nancy Drew/Hardy Boys Mysteries* (Sunday, 7-8 p.m.), 32 share, four telecasts.

CBS has introduced six new second-season series so far, and none has managed to come away with the 30-share average that's generally considered to be the minimum Nielsen number necessary to guarantee survival. The CBS six are: *Busting Loose* (Monday, 8:30-9 p.m.), a 28-share average in five telecasts; *The Andros Targets* (Monday, 10-11 p.m.), a 25 share, for four telecasts; *Who's Who* (Tuesday, 8-9 p.m.), 21 share, seven telecasts; *The Jacksons* (Wednesday, 8:30-9 p.m.), 26 share, three telecasts; *Code R* (Friday, 8-9 p.m.), 21 share, five telecasts; and *Hunter* (Friday, 10-11 p.m.), which made its debut on Feb. 18 with an anemic 11.0 rating and 20 share.

Two of NBC's second-season

newcomers are squeezing out decent numbers: *Quincy* (Friday, 10-11 p.m.), which has a 32 share for three Friday telecasts (it was a rotating element in the *Sunday Mystery Movie* during the fall), and *The Life and Times of Grizzly Adams* (Wednesday, 8-9 p.m.), which has a 31 share in two outings.

But NBC has four other second-season newcomers that look like losers: *CPO Sharkey* (Wednesday, 9-9:30 p.m.), a 27-share average for two telecasts in its new time period (it got low 20's when it first appeared on the schedule last December in the Wednesday-at-8 time period); *The MacLean Stevenson Show* (Wednesday, 9:30-10 p.m.), a 24-share average for two telecasts in its new time period (it also got low 20's when NBC put it on Wednesday at 8:30 two months ago); *Tales of the Unexpected*, (Wednesday, 10-11 p.m.), 20 share, three telecasts; and *The Fantastic Journey* (Thursday, 8-9 p.m.), 21 share, three telecasts.

## H-e-e-re's Johnny in the flesh

'Tonight,' slipping in ratings, is ordered back to live airings

The *Tonight* show is going live for the first time in 18 years, at least partly in an attempt to ward off Nielsen gains made in the past year or so by the ABC and CBS late-night cop-show competition.

*Tonight*, which stars Johnny Carson, is still a fairly strong number one in its time period. But ABC's statisticians point out that Mr. Carson has fallen 14% in ratings and 12% in share from his average numbers in 1975 (9.2 rating and 34 share) to his average numbers in 1976 (7.9 rating and 30 share).

CBS's researchers isolate the three networks' performances against one another from 11:30 p.m. to 12:30 a.m., NYT, and report that the *Tonight* show fell from a 45 share average in 1975 to a 40.8 share average in 1976, whereas CBS gained slightly (31.4 share average in 1975 to 32.2 in 1976) and ABC showed an even bigger

improvement (23.6 in 1975 to 27.0 in 1976).

"Johnny's still the king, and we think he's as good as ever," said Robert T. Howard, the president of NBC-TV. "But we're getting tougher competition from those off-network reruns." As a particularly successful example of the off-network rerun as counterprogramming to Carson, CBS began reprising *Kojak*, with Telly Savalas, last September on Tuesday and Thursday nights. The 7.7 average rating *Kojak* attained on Tuesdays and the 7.2 rating on Thursdays often brought CBS to within a few tenths of a rating point of the *Tonight* show. (CBS now runs *Kojak* on Monday and Thursday.)

ABC has pushed its Friday late-night ratings up 25% since it began telecasting reruns of *S.W.A.T.*, which averaged a 6.6 rating in the 11:30 p.m. time period during the last three months of 1976. (ABC's telecast of *Rookies* reruns on Wednesday averaged a 6.5 rating during the fourth quarter.) ABC sources say they're counting on even bigger numbers when they begin rerunning *Baretta* and *Police Story* in late night before the year is out.

Bob Howard said NBC would spread the word, with a lot of promotion, about the *Tonight* show's going live, and, to that end, Frank Sinatra has been signed for the opening live telecast on Tuesday, March 15 (11:30 p.m.-1 a.m.).

More "spontaneity and excitement" are what Mr. Howard hopes will emerge from the return of *Tonight* to its old live format of the 1950's (live, that is, on the East Coast and in the Midwest; the West Coast, from which it'll be sent out at 8:30 p.m., will get it on a three-hour tape delay.)

The *Tonight* show is now aired on a three-to-six-hour delay around the country, and occasionally NBC's censors have to bleep out an off-color remark that will creep into Mr. Carson's monologue or into a colloquy between him and one of his guests.

Mr. Howard said he's confident that a live Mr. Carson will not present a problem to the network's standards and practices department—so confident that there won't even be the safety valve of a seven-second-delay mechanism.



Carson and the competition: ABC's *S.W.A.T.* CBS's *Kojak*.

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### Chronology of a winner.

The TK-46 is a new camera.

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It is actually the distillation of years of brilliant camera performance. With features introduced to the industry on the TK-44 and its successors.

Features proved in more than 1,300 of these cameras. In the largest camera universe of any manufacturer.

Features improved, where possible, for the TK-46. To make it the worthy successor to the world's most successful TV cameras.

Feature	Year Introduced	69	70	71	72	73	74	75	76
High Efficiency Prism Optics		•	•	•	•	•	•	•	•
Wide Range Voltage Regulation		•	•	•	•	•	•	•	•
Comb Filter and Coring		•	•	•	•	•	•	•	•
Chromacomp		•	•	•	•	•	•	•	•
Electromechanical Lens Cap		•	•	•	•	•	•	•	•
Small Diameter Mini Cable			•	•	•	•	•	•	•
Joystick Remote Control Panel				•	•	•	•	•	•
Internal Bias Light	TK-44A			•	•	•	•	•	•
Extended Sensitivity				•	•	•	•	•	•
Scene Contrast Compression				•	•	•	•	•	•
Compact Camera Control Unit				TK-44B	•	•	•	•	•
Simplified Set-Up Controls					•	•	•	•	•
Automatic Color Balance					•	•	•	•	•
Automatic Iris Control					•	•	•	•	•
Automatic Centering Control					•	•	•	•	•
Indoor/Outdoor Switch					•	•	•	•	•
Super Quiet Switch					•	•	•	•	•
Out of Band Aperture Equalization						•	•	•	•
Shared CCU with Portable Camera Head							•	•	•
New State-of-the-Art Preamps							TK-45	•	•
Tilting Viewfinder								•	•
Simplified Control Panel Layout								•	•
Accident-Proof Set-Up Controls								•	•
Simultaneous In/Out of Band Aperture Equalization								•	•
Operations-Oriented Styling								•	•
									TK-46

Above are 25 good reasons why the new TK-46 produces such high quality pictures.

### Innovation and improvement.

The TK-46 includes the latest version of high efficiency prism optics for superior low-light pictures; the comb filter and coring that set a new standard for signal-to-noise ratio; and Chromacomp, RCA's colorimetry adjustment. All standard.

Chromacomp allows colorimetry adjustment without affecting picture luminance. Hue and saturation of primary colors may be changed without altering grey scale balance. Matching to other cameras is simple.

Such innovations made the TK-44 and 44A the best-selling TV cameras. And further developments made sales leaders of their successors.

#### **Age of the automatics.**

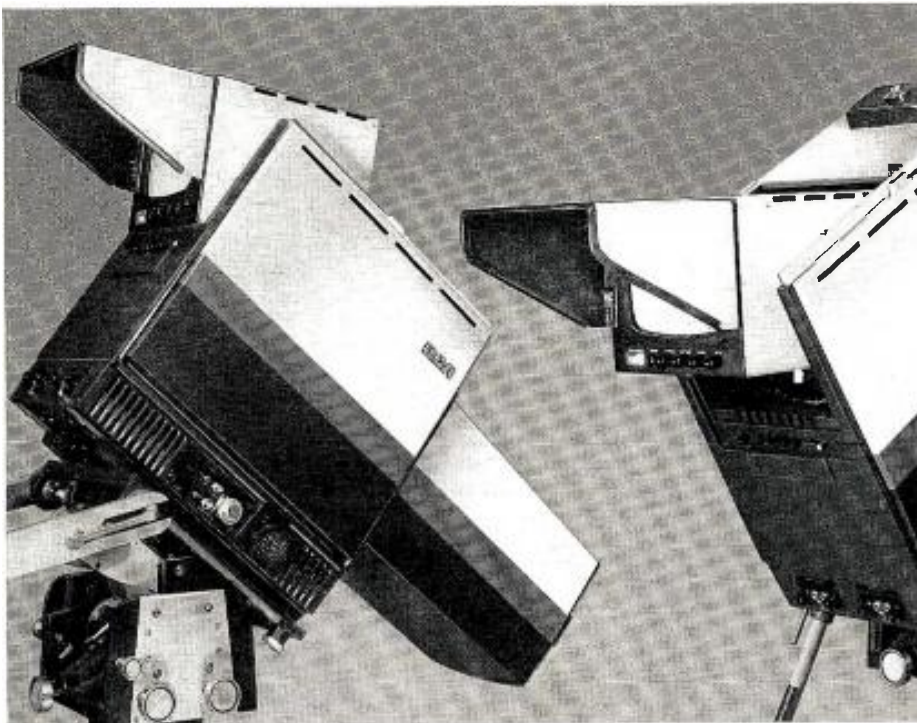
The TK-44B and TK-45 launched the automatic TV camera age. Automatics that simplify or eliminate subjective operator judgements were introduced on these cameras. They include automatic iris, operated by reflected light levels; automatic white balance and automatic black

#### **What's new on the TK-46?**

Better signal-to-noise ratio, for one thing. In low light, a new, advanced preamp design improved signal-to-noise ratio by 3 dB—especially useful in multiple-generation tape production.

Also new for the TK-46 is a tiltable viewfinder with an 8" diagonal screen. The cameraman can hold a horizontal view while tilting the camera through a 30° arc.

Simultaneous in- and out-of-band contours with combing and coring are standard on the TK-46. Our



# RCA

balance; automatic centering control.

Another notable development was internal bias light. It minimizes lag and permits camera operation with as few as five foot-candles of incident light.

Scene Contrast Compression gave users another important benefit. With this control, the cameraman can pull details out of shadow areas (in sports arenas, for instance) without a shift in color balance. He can pan into bright light without overexposure, too.

These proved performance advantages are also yours on the TK-46.

chart will show you all the advantages and how long they have been performance proved. A look at the TK-46 will show how well it performs today, and for many tomorrows.

#### **The one camera truly worth looking into.**

If you are planning to invest in a quality TV camera, look into the TK-46 soon. You'll find it's the one state-of-the-art camera with outstanding proof of performance behind its many features.

To see what all the TK-46 excitement is about, see your RCA Representative.

**Test the TK-46 at our NAB Hands-on Headquarters the Washington Hilton, March 27-30, 1977. The Dependables.**

**MEN**  
25-49

**KEZL**  
San Diego

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**KMBR**  
Kansas City

#

**WEZO**  
Rochester

#

**WQAL**  
Cleveland

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RANKINGS  
BASED ON  
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ARBITRON RADIO  
ESTIMATES,  
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## How they'll 'Ask the President'

**Telephone calls to Carter will be winnowed mechanically, randomly throughout country; they'll talk through Cronkite**

Beginning at 1 p.m. NYT on Saturday, March 5, Americans across the country will pick up their telephones, dial (900) 242-1611 and, if luck is with them, get through to the White House with a question for President Carter.

The format is familiar. Radio stations have used it for years to build audiences. A popular air personality broaches a subject for discussion, and invites an expert to talk about it on the air and then answer calls from listeners. But with Walter Cronkite playing the role of moderator or host and President Carter that of guest, the two-hour show—*Ask President Carter*, which will be broadcast live on CBS Radio between 2 and 4 p.m. NYT, from the Oval Office—becomes something unprecedented.

But the program which fits in with what White House aides talk of as an effort to break down "presidential isolation," is not regarded by them as simply a vehicle for providing members of the public with answers to their question. The program was suggested by CBS News President Richard Salant in response to President Carter's expressed wish to communicate with the public. And Barry Jagoda, special assistant to the President for media and public affairs, said last week that a principal value of the program will be in enabling the President "to get the questions, to hear of matters that concern" the public.

If the program is unprecedented, it is also a little more complicated to produce than those done on local radio stations.

As explained by CBS, which has control over the program, it will work this way:

Lines will open for calls to the toll-free number (for which CBS will pay the line charges) one hour before the 2 p.m. starting time and calls will flow into hundreds of telephone substations in all 50 states. Each of the substations will permit two calls—chosen on a mechanical random basis—to pass through to 10 regional centers. At that point, the flow will be squeezed to six calls from each center, which will be sent to Washington where they will be handled by 20 CBS employees located in the Executive Office building next door to the White House. As a call is taken, another from the same region is sent down the line to Washington. Callers getting busy signals are advised to keep trying.

The CBS employe taking the call will ask the caller his or her number, refer the information to another bank of CBS employes for verification, and then return the call and request the caller to stand by, that he or she is in line to ask a question.

The successful caller will not converse with the President or Mr. Cronkite on the telephone. The President and Mr. Cronkite will hear the questions over

speakers, and will talk into microphones, which will be connected to lines linking the Oval Office to CBS in Washington and, ultimately, to CBS Radio.

There will be the customary seven-second delay to guard against obscenity; Emerson Stone, CBS News vice president for radio, will be the person with a finger on the switch. But the program has been designed to permit a free-wheeling exchange.

Questions will not be screened. CBS says that the calls will be chosen on a first-come, first-served basis and that the content of the question will not be a criterion for its selection; indeed, CBS says the content will not be known throughout the process of selection of the calls. What's more, follow-up questions will be permitted.

Mr. Cronkite, besides informing the President of the name and home town of each questioner—it wasn't clear last week whether the information would be passed to him on cards or on a small television screen—will serve as a kind of editor. CBS says he may try to clarify a question to the President, or an answer. He may also cut a question short if the caller appears to be using up more than a reasonable amount of time. And if a question is asked that was raised earlier, Mr. Cronkite may ask the President whether he has anything to add. On the other hand, if he feels an answer has not been sufficiently specific, he may ask the President to elaborate. Mr. Cronkite himself may pose questions.

The program will not be sponsored. The only break will be for a five-second station identification, which will be given as close to the hour as possible.

CBS says the decision to do the program on a Saturday afternoon was agreed upon by the White House, CBS News and the telephone company. The lack of telephone traffic on a weekend appealed to the telephone company. And the White House felt that a larger cross-section of people would be at home on Saturday afternoon.

CBS chose not to televise the program on the ground it did not regard it as suitable for television. However, it will videotape the program and will permit radio and television networks and stations to rebroadcast the program in full, or to excerpt portions for use in news broadcasts, after the live broadcast and with credit to CBS News and CBS Radio. The Public Broadcasting Service has already scheduled a rebroadcast beginning one hour after the end of the call-in show (BROADCASTING, Feb. 21).

## Commendable

**Slew of broadcasters win  
Freedoms Foundation awards**

Numerous radio and television stations are among the even more numerous persons and institutions honored with

awards Feb. 21 by the Freedoms Foundation, Valley Forge, Pa., for supporting the American way of life, "the dignity of the individual and his responsibility for exemplary citizenship."

In the television category, the Principal Award went to ABC News. Winners of the George Washington Honor Medal included: ABC, NBC, KING-AM-FM-TV Seattle; WGHP-TV High Point, N.C., and WRBL-TV Columbus, Ga. Honor Certificates went to: KABC-TV Los Angeles, KIRO-TV Seattle, Wash., NBC, WBBM-TV Chicago, WBT Charlotte, N.C., WCJB Gainesville, Fla., WKCT Miami, WKYC-TV Cleveland, WMAL-TV Washington, WNBC-TV New York, WSB-TV Atlanta and WTPA Harrisburg, Pa. The Principal Award in the motion picture category went to the New Jersey Public Broadcasting Authority.

In radio, the Principal Award was given to KYW(AM) Philadelphia with Honor Medals going to NBC, the Southern Baptist Radio-TV Commission, WBRG(AM) Lynchburg, Va., WJR(AM) Detroit, WJW(AM) Cleveland and WRSR(FM) Worcester, Mass. Honor Certificates were handed out to Family Stations Inc., Oakland, Calif., the Georgia Association of Broadcasters, KBOI-AM-FM Boise, Idaho, KFWB(AM) Los Angeles, KMBZ(AM)-KMBR(FM) Kansas City, Mo., WBBM-AM-FM Chicago, WCAU-FM Philadelphia, WMAL-AM-FM Washington and WOR(AM) New York.

Other recipients included The Advertising Council and Compton Advertising, New York, which jointly received the Principal Award for Economic Education Programs, and WSB-TV Atlanta which was given an Honor Certificate for its Americana presentation.

One of the foundation's American Patriots Medals was awarded to Gene Austry, 50.1% owner of Golden West Broadcasters. The award was made "for his lifetime of service and dedication to his country and to his fellow man."

## McGannon wants action now on request for prescreening rights

**Group W re-petitions FCC for ruling on request to require networks to provide advance viewings of programing**

Group W has once again called on the FCC to enact rules that would require a network to provide an affiliated station with the opportunity of previewing a network program at least four weeks in advance of air date.

Group W filed its request with the commission last Friday (Feb. 25) and said it asked the commission to act so that final action can be taken prior to the fall 1977 season. Donald H. McGannon, chairman and president of Group W, said that "the urgency for such action stems from the rapidly rising public outcry over excessive crime, violence and other adult content on

network television."

Group W initially sought such a rule in its network-affiliate petition filed with the commission last Sept. 3 (BROADCASTING, Sept. 5). The request for immediate relief was denied by the FCC with no reasons given, according to Group W. The commission specified the program-previewing issue was one of the several matters for comment and investigation, the station group said.

Mr. McGannon said the FCC's action "was not an adequate response to our request." He contended that individual station responsibility for the selection of program matter "is one of the basic tenets of our broadcasting system."

## Wonder grabs four Grammys

Stevie Wonder was the big winner in the 19th annual Grammy awards competition of the National Academy of Recording Arts and Sciences. Mr. Wonder, who won 10 Grammys before the last two years in which he recorded his current album, *Songs in the Key of Life* (Tamla/Motown), this year won four awards—for album of the year, best producer of the year, best male pop performer and best male rhythm-and-blues performer.

George Benson, jazz-pop guitarist and singer, was the second big winner with three awards—record of the year, best pop instrumental performance and best R&B instrumental performance.

The Grammy telecast on CBS-TV Feb. 19 was plagued with problems of a satellite transmission that was used to broadcast a performance by Mr. Wonder, who was in Lagos, Nigeria. Interference problems developed in the land lines that were used to feed the signal to an earth station 75 miles away to Lanlate. From there, an Atlantic Intelsat satellite beamed the signals to New York, and a Western Union satellite was used to send the feed to Los Angeles.

Winners this year were:

Record of the year: *This Masquerade*, George Benson; album: *Songs in the Key of Life*, Stevie Wonder; best song: *I Write the Songs*, by Bruce Johnston; best new artist: Starland Vocal Band; best producer: Stevie Wonder.

In the pop/rock/folk categories—best female vocal performance: *Hasten Down the Wind*, Linda Ronstadt; best male performance: *Songs in the Key of Life*, Stevie Wonder; best performance by group or duo: *If You Leave Me Now*, Chicago; best instrumental performance: *Breezin'*, George Benson.

Rhythm-and-blues awards—best R&B song: *Lowdown*, Boz Scaggs; best female vocal performance: *Sophisticated Lady*, Natalie Cole; best male performance: *I Wish*, Stevie Wonder; best performance by group or duo: *You Don't Have to Be a Star*, Marilyn McCoo and Billy Davis Jr.; best instrumental performance: *Theme from Good King Bad*, George Benson; best soul gospel performance: *How I Got Over*, Mahalia Jackson.

In the country-and-western field—best country song: *Broken Lady*, Larry Gatlin; best female vocal performance: *Elite Hotel*, Emmylou Harris; best male vocal performance: *(I'm a) Stand by My Woman Man*, Ronnie Milsap; best performance by group or duo: *The End Is Not in Sight (The Cowboy Tune)*, Amazing Rhythm Aces; best instrumental performance: *Chester and Lester*, Chet Atkins and Les Paul.

In the jazz category—best vocal performance:

# WOMEN

25-49

## KBIG

Los Angeles

#

## KEEY-FM

Minneapolis/St. Paul

#

## KMBR

Kansas City

#

## WQAL

Cleveland

#

RANKINGS  
BASED ON  
OCT.-NOV. 1976  
ARBITRON RADIO  
ESTIMATES,  
METRO SHARE,  
MON-SUN  
6 AM-MID



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# ADULTS

25-49

## KBIG

Los Angeles

#

## KEZL

San Diego

#

## WALA

Ft. Lauderdale

#

## WQAL

Cleveland

#

RANKINGS  
BASED ON  
OCT.-NOV. 1976  
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6AM-MID



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Fitzgerald & Pass, Again, Ella Fitzgerald; best performance by a soloist: *Basie & Zoo!*, Count Basie and Pablo; best performance by a group: *Leprechaun*, Chick Corea; best big band performance: *The Ellington Suites*, Duke Ellington.

Best inspirational performance: *The Astonishing, Outrageous, Amazing, Incredible, Unbelievable, Different World of Gary S. Paxton*, Gary S. Paxton, best gospel performance other than soul gospel: *Where the Soul Never Dies*, Oak Ridge Boys.

Best instrumental arrangement, *Leprechaun's Dream*, Chick Corea; best instrumental arrangement: *If You Leave Me Now*, Chicago; best arrangement for voices: *Afternoon Delight*, Starland Vocal Band.

Best ethnic or traditional recording award: *Mark Twang*, John Hartford; best Latin recording award: *Unfinished Masterpiece*, Eddie Palmieri.

Best recording for children: *Prokofiev: Peter and the Wolf/Saint Saens: Carnival of the Animals*, Hermione Gingold, Karl Bohm, Vienna Philharmonic; best comedy recording: *Bicentennial Nigger*, Richard Pryor; best spoken word recording: *Great American Documents*, Orson Welles, Henry Fonda, Helen Hayes, James Earl Jones.

Best instrumental composition: *Bellavia*, Chuck Mangione; album of best original score for movie or TV: *Car Wash*; best cast show album: *Bubbling Brown Sugar*.

Classical awards—album: *Beethoven: The Five Piano Concertos*, Artur Schnabel and Daniel Barenboim conducting the London Philharmonic Orchestra; best orchestral performance: *Strauss: Also Sprach Zarathustra*, Sir Georg Solti conducting the Chicago Symphony; best opera recording: *Gershwin: Porgy and Bess*, Lorin Maazel conducting the Cleveland Orchestra and Chorus; best choral performance: *Rachmaninoff: The Bells*, Andre Previn; best chamber music performance: *The Art of Courtly Love*, David Munrow conducting Early Music Consort of London; best instrumental soloist with orchestra: *Beethoven: The Five Piano Concertos*, Rubenstein and Barenboim; best instrumental soloist without orchestra: *Horowitz Concerts 1975/76*, Vladimir Horowitz; best vocal soloist performance: *(Herbert) Music of Victor Herbert*, Beverly Sills; best engineered recording: *Gershwin: Rhapsody in Blue*, Graham Ray Moore and Mill Chern.

Best engineered recording (non-classical): *Breezin'*, George Benson; best album package: *Chicago X*, John Berg; best album notes: *The Changing Face of Harlem, the Savoy Sessions*, Dan Morgenstern.

### Programing Briefs

**Cream of local trop.** NBC-TV is planning 90-minute children's special to consist of best locally produced children's programming from stations around country, according to Irwin (Sonny) Fox, vice president in charge of children's programming for network. He said outside organization would select shows to be used to avoid bias in choices.

**Cash for creativity.** ABC Inc. has provided grant of \$40,000 to National Playwrights Conference of Eugene O'Neill Memorial Theater Center, Waterford, Conn., to expand opportunities for playwrights and to enlarge amount of original dramatic material for television. ABC said it also will give cash award of \$10,000 to winning playwright in this year's New Drama for Television Project, set up by Conference last year. Winning play will be telecast on *ABC Theater*.

**Format change.** WGIR-FM Manchester, N.H., has changed its format to current soft rock music, presented in four uninterrupted segments each hour with two minutes allotted to news. Commercials will be limited to eight minutes per hour.

**Who else could afford one?** West German newspaper, *Die Welt*, has complained that American TV producers are making that country's Mercedes Benz their standard "ganster limousine." Keen to anti-German sentiment, the newspaper described an episode of *Cannon* seen there in which the villains used two Mercedeses, one a sports model and the other, a limousine. The newspaper did, however, mention an episode of *The Rockford Files* seen in Germany: "At least the bad guys did not drive a Mercedes."

WGIR-FM is Knight Quality Station Network and operates on 101.1 mhz with 9.6 kw.

**Fogarty's fusillade.** FCC Commissioner Joseph Fogarty has continued dialogue with South Carolina Broadcasters Association, reaffirming criticism of television programming that he voiced in speech to SCBA last month. In response to SCBA letter taking issue with his "harsh criticism" (BROADCASTING, Feb. 7), Commissioner Fogarty said television offers "few real alternatives" in terms of programming. He also said commission's network inquiry, which he supports, is not, as SCBA suggested, step toward creation of fourth network. Rather, it is aimed at determining whether networks are guilty of restricting stations' ability to make programming choices. He expressed hope that licensees view inquiry as effort to insure freedom of their program selection, not "threat or inhibition."

**It's the truth.** *National Lampoon* magazine is preparing three-and-half-minute program *True Facts* for radio syndication. Taken from feature in magazine, *Facts* will be "ridiculous, humorous things that actually happened," according to publisher Matty Simmons. Show has 25 stations signed up, and will have two-and-half minutes of program material and one-minute commercial sold by Lampoon.

**New duo.** Two new 15-minute TV series, *Listen* and *Athletes*, have been produced by Southern Baptist Radio and Television Commission. *Listen* deals with earthquakes, astronomy, energy, anatomy and technology. *Athletes*, produced in cooperation with Fellowship of Christian Athletes, offers biographies of sports figures. Series are offered free on public-service basis from *Marketing Services, Southern Baptist Radio and Television Commission, P.O. Box 12157, Fort Worth*.

**Critic at large.** *Charles Supin* in *Las Vegas* radio features, NBC/NIS radio network for past six months, are now available in national syndication from David Cooper, *White Cooper Burch & Howe, Suite 603 Valley Bank Plaza, 300 South Fourth Street, Las Vegas 89101*. Each 60-second program contains facts on one internationally known entertainer, plus Mr. Supin's commentary.

**It's Lynn for Polly.** Actress Lynn Redgrave has been named as co-host, with Frank Fields, of *Not For Women Only* syndicated

series. She will replace Polly Bergen who recently left the series, which is produced by WNBC-TV New York and syndicated by Lexington Broadcast Services Co., New York.

## Olympics: another pull on the yo-yo string

Legal counsel for the Satra Corp., the company which lost out in its bid to win U.S. broadcast rights to the 1980 Olympics, said in court Feb. 15 that he believes NBC may not have made a final contract for the Olympics either.

Lawyer Michael A. Lacher said, "We contend that NBC is clearly premature in its declaration to the world of a contract." He also said that Satra would not be "swept aside" by massive news coverage of NBC's agreement with the Russians.

Mr. Lacher made the statement before Edward J. Greenfield, administrative judge of the Supreme Court, while attempting to convince the judge that NBC should surrender a copy of its contract and other documents relating to the network's negotiations with the Russians. Satra wants to use the documents in its \$275 million suit against the network for interference of contract.

Judge Greenfield took the request under consideration, after asking lawyers for NBC, "All the shredding machines at NBC will be put on a hold basis?" NBC's lawyers assured him that they would.

## Court rules firing not related to First Amendment

An ex-talk show host has lost his suit against the Antidefamation League of the Milwaukee B'nai B'rith, in which he charged that the ADL deprived him of free-speech rights by protesting one of his broadcasts.

Al Augustine, a former talk-show host at WOKY(AM) Milwaukee, had brought suit against the league on First Amendment grounds, claiming that it had interfered

with his employment contract by protesting a three-hour appearance by members of the National Socialist White People's (Nazi) Party on his show in June 1974. The management at WOKY fired Mr. Augustine after receiving complaints from listeners and the ADL.

According to Wisconsin Supreme Court records, the Nazis used "various epithets" with respect to blacks and Jews, and Mr. Augustine failed to "push the 'panic button' that would have deleted objectionable material from the broadcast." The court also found that Mr. Augustine did not activate the disclaimer tape that would have explained that the views expressed were those of the talk-show guests and not of the station management.

The court ruled that Mr. Augustine's claim that he had been deprived of his right to be employed and paid by the station was not actionable on First Amendment grounds because "a person's right to free speech is [not] infringed by the termination of his employment as a radio announcer on a talk show."

### Journalism Briefs

**Fights execution TV.** Man sentenced to die in Texas electric chair has appealed to U.S. Supreme Court for ruling overturning federal court's decision that television coverage of electrocutions would have to be permitted if reporters are allowed to witness them (BROADCASTING, Jan. 10). Lawyers for Jerry Lane Jurek, convicted in killing of 10-year-old girl, said televising of electrocutions would constitute "cruel and unusual punishment" and would violate prisoner's right to privacy.

**Give it back.** KSL-TV Salt Lake City cameraman Robert Greenwell is petitioning 10th Circuit Court of Appeals to regain movie camera ordered confiscated Jan. 16 by Federal Judge Willis Ritter. Cameraman was filming judge as he was about to enter U.S. Post Office building to hold hearing on suit to delay execution of Gary Gilmore when judge ordered camera and related equipment confiscated.



**Coast to coast.** Television was a whipping boy in Miami prior to the National Association of Television Programming Executives conference (BROADCASTING, Feb. 21) at a panel discussion at the University of Miami on television and children. Members of that panel were (l-r) Abbott Washburn, FCC commissioner; Clare Lynch O'Brien, educational consultant; Squire Rushnell, ABC-TV vice president for children's programs; Tay Voyer, WTVJ-TV Miami director of program operations; (not pictured) Rosemary Lee Potter, author and teacher; Les Brown, TV correspondent, *New York Times*; Judy Wallace, associate professor of communications at the university, and John Dalessio, attorney for the National Association for Better Broadcasting. Mr. Rushnell and Mr. Voyer ended up the villains of the piece as Mr. Dalessio, in particular, lashed out at television for "teaching kids how to hate, teaching them that the solution to problems lies at the end of a fist or a gun—and all for the purpose of selling them junk foods like potato chips, candy, food additives, soft drinks, gum and frozen dinners."

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## The votes are in on the NAB board

**Two surprising defeats with Jones and Laird losing in elections for radio and TV positions**

The big surprise coming out of the National Association of Broadcasters board election, announced last week, was that Donald Jones of KFIZ(AM) Fond du Lac, Wis., vice chairman of the radio board and on the way to becoming radio chairman in June, was defeated.

Apparently he was the subject of a Wisconsin-versus-Illinois tug-of-war in his district nine, which comprises those two states, and was undone by Charles Wright of WBYS-AM-FM Canton, Ill.

Another surprise loser among the 12 NAB radio and TV board members who sought re-election was Ben Laird of WDUZ-AM-FM Green Bay, Wis. He lost his class B market seat (radio markets with populations of 100,000 to 500,000) to Daniel Kops of WAVZ(AM)-WKCI(FM) New Haven, Conn.

Mr. Jones, the youngest NAB board member at 33, did not campaign for re-election; he attributed his defeat to a successful campaign by a faction of broad-

casters in his district to return his board seat to Illinois turf. For the past six years, the district nine seat has been held by a Wisconsin broadcaster, and that fact was emphasized in letters circulated during the election campaign by Mr. Wright, the winner, and a compatriot, Ray Livesay of WLBH-AM-FM Mattoon, Ill.

Mr. Jones leaves the board with "bittersweet" emotion—bitter because he hates to lose; sweet, he said, because it frees him of the time-consuming responsibilities of a board position. He became deeply involved in NAB affairs this past year as co-chairman (with radio board chairman Donald Thurston of WMNB-AM-FM North Adams, Mass.) of the reform task force that oversaw the major reorganization of the NAB staff and the formulation of a table of goals and objectives for the association (BROADCASTING, Jan. 31).

The Jones defeat makes fair game of the radio board chairmanship in board officer elections in June. The most obvious candidates are among those who have been mentioned previously for the vice chairmanship. The cluttered field of six (BROADCASTING, Feb. 7) for the latter job will probably split, with at least two, Len Hensel of WSM(AM) Nashville and William O'Shaughnessy of WVOX-AM-FM New Rochelle, N.Y., racing for the top job. A possible third candidate for the radio chairmanship: Virginia Pate Wetter, WASA(AM)-WHDG(FM) Havre de Grace, Md.

Those mentioned so far for the vice

chairmanship of the radio board include Bill Sims of KOJO(AM)-KIOZ(FM) Laramie, Wyo., Robert McKune of KTTR(AM)-KZNN(FM) Rolla, Mo., and Herbert Hobler of Nassau Broadcasting Co., Princeton, N.J. Add to that list still another name, David Scribner of Double-day Broadcasting, Dallas, believed by some to be the dark horse in that race.

The complete list of winners of the radio board elections posted by NAB last week follows:

District one (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont): Arnold S. Lerner of WLLH(AM)-WSSH(FM) Lowell, Mass.

District three (Delaware, District of Columbia, Maryland, Pennsylvania and West Virginia): Jerry Lee of WDVR(FM) Philadelphia.

District five (Alabama, Florida, Georgia, Puerto Rico and the Virgin Islands): Paul Reid of WBHB(AM) Fitzgerald, Ga. (incumbent).

District seven (Kentucky and Ohio): Walter E. May of WPKE(AM)-WDHR(FM) Pikeville, Ky. (incumbent).

District nine: Mr. Wright.

District 11 (Minnesota, North Dakota and South Dakota): John G. Lemme of KLTF(AM) Little Falls, Minn.

District 13 (Texas): Stan McKenzie of KWED-AM-FM Seguin, Tex.

District 15 (California—excluding counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial): Frank W. McLaurin of KSRO(AM) Santa Rosa, Calif. (incumbent).

District 17 (Alaska, Oregon and Washington): Ted A. Smith of KUMA(AM) Pendleton, Ore.

Class A market (population of 500,000 or more): Virginia Pate Wetter.

Class B market (population of 100,000 to 500,000): Daniel W. Kops.

Class C market (population of 25,000 to 100,000): Bill Sims (incumbent).

Class D market (population of 25,000 or less): Edward O. Fritts of WNLA-AM-FM Indianola, Miss.

In the television board races, the five incumbents running won re-election. The six elected were: Leslie G. Arries of WBEN-TV Buffalo, N.Y. (the only nonincumbent), Bill Bengtson of KOAM-TV Pittsburg, Kan.; Thomas E. Bolger of WMTV(TV) Madison, Wis.; Eugene B. Dodson of WTVT(TV) Tampa, Fla.; Robert B. McConnell of WISH-TV Indianapolis, and Mike Shapiro of WFAA-TV Dallas.

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## Rewrite moving along

**Staff paper due in a month;  
Van Deerling urges his troops on**

The House Communications Subcommittee's rewrite of the Communications Act is on course, with the first step, a staff paper on policy options for each of the major areas—broadcasting, cable television, common carriers, spectrum manage-



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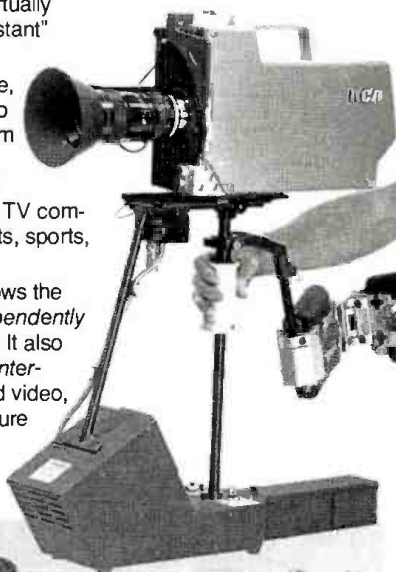
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ment—due to appear April 1.

At a subcommittee organizing session two weeks ago, Chairman Lionel Van Deerlin (D-Calif.) counseled subcommittee members to immerse themselves in the project. All were in accord except Representative John Murphy (D-N.Y.), who argued that the subcommittee should take up major communications issues—license renewal legislation, sports broadcast antiblackout legislation and maritime and aeronautical communications—separately, instead of in one package. Representative Van Deerlin said afterward he welcomes Mr. Murphy's dissenting views, but "obviously, we're not going to take separate action" on license renewal.

One issue the subcommittee might take up in separate oversight hearings is the future arrangement of telecommunications functions in the executive branch, specifically the future of the Office of Telecommunications Policy. Ranking subcommittee Republican Lou Frey (Fla.) has written President Carter on that score, offering his opinion that OTP's functions should not be divided among other agencies, as in one proposal mentioned by members of the White House staff (BROADCASTING, Feb. 7). With so many federal agencies involved in communications policy and as communications users, the government needs a centralized telecommunications organ in the execu-

tive branch, he said, particularly when the United States is preparing for the World Administrative Radio Conference in 1979.

## The tilt is back to status quo for OTP in Carter budget request

**President's revision would stop changes in office until its ultimate make-up is decided; public broadcasting given break in new figures sent to Congress**

President Carter is putting a hold on changes in the Office of Telecommunications Policy until his administration's plans for the office are firm. The revisions in former President Ford's fiscal year 1978 budget that President Carter sent to Congress last week continue the recent practice of giving OTP direct control over funds needed for support activities and permit it to retain the personnel, as well as its statutory responsibility, for spectrum management activities.

The Carter budget revisions also afford a measure of relief for public broadcasting.

They would restore cuts that the last

Ford budget made in public broadcasting programs.

With the Ford White House manifesting increasing doubts as to what the structure of OTP—created in 1970 as the President's chief telecommunications adviser and policy formulator—should be, President Ford's last budget tended to downplay OTP's importance (BROADCASTING, Jan. 24).

It provided for \$3 million for the office, some \$5.2 million less than was available to it in fiscal year 1977, and allocated some \$5.5 million to the Commerce Department's Office of Telecommunications for research and analysis functions. In addition, the budget proposed reducing the number of OTP's permanent positions, from 41 at the end of fiscal 1977 to 37, with the reduction represented by spectrum managers who would be transferred to OT.

The proposed personnel change appeared to disturb some OTP officials even more than the plan to provide OT directly with funds for its OTP support functions instead of funneling the money through OTP. The officials noted that OTP would be left with only one or two staff members as spectrum managers—far too few, they said, to enable OTP to discharge its statutory duty to manage the government portion of the spectrum.

President Carter's revisions would provide OT with \$8,447,000. Thus, it would have direct control over the research and analysis funds. And it would retain the four spectrum managers previously ticketed for OT.

An administration source said the modification was designed to maintain the status quo pending any restructuring of OTP. The White House is considering various options for changing OTP's form, from splitting the office in two, with its spectrum management and coordination functions assigned to the Office of Management and Budget and its policy making job to the Office of Science and Technology, to retaining it in its present form, though in a smaller configuration. One other possibility would be to transfer the office's functions to a cabinet department, possibly Commerce or Transportation.

The relief President Carter's budget revisions would provide public broadcasting does not go as far as public broadcasters had sought, but it does at least maintain present levels—which is more than former President Ford's budget would have done. President Carter is asking Congress to provide an appropriation ceiling of \$120.2 million for the Corporation for Public Broadcasting for fiscal year 1980 (appropriation ceilings through 1979 have already been set). This is considerably less than the \$160 million CPB has sought, but \$5.2 million more than was proposed in the last Ford budget and equal to the amount Congress has appropriated for CPB in fiscal year 1979. The federal funds are provided on a matching-funds basis—\$1 for every \$2.50 of nonfederal money raised by CPB.

Similarly, President Carter would be



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**Media meet the men who.** Broadcasters and the nation's lawmakers have been getting together this month for different purposes. At left, George A. Koehler (l), president of Gateway Communications, is pictured with Senator Richard Schweiker (c) (R-Pa.) and Eric Rabe, news director for Gateway's WTAJ-TV Altoona, Pa. A contingent of Gateway management and news people spent two days in Washington interviewing members of Congress. The Gateway stations are using the video-taped and filmed talks as daily on-air interviews, half-hour programs and special reports. At right, Bill Walbridge (c), senior vice president of corporate affairs for Capital Cities Communications, establishes ground rules for a debate ("Different Points of View on America's Future") between Representative Jack Kemp (R-N.Y.) (l) and Senator Donald Riegle (D-Mich.) at Capcities' annual management conference on Long Boat Key, Fla.

more generous with funds for public broadcasting's construction needs. Where former President Ford would have reduced last year's level of \$14 million in matching funds and \$1 million for telecommunication demonstrations to \$7 million, President Carter is asking that the \$15-million ceiling be retained. Public broadcasting representatives, however, had sought a \$30-million ceiling.

The budget revisions also contain one element of interest to those following the growing willingness of government to provide financial assistance to members of the public interested in participating in agency proceedings. The Nuclear Regulatory Commission would be given \$200,000 to fund "qualified public intervenors" in pending rulemaking proceedings dealing with the use of plutonium to fuel nuclear reactors. The Ford White House had turned down NRC's request to include such a proposal in the budget submitted last month.

## Black Caucus proposal on minority ownership gets little reaction

**Two that do file comments at FCC seek more than congressional group asked for in its petition**

The National Black Media Coalition has seized on an idea offered the FCC by the Congressional Black Caucus and has asked the commission to take it a step further.

Last December the caucus petitioned the FCC to allow licensees facing renewal or revocation hearings to sell their properties at "substantially lower sales prices" to groups at least 50% made up of minorities (BROADCASTING, Jan. 3, 10).

NBMC thinks the scope of that petition should be broadened "to actively and positively promote minority ownership whenever a broadcast licensee submits a petition for transfer." NBMC asked that

the FCC "require that a minority impact statement be submitted in transfer applications and rulemakings" to eliminate "acute underrepresentation of minority ownership."

As the original comment deadline passed earlier this month (the deadline for replies has been extended to this Wednesday, March 2), the NBMC and another supporter of the petition, the City

of Gary (Ind.) Human Relations Commission, were the only parties to take a stand.

The Gary agency also asked the commission not to stop at the caucus's suggestion. It recommended that the FCC also provide for "expedited comparative hearings" whenever two minority applicants are competing for a license. Furthermore, the agency said the FCC should provide financial assistance to minority applicants as well as consultancy services.

The NBMC went on to call for a "reevaluation of all commission policies and rules affecting ownership and diversification of media control." NBMC said that "the continued absence of any affirmative action efforts by the commission... perpetuates the present disparity between the number of minority-owned and white-owned" stations. Citing 1976 FCC statistics, NBMC said that of 9,192 radio and TV stations in the U.S. and Virgin Islands, only 56 were black-owned, 0.6% of the total. Of that, NBMC added, only three were TV's (WGPR-TV Detroit and WBNB-TV Charlotte Amalie, St. Thomas, and WVIS-TV Christiansted, St. Croix, both in the Virgin Islands).

NBMC said of the distress-price proposal: "The public interest must be weighed against the real burdens facing prospective minority purchasers, namely, the capital investment required not only to obtain the equipment and personal expenses but also the artificially inflated value attached to the license itself."

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## Role of media topic at NBC News Forum

The third of four panels at the first NBC News Forum on the election process will tackle the question: "The Role of the Media—Informing or Influencing the Electorate?"

Panelist for the session, on the second morning of the March 4-5 Forum at the Capital Hilton hotel in Washington, will be Professor James D. Barber, chairman of Duke University's Department of Political Science; Douglas Bailey, media consultant to President Gerald Ford during last year's election campaign; Gerald Rafshoon, President Jimmy Carter's media director in that campaign; pollster Daniel Yankelovich and Tom Wicker, associate editor of the *New York Times*. John Chancellor of *NBC Nightly News* will be moderator.

The panelists' proposals will be debated by 75 to 100 invited participants from politics, academia, journalism, business and labor. NBC News cameras will cover the two-day proceedings and highlights will be presented in a two-hour special on NBC-TV at 1 p.m. (NYT) on Sunday, March 20, and in a 55-minute report in the *Second Sunday* series on the NBC Radio network on March 13 (9:05-10 p.m. NYT). The Forum's first panel will deal with political primaries (BROADCASTING, Feb. 14). The second panel will center on campaigns and campaign financing, and the fourth on the



**In their hands.** Holding a mock-up of the set for the NBC Forum are (l-r) NBC President Herbert S. Schlosser; NBC News correspondents John Chancellor, Catherine Mackin and Tom Brokaw, who will be moderators, and Richard C. Wald, president of NBC News.

presidential debates and Section 315. Panelists for those two remain to be announced.

### Changing Hands

#### Announced

The following station sales were announced last week, subject to FCC ap-

proval.

■ **KWBB(AM)** Wichita, Kan.: Sold by Wichita Broadcasting Inc. to Mr. D's Radio Inc. for \$600,000. Sellers are C. Hewel Jones, president, William Schueler, Paul Taft, Edgar Keltner and film actor James Stewart, who also own **KRXV(AM)** Fort Worth (formerly **KBUY(AM)**). Mr. Taft also owns **KODA-AM-FM** Houston. Buyers are Lowell D. Deniston, Robert D. Freeman and Frank L. Carney, who also own **KBUL(AM)-KEYN(FM)** Wichita, **KCSJ(AM)-KDJQ(FM)** Pueblo, Colo., and **KOFM(FM)** Oklahoma City. Buyers have sold **KBUL**, subject to FCC approval, to Agape Communications for \$395,000 (BROADCASTING, Feb. 14). **KWBB** operates on 1410 khz with 5 kw day and 1 kw night.

■ **KARR(AM)-KOPR-FM** Great Falls, Mont.: Sold separately by Greater Montana Broadcasting to Northern Montana Family Radio Inc. and Sun River Broadcasting, respectively, for \$180,000 for **KARR** and \$135,000 for **KOPR-FM**. Seller is wholly owned subsidiary of Cummings Communications Corp. (Alan H. Cummings), which owns **WRRR(AM)** Rockford, Ill., and **WNAM(AM)** Neenah-Menasha, Wis. Northern Montana is owned by Christian Enterprises Inc., Harold Erickson president. CEI also owns **KGvW-AM-FM** Belgrade, **KURL-AM-FM** Billings and **KGLE(AM)-KIVE(FM)** Glendive, all Montana, and **KKIM(AM)** Albuquerque, N.M. Sun River principal is Thomas E. Ingstad, who bought **KUDI(AM)** Great Falls last year (BROADCASTING, May 31, 1976). Mr. Ingstad also has controlling interest in **KKXL(AM)-KKDQ(FM)** Grand Forks, N.D., and minority interests (along with brother, Robert E. Ingstad) in **KWAD(AM)-KKWS(FM)** Wadena and **KBMW(AM)-KKWB(FM)** Breckenridge, both Minnesota, and **KOV(AM)** Valley City, N.D. Robert Ingstad has purchased **KGMY(AM)** Missoula, Mont., for \$300,000 from Mission Broadcasters Inc., subject to FCC approval (BROADCASTING, Feb. 21). **KARR** operates on 1400 khz with 1 kw day and

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Cowles Communications.....	Year 12/31	10,872,000	+23.5	3,803,000	+ 15.9	.96	8,801,000	3,280,000	.83
Gray Communications.....	6 mo. 12/31	6,779,779	+15.8	565,841	+ 59.9	1.19	5,865,545	353,672	.74
Gross Telecasting.....	Year 12/31	7,90,501	+19.5	1,602,934	+ 42.9	2.00	6,666,026	1,121,542	1.40
Harte-Hanks.....	Year 12/31	116,703,283	+27.6	10,546,738	+ 31.3	2.41	91,390,055	8,027,222	1.84
Marvin Josephson.....	6 mo. 12/31	15,768,300	+14.1	2,452,800	+ 18.4	1.36	13,815,000	2,070,700	1.06
Metromedia.....	Year 1/1	276,357,485	+29.7	30,505,101	+116.6	4.52	212,979,563	14,081,508	2.15
Rahall Communications.....	6 mo. 12/31	5,323,000	+25.1	609,000	+118.2	.48	4,253,000	279,000	.22
Warner Communications.....	Year 12/31	826,769,000	+28.8	61,223,000	*	3.68	669,774,000	9,118,000	.53

\*Change too great to be meaningful.

250 w night. KOPR-FM operates on 106.3 mhz with 3 kw and antenna 11 feet above average terrain. Broker: Richard A. Shaheen.

■ **KCYL(AM)-KLTD(FM)** Lampasas, Tex.: Sold by Lampasas Broadcasting Co. to Group Seven Broadcasting Co. for \$308,750. Seller is Stephen S. Sampson, who has no other broadcast interests. Buyers are Kenelm W. Herschel, Richard E. Fain and Donald E. Fain (one-third each). Mr. Herschel is partner in Tulsa, Okla., restaurant. Richard Fain is president of Creative Advertising Inc., Tulsa, and former operations manager of KCNW(AM) Tulsa. His brother, Donald, owns Canton, Ohio, food store. KCYL operates on 1450 khz with 1 kw day and 250 w night. KLTD operates on 99.3 mhz with 3 kw and antenna 180 feet above average terrain.

■ **WBAR(AM)** Bartow, Fla.: Sold by Polk County Broadcasters Inc. to D-BAR Radio Inc. for \$121,800. Seller is Michael J. Freeland, who also owns WFWL(AM) Camden, Tenn., and has sold, subject to FCC approval, WFWA(AM) Sullivan, Ill., for \$178,000 (BROADCASTING, Dec. 6, 1976). Buyers are H.R. Cook, Richard Todd and M.S. O'Dell Jr. Mr. Cook has interest in KASO(AM) Minden, La. Mr. O'Dell is program director and chief engineer there. Mr. Todd is general manager at WBAR. WBAR is 1 kw daytimer operating on 1460 khz. Broker: Chapman Associates.

■ Other station sales announced last week by the FCC include: WECO(AM) Wartburg, Tenn., KWFA(AM) Merkel, Tex., and WHJC(AM) Matewan, W.Va. (see page 54).

**Approved**

■ Station sales approved last week by the FCC include: KBIB(AM) Monette, Ark., and WVOI(FM) Tisbury, Mass. (see page 54).

Media Briefs

**Capcities in K.C.** Employees of *Kansas City* (Mo.) *Star* and *Times* have sold papers to Capital Cities Communications for \$125 million (BROADCASTING, Nov. 29, 1976).

CCC, New York-based group broadcaster and publisher, owns Fairchild Publications (*Women's Wear Daily* and others) and daily papers in Fort Worth, Arlington, Tex., Pontiac, Mich., and Belleville, Ill.

**Delayed action.** U.S. Magistrate Sol Schreiber last week put off until March 18 preliminary hearing examining proposed agreement under which NBC will settle for \$2 million discrimination suit filed by NBC Women's Committee for Equal Employment Opportunity (BROADCASTING, Feb. 21). Justice Schreiber suggested that draft proposals for settlement be reworked to clarify number of points in document.

**Another tangle in GTR plans for RKO**

**L.A. group seeking VHF facility for PTV eyes group's KHJ-TV**

General Tire & Rubber Co.'s proposal to spin off its radio and television stations to its stockholders as a means of protecting the properties from license challenges—a plan that's run into opposition—is now involved in an attempt by Los Angeles groups to obtain a VHF for public broadcasting.

At issue is the groups' proposal that the commission issue a notice of rulemaking

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aimed at prohibiting the sale of any VHF commercial station in the Los Angeles market until all noncommercial television stations have "recognized a right of first refusal to purchase the station at a reasonable price" (BROADCASTING, Jan. 24).

Monroe Price, a professor of law at the University of California at Los Angeles, who represents one of the groups, Public Communication Inc., has urged the FCC to stay or deny GTR's transfer application until after it has resolved the issues raised in the rulemaking petition.

Among the 17 RKO radio and television stations involved is its KHJ-TV Los Angeles.

GTR in September announced plans to transfer the licenses of the stations to the stockholders. The reason was, officials said, to free the license from the problems GTR had acquired as a result of Securities and Exchange Commission charges that it had violated a long list of securities laws. GTR and its president, Gerald O'Neil, without admitting guilt, have consented to

the entry in court of an order restraining them from such actions in the future (BROADCASTING, May 17, 1976).

Two challengers, each seeking to displace RKO as licensee of Boston channel 7, on which WNAC-TV now operates, have filed oppositions to the proposed transfers. And the commission's Broadcast Bureau, Mr. Monroe noted, has said that the commission policy of delaying consideration of transfer applications when there are unresolved character qualifications should be applied to the RKO proposal.

Mr. Price said that the proposed rule "leading to a noncommercial television license on VHF will best serve" commission policy of maximizing the benefits of noncommercial educational television. By resolving the issues set forth in the rulemaking petition before dealing with GTR's proposed transfer, Mr. Price added, "the commission will take advantage of a rare opportunity in the Los Angeles television market to achieve that goal."

## CPB group begins work on plan for upping minority participation

As the Corporation for Public Broadcasting faces pressure from Capitol Hill and citizen groups to improve public broadcasting's minority employment and programming records, a CPB task force has met for the first time in Washington to begin working out an action plan.

The 28-member predominantly black group appeared to need little fuel to encourage action. Nolan Bowie, an attorney for Citizens Communications Center, however, provided some, in an informal CCC "white paper" with recommendations.

Among the suggestions was that CPB cut off aid to any public broadcasting station when its employment profile falls below the FCC's "zone of reasonableness." Another called for the establish-

**Reciprocity.** The eighth annual Abe Lincoln awards of the Southern Baptist Radio and Television Commission were presented during two days of ceremony and discussion in Fort Worth Feb. 17 and 18. And the person responsible for creating that awards program—Paul M. Stevens, president of the commission—was himself honored on that occasion: by FCC Chairman Richard E. Wiley, who said "there is no position in American broadcasting" for which Dr. Stevens would not be qualified. Mr. Wiley added that he had recommended Dr. Stevens as a director of the Corporation for Public Broadcasting (a nomination made by the Ford administration but withdrawn by the Carter administration; see page 40) and hoped that he would some day be considered for appointment to the FCC.

Mr. Wiley praised Dr. Stevens, saying, "He would make a great public servant in that regard or whenever the Lord finds his use in government."

The principal focus in Fort Worth, of course, was on the Lincoln honorees pictured here. **Top left:** Elmo Ellis, WSB-AM-FM Atlanta, radio

award winner, and Robert White, KIII(TV) Corpus Christi, the TV award winner. **Top right:** Frank U. Fletcher, Washington communications lawyer, who accepted the Rallsplitter Award for his father, A.J. Fletcher of WRAL-FM-TV Raleigh, N.C.; Mrs. Lyndon B. Johnson, who received the Distinguished Communications Medal; Dr. Stevens; Mrs. Grover C. Cobb, who accepted the Vincent T. Wasilewski Founders Award made posthumously to her husband; Mr. Wasilewski, the president of the National Association of Broadcasters, and comedian Jerry Clower, of the Grand Ole Opry, who received the Christian Service Award. **Bottom:** Abe Lincoln merit winners Marcia A. West, KOA-AM-FM-TV Denver; Jerri Spoehel, KCSN(FM) Northridge, Calif.; Ralph Renick, WTVJ(TV) Miami; Andrew M. Ockershausen, Washington Star Stations; Michael H. McDougald, WAAX(AM) Gadsden, Ala.; Daniel W. Kops, Kops-Monahan Communications, New Haven, Conn.; Irvine B. Hill, WCMS-AM-FM Norfolk, Va.; Eugene B. Dodson, WTVT(TV) Tampa, Fla., and Cy N. Bahakel, Bahakel Broadcasting, Charlotte, N.C.



Ellis, White



Fletcher, Mrs. Johnson, Stevens, Mrs. Cobb, Wasilewski, Clower



West, Spoehel, Renick, Ockershausen, McDougald, Kops, Hill, Dodson, Bahakel



## Introducing a Color Corrector for Electronic News Gathering.

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ment of a "minority television-radio workshop, modeled after the Children's Television Workshop, which would serve as a national production center and training facility."

The report recommended that all corporate underwriting "be uniformly assessed a 10% surcharge," with funds used to produce local public affairs programs. Lashing out at the scheduling of minority and target audience programming "during the ghetto hours of nonprime time," it said that such shows "should be integrated" throughout public TV and radio schedules. Criticism was also directed at the Public Broadcasting Service's Station Program Cooperative, the auction-like selection of national programs. "Minorities have very little to no power presently to choose national programs," it said, asserting that special interest shows should be totally underwritten by CPB, foundations, corporations and the like.

Whatever the recommendations of the task force, or any similar group, the report said, the CPB board should respond in writing within 90 days if it chooses to reject a proposal.

The task force expects to have its conclusions developed in 10 months.

## Carter pulls back three Ford nominations to CPB

**New ones are expected in time  
for board meeting March 9**

President Carter is expected within the next week or two to send three nominations to the Senate to fill vacancies on the board of the Corporation for Public Broadcasting. That was the word from administration officials last week after President Carter withdrew unconfirmed CPB nominees submitted by former President Ford late in his term—Charles Crutchfield, president of Jefferson Pilot Broadcasting Co., Charlotte, N.C.; Paul M. Stevens, president, Southern Baptist Radio and Television Commission, Fort Worth, and Leslie N. Shaw, vice president, Greater Western Financial Corp., New York.

The White House announced the withdrawal of those names along with a number of other nominations left behind by Mr. Ford. White House spokesmen said the withdrawals gave President Carter an opportunity to review the appointments and decide whether he would resubmit the names. However, sources said the CPB nominees to be chosen—all of whom would fill Democratic seats on the board—would be new.

The sources also indicated an effort would be made to act swiftly enough to permit the new nominees to take their seats in time to participate in the board meeting now scheduled for March 9. A new chairman is scheduled to be elected at that meeting.

## Equipment & Engineering

## PBS spearheading captioning for hearing-impaired

**Latest step: prod manufacturers  
to develop home decoder for  
closed captioning; it's been working  
in area since 1973, does some  
open captioning now**

With the FCC and now President Carter becoming involved in the issue of television programming for the hard of hearing, the Public Broadcasting Service—a prime mover in the development of closed captioning—is taking the first steps toward getting the necessary equipment into the market place.

The FCC late in December gave PBS the regulatory go-ahead when it authorized the use of use line 21, field 1, and the available half of line 21, field 2, of television vertical blanking interval for captions that would not be visible without the use of a decoder (BROADCASTING, Dec. 13, 1976).

President Carter became involved last week, with letters to the networks on the subject of the problems of the hearing-impaired in benefitting from television. The President does not urge any course of action on the networks, as his statement on the issue while touring the Department of Interior building two weeks ago indicated he might (BROADCASTING, Feb. 21).

But he cites the "experiments with closed captioning" that were partially funded by the Department of Health Education and Welfare and PBS, the results of a poll showing that 94% of the deaf persons interviewed would purchase a home decoder if closed captioning were available and the fact that "some stations have broadcast selected programs using sign language."

Then he added: "Your suggestions about these and other practical means of helping our deaf citizens would be appreciated."

PBS's effort to get things moving will become evident next month, when receiver and component manufacturers will be asked to submit bids for the development of home decoders. The PBS mailing will call for two prototypes; a decoder already built into the television receiver and one that can be purchased separately. In addition, PBS will ask for bids on equipment that can be used internally for closed circuit feeds at stations.

Among the specifications that PBS will detail: height size of characters, upper case or lower case; position of the captioning on the screen, and the signal format on line 21. Put simply, the captioning would be handled by a character generator attached to a computer.

PBS's efforts in this area began in 1973,



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- **SHA NA NA** was the most talked about new prime-time access program at the recently concluded

NATPE Conference, where the series was cleared by stations covering close to 60% of U.S. TV Homes, including the NBC-owned stations.

- The most eagerly awaited new show of the season—**SHA NA NA**—will be produced by Pierre Cossette with production scheduled to begin in Los Angeles this May.

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with a \$301,000 grant from the Department of Health, Education and Welfare, to develop and initially test the system. The closed-captioning experiments began among 12 PBS-interconnected stations. Each station used a deaf audience once a week, for 14 weeks, to view a closed-captioned program. Subcontractor for this aspect of the project was Gallaudet College, a school for the deaf in Washington.

Another phase, with a \$322,000 HEW grant in 1975, allowed PBS to continue its research as well as provide interim service to the hearing-impaired in both open and closed captioning.

Open captioning, currently done by WGBH-TV Boston for the *ABC Evening News*, the children's program *Zoom* and other program episodes, is visible to all viewers. In addition, PBS in Washington has open-captioned such events as President Carter's inauguration and offered them on a delayed basis.

At WGBH-TV, the open captioning of the *ABC Evening News*, for example, takes



**Now you see it.** Doris Caldwell, captioning coordinator at PBS, supplements an episode of *Masterpiece Theater* with subtitles visible only on sets with decoders.

five people five hours. *Zoom*, which has captions geared at children whose reading levels are generally below its average audience, takes longer to open caption and costs \$1,500-\$2,000 per episode.

As reported in a briefing to public broadcasters at the PBS annual membership meeting in Atlanta earlier this month, the current phase of the project, through fiscal 1977, calls for the development of a "computerized, self-contained caption editing/insertion device that will be suitable for use by any program producing entity." PBS is looking toward a cost for a production-facility device in the \$35,000-\$50,000 range, with some \$1,000 per program hour for the actual encoding. PBS has budgeted \$233,000 toward this goal.

Another \$367,000 has been budgeted to work with solid-state component and home-receiver manufacturers for the development of a "commercially viable decoder or adapter for home use." Price projections for that are geared toward \$100 more if incorporated in a TV set when purchased, or \$200-\$300 if purchased individually. And to continue its present open and closed captioning service, PBS has allotted about \$182,000.

For the current phase, HEW decided to fund the entire technical package and pro-

vide \$56,500 for interim service costs. The Corporation for Public Broadcasting picked up the remainder of the tab for fiscal 1977, \$125,500.

Currently scheduled for this interim service are the PBS programs *Upstairs/Downstairs*, *Getting On*, *Once Upon a Classic*, and *Nova*, plus another run of *The Adams Chronicles*, as well as the WGBH-TV captioned *ABC Evening News*. These programs are closed captioned on the original feed, and repeated with open captions during the same week. The closed captions are decoded by 19 devices at institutions for the deaf in 15 states and in Washington.

The PBS report hesitates to set an actual timetable as to when the system will be available to the general public. But it anticipates "at the present pace" that "a viable working system should in place in the course of 1979—or possibly late in 1978.

And once the "low-cost decoding devices" are available on the shelf, PBS claims that a new phase will begin "with closed captions on public and (hopefully) commercial television."

Future considerations for PBS once the system is operational: "the role of the stations, and the possible evolution of a few major captioning centers (on the WGBH-TV model)"; "spread of local encoders for local programs"; development of a game plan for commercial producers and broadcasters; the training of captioners and technical support staff; raising necessary capital, and a continuous relationship with national organizations for the deaf. To work on those issues, PBS has established a task force drawing from its various departments. The immediate target: to complete fiscal 1978 funding for the entire project.

In the meantime, a commercial outlet has gotten into the captioning act. WEYI-TV Flint, Mich., on Feb. 7 began open captioning the last five minutes of its early evening news (at 5:55 p.m.). The anchorman recaps the news, sports and weather headlines which are projected by a Chyron character generator against a black background on the bottom third of the screen.

The station, which estimates that there

are 60,000 hearing-impaired persons within its service area including those on the campus of the Michigan School for the Deaf, claims the captioning has been of minimal cost since equipment already used at the station for rolling credits and the like is employed. The five-minute news segment, however, is sponsored by a local bank, which receives only a closing billboard at the end.

WEYI-TV, citing research by the New York State University Deafness Research and Training Center and the Michigan School for the Deaf, claims it is the only commercial outlet providing such service on a regular basis.

## Other eyes on chs. 70-83

The Center for Advanced Study in Education of the City University of New York and the Communicasting Association of America have a plan for getting people talking to each other, and they have asked the FCC to lend them an ear.

The groups have petitioned the commission to reserve television channels 70-83 (470-930 mhz) for what they call "interactive educational purposes." What they have in mind is a community-wide system of home TV and radio stations broadcasting to one another.

A group of amateur radio operators on Long Island (N.Y.) have already developed a rudimentary system broadcasting a TV signal within a 20-mile radius of a 320-foot radio tower equipped with a TV "repeater."

S. Edwin Pillar, president of CAA, says of the proposal, "We can tie together a community, on a most cost-effective basis, for both visual and aural communication." He says his proposal would be especially valuable to school and community groups.

Professor Lee Cohen at CUNY says the system could provide "radio forums" for the groups. "This could eliminate the problems of time and distance in getting some of our foremost minds to communicate ... and educate a listening/viewing audience," Dr. Cohen says in his FCC petition for rulemaking.

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## Satellite-to-home still will-o'-wisp, experts believe

**The engineers could do it but the politicians and businessmen won't let them, at least for next 10 years; so concludes Washington international panel, propaganda 'spill-over' a problem**

The world can forget satellite-to-home television for at least a decade—for economic and political rather than technological reasons. That was the thrust of expert opinion expressed last Wednesday at an all-day meeting in Washington under the auspices of the Center for Strategic and International Studies.

No nation, other than perhaps the United States, could underwrite DBS (direct broadcast satellites) and it would be a hardship here, too. All TV receivers the world over would have to be modified to become compatible—and that isn't in the cards.

Politically, the problems are even more vexing. FCC Commissioner Robert E. Lee, just returned from the five-week World Administrative Radio Conference (WARC) in Geneva where he headed the U.S. delegation, postulated that national advertisers using satellites might have little need for local TV outlets. He questioned whether independent stations could survive. And he referred to what would happen to political campaigning for state and local offices.

Third-world nations are more concerned with the "spill-over" of foreign satellite propaganda into their areas than they are of domestic DBS, experts said. For them, viable DBS might be possible when satellites can be launched by space shuttle and with higher outputs than the "birds" now in vogue. The WARC agreement, which requires Senate ratification, specifies that permission must be procured to transmit to any sovereign nation by satellite, except for unavoidable spill-over.

The all-day conference at Washington's International Club was called by David M. Abshire, CSIS chairman, and presided over by Leonard H. Marks, Washington attorney and former United States information agency head, as conference chairman. Commissioner Lee had left when other speakers criticized "political overtones" at a conference that was to be technical in nature. But others came to the defense of WARC '77 as having in no way impinged on "political turf" in derogation of International Telecommunications Union rules.

Representatives of the White House Office of Telecommunications Policy, the National Aeronautics and Space Administration, Comsat, FCC and Senate and House, with the State Department in the forefront, had their innings in the forthright discussions. Ambassador John Reinhardt, recently nominated as director of USIA, reported on a third-world

UNESCO conference in Nairobi last November at which many nations expressed their vehement opposition to U.S. and other western world concepts on free flow of news. U.S. policies are unacceptable, both ideologically and in practice, he said. The major complaint is purported distortion of news by U.S. media, broadcasting included. Mr. Reinhardt was hopeful that a solution would emerge after the director general of UNESCO activates a "committee of wise men" to seek a remedy. He said that most nations are not as dedicated as is the U.S. on freedom of the press as an overriding consideration.

George Jacobs, of the Board of International Broadcasting, concurring that international broadcasting isn't in the cards via satellites because of political considerations, urged participants not to block the free flow of such transmission that would "close the new open window to the world."

### Technical Briefs

**Undeterred by weather.** Despite bad weather, RCA distributors in January sold more color-TV sets than in any previous January in RCA's 23 years in color TV, company said. Sales exceeded January 1976's by 31% and topped by unspecified percentage previous record set in January 1969, which had two more sales days.

**Filter it out.** Phonograph disk scratch filter has been introduced by *Non-Linear Filters, P.O. Box 338, Trumbull, Conn. 06611*. Model DSF-1C is designed to eliminate scratch, dust and surface discontinuity noise without any bandwidth reduction or loss of high frequencies. Price is \$2000.



**Cut the cord.** The use of low-power (50 mw) wireless microphones is now legal on unassigned television channels 7-13. The mikes—which are hand held or, in miniature form, can be pinned in an actor's clothing—will be authorized for use not only by broadcasters but by the networks, cable television operators who engage in program origination and motion picture and television producers. The commission action was in response to a petition filed by Cetec Vega Electronics, a producer of professional microphones. E. W. Pappenfus, the company's general manager, last week said the commission's decision, "finally brings wireless microphones out of the closet and onto center stage."

## The debate resumes on over-the-counter drug advertising

**FTC sets up hearing schedule while proponents and opponents of proposal to allow FDA terms prepare their list of witnesses**

More than 50 witnesses are scheduled to testify at the Federal Trade Commission in Washington as five-to-six weeks of hearings open today (Feb. 28) on a proposed rule that could severely limit the wording used in over-the-counter drug advertisements.

The rule, as interpreted by the FTC staff, would allow only terms approved for labeling by Food and Drug Administration review panels. Opposition already has come in comments from advertisers, their agencies and broadcasters; on the other hand, certain citizen groups and academicians are encouraging FTC action (BROADCASTING, Jan. 31).

This week's seven-person witness list includes Francis X. Bellotti, attorney general of Massachusetts who led an unsuccessful drive at the FCC for a ban on OTC drug commercials before 9 p.m. (BROADCASTING, Dec. 13, 1976). Academicians will also appear within the next few days, along with Earl W. Kintner, a Washington attorney from the firm Arent, Fox, Kintner, Plotkin & Kahn, who served as FTC chairman from 1959 to 1961.

In the forefront of those seeking to kill the proposal are the Proprietary Association, a trade group of OTC manufacturers and distributors, and the American Association of Advertising Agencies.

The supporters of the proposal will include Robert Pinco, a former FDA staffer who will present the case of Robert Choate's Council on Children, Media & Merchandising.

As presently planned, the hearings will not extend outside of Washington. Considering the various FTC procedures to come, including written rebuttals, the matter may not be up for a commission decision for about a year.

## DKG publicly knocks CBS for turn-down of Miss Muriel ads

**Agency takes out space in 'Times' to thank ABC and NBC for accepting them, notes sales increase**

A New York advertising agency blew smoke in CBS's face last week for the network's refusal to carry a commercial for Muriel cigars that CBS considered to be "provocative."

At the same time DKG Advertising



The ad CBS found too hot to handle.

Inc., New York, praised ABC and NBC warmly for carrying the commercial, saying it had helped boost Muriel sales. The rebuke and the compliments were handed out in an unusual manner—via a paid, two-column advertisement in *The New York Times*, headlined, "CBS didn't buy her. Cigar smokers did." Underneath was a photograph of Miss Muriel holding a cigar.

In the body of the print ad, DKG Inc. said: "Thank you ABC. Thank you NBC. For not seeing things CBS's way."

The commercial CBS turned down and ABC and NBC accepted shows Susan Anton, crowned Miss Muriel last fall, in a locker room helping a man light his cigar. The final sequence shows the couple in an embrace with the title superimposed: "Where there's Muriel smoke, there's fire."

The print advertisement gloats: "Since Susan has been singing about Muriel on both these networks (ABC and NBC), Muriel Air-Tips' share of market has gone up a tremendous 3.5 points. And the fact that the movement began just after the new advertising broke is more than a coincidence." (The TV campaign broke last November relying heavily on sports and late-night programming.)

Shepard Kurnit, chairman of DKG, said last week: "CBS told us the commercial was too sexy." Dan O'Brien, CBS vice president, program practices, New York, ex-

plained: "We objected to the way the woman moved in the commercial. Muriel is producing new commercials, we understand, and we will judge them on a case-by-case basis."

## Spot TV more than lives up to its promise in 1976

**Procter & Gamble again leads the top-100 buyers in a year that was 31% ahead of 1975**

Spot TV's superlative 1976 was documented by figures from the Television Bureau of Advertising last week, placing investment in the medium at \$2.2 billion, a 31% jump over 1975's \$1.7 billion.

Another dimension of spot's strong year in 1976: A record number of 10,529 brands (498 more than in 1975) were advertised on the medium by 2,469 companies.

Releasing figures compiled by Broadcast Advertisers Reports, TVB said Procter & Gamble retained its position as spot TV's largest advertiser with expenditures of \$145.8 million, up 46%. Next were Gener-

## It's All Happening...

NAB

at the Sheraton Park.

NAB

See Harris for the latest in AM, FM, TV & Audio

If you are not planning to attend the NAB Convention this year, send for full details on our new AM transmitters, new FM transmitters, new TV transmitters and new audio processor. Write Harris Corporation, Broadcast Products Division, Quincy, Ill. 62301



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al Foods, \$64 million, up 31%, Colgate-Palmolive, \$37.4 million, up 73%. TVB said there were 44 advertisers allocating \$10 million or more to spot TV in 1976.

Joining spot TV's top 100 for the first time were Time Inc.; Oldsmobile Auto Dealers Association; California, Oregon, Washington Dairyman Association and the Melville Corp. (Thom McAn shoes).

The product category with the largest investment in spot TV was food and food products at \$482.4 million, up 24% over 1975. Other leading categories: toiletries and toilet goods, up 35% to \$213.1 million; automotive, up 40% to \$189.7 million; confectionery and soft drinks, up 38% to \$187.5 million; household equipment and supplies, up 47% to 140.1 mil-

lion, and sporting goods and toys, up 53% to \$127.6 million.

TVB said the 30-second commercial now accounts for \$1.9 billion, or almost 85% of all dollars invested in spot TV. The 60-second commercial attracts \$284.1 million and the 10-second commercial less than 3% of all spot-TV investment.

Listings of the top-100 advertisers in

## By product classification

AGRICULTURE AND FARMING	\$12,966,200	Jewelry, watches and optical goods	16,137,900
Fertilizers and feed treatment	6,465,900	OFFICE EQUIPMENT, STATIONERY AND WRITING SUPPLIES	14,595,000
Pest controls	4,714,700	Office machines and equipment	10,228,800
Miscellaneous agriculture and farming	1,785,600	Stationery, pens and pencils	3,407,200
APPAREL, FOOTWEAR AND ACCESSORIES	50,686,200	PET FOODS AND SUPPLIES	65,594,700
Apparel, fabrics and finishes	2,564,300	Pet foods	56,027,600
Footwear	11,904,600	Pet supplies	9,567,100
Hosiery	8,370,100	PROPRIETARY MEDICINES	97,278,200
Ready-to-wear	12,488,600	Cough, cold and sinus remedies	21,614,000
Underwear, foundations and bras	10,783,900	Digestive aids and antacids	9,490,300
Miscellaneous apparel, accessories and notions	4,574,700	Headache remedies and sedatives	19,799,600
AUTOMOTIVE	189,704,800	Laxatives	3,684,000
Passenger cars	150,719,200	Medical equipment and supplies	5,057,700
Tires and tubes	12,285,200	Reducing aids	2,727,200
Trucks and mobile homes	15,435,500	Skin products and liniments	18,946,000
Miscellaneous auto accessories and equipment	11,264,900	Vitamins	3,821,100
BEER AND WINE	77,889,900	Miscellaneous proprietary medicines	12,138,300
Beer and ale	51,578,900	PUBLISHING AND MEDIA	42,301,900
Wine	26,311,000	Books	9,143,900
BUILDING MATERIAL, EQUIPMENT AND FIXTURES	35,813,600	Magazines and newspapers	33,158,000
Building materials	2,899,100	RECORDS AND TAPES, RADIOS AND TV SETS	104,390,700
Equipment fixtures and systems	23,269,500	Musical instruments	2,247,900
Protective coating and finishes	9,645,000	Records and tape recordings	77,100,900
CONFECTIONERY AND SOFT DRINKS	187,482,400	Radios, TV sets, phonographs and recorders	20,739,700
Confectionery	73,794,300	Miscellaneous components and supplies	4,302,200
Soft drinks	113,688,100	SMOKING MATERIALS	4,169,000
CONSUMER SERVICES	56,178,000	Cigars and tobacco	2,190,700
Communications and public utilities	21,345,400	Miscellaneous smoking materials and accessories	1,978,300
Engineering and professional services	11,950,400	SOAPS, CLEANSERS AND POLISHES	124,114,400
Financial	5,028,900	Cleansers and polishes	41,151,200
Schools and colleges	11,947,600	Laundry preparations	22,215,900
U.S. government	5,905,700	Soaps and detergents	60,747,300
FOOD AND FOOD PRODUCTS	482,365,500	SPORTING GOODS AND TOYS	127,589,900
Appetizers, snacks and nuts	23,487,200	Games, toys and hobbycraft	109,134,300
Bakery goods	61,111,700	Sporting goods	18,455,600
Cereals	48,749,300	TOILETRIES AND TOILET GOODS	213,105,500
Coffee, tea and cocoa	53,095,800	Cosmetics and beauty aids	59,020,700
Condiments	19,536,700	Dental supplies and mouthwashes	48,225,500
Dairy products	48,184,300	Depilatories and deodorants	17,780,000
Desserts and dessert ingredients	7,713,200	Feminine hygiene products	4,153,600
Flour and baking mixes	10,939,400	Hair products	44,584,000
Fruit and vegetable juices	11,722,800	Men's shaving equipment	5,521,700
Fruits and vegetables	23,567,300	Men's toiletries	10,159,200
Health and dietary foods	5,451,800	Toilet soaps	19,216,600
Meat, poultry and fish	44,962,900	Women's shaving equipment	1,382,500
Pasta products and dinners	13,881,400	Miscellaneous toiletries and toilet goods	3,061,700
Prepared dinners and dishes	17,446,100	TRAVEL, HOTELS AND RESORTS	66,170,100
Salad dressings and mayonnaise	19,002,000	Airlines	44,606,600
Shortening and oil	26,588,900	Buses	8,092,700
Soups	12,412,500	Car rental	5,164,700
Sugars, syrups and jellies	7,578,100	Resort promotion	6,843,000
Miscellaneous food and food products	26,934,100	Steamships	1,463,100
GASOLINE, LUBRICANTS AND OTHER FUELS	44,099,100	MISCELLANEOUS	16,636,400
HORTICULTURE	14,432,600	<b>TOTAL</b>	<b>\$2,228,558,200</b>
HOUSEHOLD EQUIPMENT AND SUPPLIES	140,139,600		
Cooking utensils	5,223,600		
Deodorizers and air fresheners	3,569,800		
Food wraps and foils	3,852,500		
Household paper products	54,903,400		
Insecticides and disinfectants	5,408,300		
Major appliances	28,263,100		
Patio and barbecue equipment	2,810,700		
Small appliances and equipment	15,227,100		
Miscellaneous accessories and supplies	20,881,100		
HOUSEHOLD FURNISHINGS	15,162,600		
Floor covering	3,563,600		
Furniture	7,079,300		
Household fabrics and finishes	1,033,000		
Miscellaneous household furnishings	3,486,700		
INSURANCE	23,442,200		
Fire and casualty insurance	9,984,400		
Life insurance	13,457,800		
JEWELRY, OPTICAL GOODS AND CAMERAS	22,249,700		
Cameras and photographic supplies	6,111,800		

## By daypart

	1975	1976	% of total	% change
<b>TOTAL</b>	<b>\$1,705,636,500</b>	<b>\$2,228,558,200</b>	<b>100.0</b>	<b>+31</b>
Time of day				
Daytime	359,930,700	511,517,700	23.0	+42
Early evening	439,709,900	592,678,000	26.6	+35
Nighttime	572,455,700	677,374,900	30.4	+18
Late night	333,540,200	446,987,600	20.0	+34
Length of commercial				
10 seconds	43,530,700	50,480,000	2.3	+16
20 seconds	6,268,000	8,200,300	0.4	+31
30 seconds	1,389,880,200	1,885,758,758,400	84.6	+36
60 seconds	265,957,600	284,119,500	12.7	+7

spot television and product classifications for 1976 follow. They are based on estimated dollar activity in 75 leading markets as monitored by Broadcast Advertisers Reports (BAR) one week each month and projected to the month.

#### The top-100 advertisers

1. Procter and Gamble	\$145,760,300
2. General Foods	64,010,900
3. Colgate-Palmolive	37,370,800
4. Lever Brothers	37,153,300
5. General Mills	34,946,400
6. Pepsico	34,744,600
7. William Wrigley Jr.	33,897,500
8. American Home Products	33,488,100
9. Chrysler	32,757,400
10. Ford Motor	28,183,300
11. Coca-Cola	27,778,300
12. Kraftco	27,249,600
13. Mars	27,092,400
14. General Motors	27,078,300
15. Warner-Lambert	25,995,100
16. AT&T	24,419,000
17. ITT	22,434,900
18. Bristol-Myers	17,738,200
19. Mattel	17,533,000
20. Campbell Soup	17,299,000
21. A.H. Robins	16,442,600
22. CPC International	16,045,800
23. Borden	15,803,600
24. Triangle Publications	15,487,100
25. Nestle	14,994,300
26. Kellogg	14,945,700
27. Gillette	14,485,100
28. Nabisco	14,328,000
29. Norton Simon	13,906,600
30. Beatrice Foods	13,672,900
31. Schering-Plough	12,781,700
32. Sterling Drug	12,477,900
33. Ralston Purina	11,919,300
34. K-Tel International	11,663,800
35. Toyota Motor Distributors	11,450,500
36. Quaker Oats	11,283,900
37. Ideal Toy	11,137,100
38. H.J. Heinz	10,948,900
39. General Electric	10,793,800
40. Revlon	10,768,100
41. Standard Oil of Indiana	10,732,400
42. Consolidated Foods	10,381,600
43. North American Philips	10,113,300
44. Mego International	10,106,600
45. Seven-up	9,942,100
46. American Can	9,877,200
47. CBS	9,791,900
48. Scott Paper	9,629,200
49. Carnation	9,486,100
50. Ronco Teleproducts	8,968,200
51. Standard Brands	8,935,600
52. Esmark	8,842,900
53. Royal Crown Cola	8,696,000
54. Heublein	8,588,200
55. Volkswagen	8,454,600
56. RCA	8,342,200
57. Milton Bradley	8,299,300
58. Richardson Merrell	8,294,300
59. Miles Laboratories	8,220,200
60. Trans World Airlines	8,135,500
61. Toyo Kogyo	7,833,800
62. American Dairy Association	7,446,500
63. Hasbro Industries	7,266,600
64. Standard Oil of Calif.	7,258,800
65. Time	7,023,700
66. S.C. Johnson & Son	6,789,900
67. Block Drug	6,771,100
68. UAL	6,759,900
69. Anheuser Busch	6,736,000
70. Philip Morris	6,493,200
71. R.J. Reynolds Industries	6,366,300
72. Chesebrough Ponds	6,114,600
73. Liggett Group	5,848,100
74. Clorox	5,664,200
75. Nissan Motor	5,655,300
76. American Cyanamid	5,605,400
77. Audio Research	5,574,300
78. Greyhound	5,430,500
79. Noxell	5,394,400
80. Morton-Norwich	5,388,600

81. Hanes	5,319,900
82. H & R Block	5,315,100
83. Ford Auto Dealers	5,278,600
84. American Express	5,240,600
85. Alberto Culver	5,219,500
86. Pet	5,206,000
87. Eastern Air Lines	5,192,400
88. Avon Products	5,049,500
89. Copersucar	4,909,300
90. Popeil Bros.	4,870,700
91. E. & J. Gallo Winery	4,793,700
92. Schlitz	4,697,400
93. Dr Pepper	4,624,500
94. Squibb	4,505,800
95. Mutual of Omaha	4,427,700
96. Oldsmobile Auto Dealers	4,422,700
97. Calif.-Ore.-Wash. Dairyman Assoc.	4,411,600
98. Stroh Brewery	4,366,000
99. American Motors	4,356,600
100. Melville	4,298,600

NOTE: Investments classified as "Retail/Local" by BAR (i.e. General Foods' investment for Burger Chef, investments by J.C. Penney Co., Sears Roebuck & Co., etc.) are not included in the above.

### Advertising Briefs

**Expanding.** A.C. Nielsen Co., Chicago, plans to extend its "Total Telephone Frame" in as many as 14 additional markets by this fall, bringing its total to 28 markets. TTF sampling techniques were developed by Nielsen Station Index to include unlisted phone numbers as well as listed numbers.

**Wonderful.** It was a "wonderful year" in 1976 for three of the top advertising agencies—J. Walter Thompson, BBDO International and Foote, Cone & Belding Communications. Thompson reported net income climbed by 84.7% to \$5,562,000 (\$2.01 per share) on revenues of \$139.8 million, a gain of 15.5% over 1975. BBDO said net income in 1976 totaled \$8,216,000, up 26% from the previous year, while revenues increased by 21% to \$87.5 million. FC&B reported record net income of \$4,618,000 (\$2.00 per share), up 27.5% from 1975 on revenues of \$65,814,000, up 13.9% over the previous year.

**Black listening.** Special Arbitron study confirms two previous analyses that stations with black formats receive nearly 50% of all black listeners. Arbitron conducted study in 16 major markets; it compared listening of black population to that of general population on basis of station formats.

### Cablecasting®

## Cable, producers differ on what systems should have to file with Copyright Office

**CATV wants to give out just what's on FCC form 325; programers want more than that**

Requiring more or less information from cable TV system operators were the differing points of view found in comments on the Copyright Office's rulemaking on cable TV copyright registration (BROADCASTING, Feb. 7).

The basic information the office wants filed by April 18 is the name and address of the system owner or operator and the name and location of the primary TV stations carried. The office requested comments on these requirements and on whether it should accept the information in the form of a copy of the FCC's annual report form 325 that systems must file.

Cable operators liked the form 325 idea. The National Cable Television Association said it contained the essential information needed by the office and that "cable operators, as small businessmen, already suffer under the yoke of a multiplicity of forms and filings required at the local, state and federal level. Any action which goes to reduce these burdensome and often duplicative requirements is in the public interest."

NCTA noted that while the 325 form does not require the location of the TV stations carried (which the office wants), "the call letters listed on form 325 can be easily cross referenced by the Copyright Office in order to determine every station's location." The FCC, NCTA added, "is the only body which can supply current, accurate" call letter and location information.

The office should attempt to get needed information from the FCC before request-

## See You In 4 Weeks!

For information write...  
Harris Corporation,  
Broadcast Products Division,  
Quincy, Ill. 62301

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ing it from the systems, NCTA said. "At the most, a simple notice from the cable operator to the effect that 'all essential information is contained in my current 325 form on file at the FCC' should be considered adequate," it said.

Another question asked by the office in its notice was whether systems that provide all-band FM should be made to separately list each FM station carried. This is not required by the FCC, and NCTA said that "the reasons which led the FCC not to require such a submission should lead the Copyright Office to the same conclusion."

The Community Antenna Television Association was also in favor of using form 325 and of not being required to give station locations since that information is available from the FCC. It went along with the objection to listing FM stations when all-band service is offered. CATA said: "The signal received is a function of the selectivity capability of the individual receiver in the subscriber's home. Therefore, this information cannot be made any more readily available than as already indicated on FCC Form 325."

This sentiment was also expressed by Sammons Communications, the Dallas-based MSO, and by Teleprompter. The latter saw another problem inherent in the requirement that the names of the system owner(s) be listed. The office, Teleprompter said, "and copyright holders should be interested only in the person or entity to pursue in the event of a failure to file a semiannual statement of account or in the event of infringement. The identities of all, or even primary stockholders, of parent corporations (if that is the purpose of the proposed regulation) are not, therefore, of interest." It suggested that the name and mailing address of the individual, corporation or other entity actually operating the system should be sufficient.

Generally opposed to the office's proposals, let alone any easing of them, were the program producers—the copyright holders.

One of the complaints voiced most often was that systems should not only list the locations of the primary stations they carry, they should be required, said ABC, "to identify each regularly carried broadcast signal by call sign, type (TV, AM or FM) and community of license, and to indicate, by appropriate abbreviations, whether such station is a network affiliate or independent, commercial or noncommercial and local or distant."

ABC contended the added information would be no burden for the systems to supply and, "With a readily available and comprehensive record of cable systems retransmitting its 'distant' signal," ABC maintained, "each broadcast station will have at least a rough basis on which to determine, on an individual market-by-market basis, whether it would be worthwhile to copyright its locally produced programming." This feeling was supported, almost word for word, in a joint filing by 25 television stations.

The National Hockey League suggested

listing channel numbers for the stations, but said it was more concerned that systems with 3,500 or more subscribers identify which are distant and local stations or list in which zones or Grade B contours the community of the system is located. "This information," the NHL said, "will become imperative in a distribution of the compulsory license pool; the sooner the prospective claimants 'get a handle' on the relevant information, the better those prospective claimants can fashion the very claims."

In addition to the listing of the primary stations carried by the systems, NBC said stations that are regularly substituted when programs are deleted should also be required to be listed. Under the proposal, NBC said, "cable systems are not required to compute a 'distant signal equivalent' value for most substitute programming. The office may, therefore, believe that cable systems should report signal carriage only in those cases in which carriage results in additional fees. If that is the rationale, the office should require cable systems to report carriage of live substitute programming and of late night and specialty programming."

NBC also asked the office to require systems to report carriage of "certain signals that are truly carried on a sporadic basis." It claimed that failure to require systems "to submit information about sporadic carriage of such live signals would frustrate the intent of Congress as expressed in the definition of 'distant signal equivalent' and would lead to the unjust enrichment of cable operators at the expense of copyright owners."

Another worry of the programmers was the matter of which party is responsible for fees to cover expenses incurred by the office in the course of processing the filings. The commissioner of baseball said the office should study and analyze the matter further, but added, "imposing this expense on the copyright proprietor amounts to a tax on royalty fees and decreases further what already represents less than compensatory reimbursement for the use by cable of programming covered by the compulsory license."

The Motion Picture Association of America agreed and said that "if the Copyright Office decides that filing costs should be borne by a private party, MPA respectfully requests the adoption of its recommendation to impose a filing fee on cable systems." The NHL also claimed that fees for special expenses incurred by the office, "will be generated in large measure by incomplete filings. These costs should properly be passed back to the cable systems, rather than the prospective claimants."

Reply comments are due at the Copyright Office by March 4.

## Cable Briefs

**In charge.** Hughes Aircraft has named Daniels Properties of Denver to manage company's Clark county, Ind., cable system. Lowell Eberle has been named

manager of 2,200-subscriber system.

**Rebuilding.** Citizens Cable Co., Williamsport, Pa., subsidiary of Communications Properties Inc., has signed contract with C-COR Electronics Inc. to rebuild entire 270-mile system. Citizens has approximately 21,000 subscribers.

## Buying the whole pie

**Cox reaches an agreement with Cox Cable to purchase remainder of firm for \$38 million**

Atlanta-based Cox Broadcasting, which already owns 56.1% of Cox Cable Communications, has reached an agreement in principle with the cable firm to purchase the remaining 43.9% in a cash and stock transaction totaling about \$38 million.

Cox Broadcasting had made an earlier offer of 0.61 share of its common stock for each of the cable shares outstanding—approximately 1,560,000—or a total of about \$30 million but then decided to "re-evaluate" the offer (BROADCASTING, Feb. 21).

The new deal has Cox Cable shareholders receiving for each of their shares, \$10.83 in cash plus 0.43 share of Cox Broadcasting common stock. The stock was valued at \$30.63 a share at closing on Feb. 22. Cox Cable closed then at \$19.

The agreement, which received board approval last Thursday, is subject to approval by a majority of the Cox Cable shareholders other than Cox Broadcasting with a vote probably not taking place before June.

## Waco won't regulate rates of Daniels cable system there

Waco Cablevision, a subsidiary of Daniels Properties Inc., which operates a cable TV system in Waco, Tex., has had its franchise renewed by the city council without any rate regulation by the municipality.

Daniels believes the 15-year franchise is one of the first to be issued without rate regulation. Waco Councilman Ted Gettman said of the decision: "Cablevision operates in the marketplace and competition should regulate their rates, not some governmental body. We [the council] don't regulate movie prices or other forms of entertainment, so why should we regulate cable television rates?"

Bill Daniels, chairman of Daniels, said the company was pleased with the action. "Cable-TV systems that receive the same consideration from their city councils," he said, "should be careful to maintain excellent relationships with the city and obviously guard against pricing themselves out of the market. We will not take advantage of our new freedom."

The Waco system has more than 20,000 subscribers who pay \$7.50 monthly for the basic 12-channel service. Two pay-cable channels are also available at a monthly charge of \$5.85 for one or \$9.95 for both.



# The Broadcasting Playlist™ Feb 28

## Contemporary

## Playback®

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a 10a	10a-3p 3p	3-7p 7p	7-12p 12p	
1	1	<b>Torn Between Two Lovers</b> (3:40) Mary MacGregor—Ariola America/Capitol	1	1	1	1
2	2	<b>New Kid In Town</b> (5:02) Eagles—Asylum	2	3	3	3
3	3	<b>Blinded by the Light</b> (3:48) Manfred Mann—Warner Bros.	5	2	2	2
10	4	<b>Fly Like an Eagle</b> (3:00) Steve Miller Band—Capitol	3	6	4	6
7	5	<b>Love Theme from "A Star Is Born" (Evergreen)</b> (3:03) Barbra Streisand—Columbia	4	5	5	4
5	6	<b>Hot Line</b> (2:59) Sylvers—Capitol	8	4	6	5
6	7	<b>Year of the Cat</b> (4:32) Al Stewart—Janus	7	7	10	7
8	8	<b>Night Moves</b> (3:20) Bob Seger—Capitol	6	9	7	12
11	9	<b>Weekend in New England</b> (3:38) Barry Manilow—Arista	9	8	12	8
4	10	<b>Enjoy Yourself</b> (3:24) Jacksons—Epic	10	10	9	10
12	11	<b>I Like Dreamin'</b> (3:29) Kenny Nolan—20th Century	11	11	8	11
14	12	<b>Dancing Queen</b> (3:50) Abba—Atlantic	12	12	11	9
15	13	<b>Go Your Own Way</b> (3:34) Fleetwood Mac—Warner Bros.	15	15	13	13
9	14	<b>Car Wash</b> (3:18) Rose Royce—MCA	13	14	14	15
13	15	<b>I Wish</b> (4:12) Stevie Wonder—Tamla/Motown	14	13	16	16
19	16	<b>Things We Do for Love</b> (3:32) 10cc—Mercury	16	16	15	14
16	17	<b>You Make Me Feel Like Dancing</b> (2:48) Leo Sayer—Warner Bros.	17	17	18	18
20	18	<b>Carry on, Wayward Son</b> (3:26) Kansas—Kirshner/Epic	21	18	17	17
22	19	<b>Rich Girl</b> (2:23) Hall & Oates—RCA	18	19	19	20
17	20	<b>Dazz</b> (5:35) Brick—Bang	20	20	20	21
18	21	<b>Don't Leave Me This Way</b> (3:35) Thelma Houston—Tamla/Motown	19	21	21	22
26	22	<b>Maybe I'm Amazed</b> (3:13) Wings—Capitol	22	22	23	23
25	23	<b>Long Time</b> (3:03) Boston—Epic	25	28	22	19
24	24	<b>Don't Give Up on Us</b> (3:30) David Soul—Private Stock	23	24	24	26
23	25	<b>Walk This Way</b> (3:31) Aerosmith—Columbia	24	23	25	24
27	26	<b>Isn't She Lovely</b> (6:33) Stevie Wonder—Tamla/Motown	31	25	26	28
32	27	<b>Hard Luck Woman</b> (3:29) Kiss—Casablanca	29	27	29	27
21	28	<b>Lost Without Your Love</b> (2:56) Bread—Elektra	26	26	28	29
31	29	<b>Crackerbox Palace</b> (3:52) George Harrison—Dark Horse/Warner Bros.	30	33	27	25
28	30	<b>Do Ya</b> (3:45) Electric Light Orchestra—United Artists	28	30	30	30
37	31	<b>Say You'll Stay Until Tomorrow</b> (3:30) Tom Jones—Epic	27	32	31	32
34	32	<b>The First Cut Is the Deepest</b> (3:19) Rod Stewart—Warner Bros.	32	31	32	31
—	33	<b>Hotel California</b> (6:09) Eagles—Asylum	34	34	34	33
30	34	<b>After the Lovin'</b> (3:50) Engelbert Humperdinck—Epic	33	29	36	*
33	35	<b>Tonight's the Night</b> (3:55) Rod Stewart—Warner Bros.	36	39	33	35
29	36	<b>Boogie Child</b> (3:30) Bee Gees—RSO/Polydor	35	36	35	38
36	37	<b>Jeans On</b> (2:36) David Dundas—Chrysalis	37	*	37	40
38	38	<b>You Don't Have to Be a Star</b> (3:40) Marilyn McCoo & Billy Davis Jr.—ABC	39	35	38	34
—	39	<b>I've Got Love on My Mind</b> (4:20) Natalie Cole—Capitol	*	38	39	36
35	40	<b>Bite Your Lip (Get Up and Dance)</b> (3:37) Elton John—Rocket/MCA	*	40	40	37

**It's no wonder.** Four Grammys went to Stevie Wonder at the annual recording industry awards night broadcast Feb. 19 by CBS-TV (see page 29). "If his name is in there, it's a sure thing Stevie Wonder will run away with it all," says Chris Dixon of WJMR(AM) Binghamton, N.Y. *Songs in the Key of Life* (Tamla) brought Mr. Wonder the awards for album of the year, best male pop performer, best male R&B performer and best producer. But Dave Parks, WLEE(AM) Richmond, Va., disagreed with the LP-of-the-year choice: Peter Frampton's *Frampton Come Alive* (A&M) was Mr. Parks's pick; he feels some artists were chosen for their value on TV rather than for their actual accomplishments on records: "The awards were prostituted for their mass entertainment value." **Breezin' Benson.** Another big winner was jazz-contemporary artist George Benson who walked away with three prizes: record of the year (*This Masquerade*), best pop instrumental performance and best R&B instrumental performance. "I'm happy people finally discovered him," says Ken Devoe of WCDQ(AM) Hamden, Conn.

## Country

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a 10a	10a-3p 3p	3-7p 7p	7-12p 12p	
13	1	<b>Heart Healer</b> (2:31) Mel Tillis—MCA	1	2	1	1
1	2	<b>Near You</b> (2:21) George Jones & Tammy Wynette—Epic	2	1	4	4
12	3	<b>Torn Between Two Lovers</b> (3:40) Mary MacGregor—Ariola America/Capitol	3	7	3	3
14	4	<b>Desperado</b> (3:16) Johnny Rodriguez—Mercury	8	3	5	2
2	5	<b>Ridin' Rainbows</b> (2:40) Tanya Tucker—MCA	4	4	6	7
9	6	<b>If Love Was a Bottle of Wine</b> (3:14) Tommy Overstreet—ABC/Dot	6	10	2	11
3	7	<b>Say You'll Stay Until Tomorrow</b> (3:30) Tom Jones—Epic	7	8	6	5
22	8	<b>The Movies</b> (2:59) Stallor Bros.—Mercury	5	12	10	13
4	9	<b>Moody Blue</b> (2:48) Elvis Presley—RCA	12	5	8	12
16	10	<b>There She Goes Again</b> (3:01) Joe Stampley—Epic	11	6	9	6
17	11	<b>Two Less Lonely People</b> (2:44) Rex Allen Jr.—Warner Bros.	9	9	12	9
5	12	<b>Let My Love Be Your Pillow</b> (3:14) Ronnie Milsap—RCA	10	17	11	8
—	13	<b>Mansion on the Hill</b> (2:46) Ray Price—ABC/Dot	15	11	14	10
—	14	<b>Midnight Angel</b> (2:48) Barbara Mandrell—ABC/Dot	13	14	13	14
8	15	<b>Liars One, Believers Zero</b> (2:39) Bill Anderson—MCA	17	13	15	20
18	16	<b>Southern Nights</b> (2:58) Glenn Campbell—Capitol	14	23	17	18
10	17	<b>Crazy</b> (3:53) Linda Ronstadt—Elektra/Asylum	19	15	19	22
11	18	<b>Uncloudy Day</b> (3:03) Willie Nelson—Columbia	20	18	16	32
—	19	<b>I Have a Dream, I Have a Dream</b> (2:57) Roy Clark—ABC/Dot	16	22	25	15
24	20	<b>She's Just an Old Love Turned Memory</b> (2:33) Charley Pride—RCA	21	21	22	17
6	21	<b>Saying Hello, Saying I Love You, Saying Goodbye</b> (2:28) Jim Ed Brown & Helen Cornelius—RCA	22	19	23	21
19	22	<b>Whispers</b> (2:37) Bobby Borchers—Playboy	*	16	18	*
15	23	<b>Why Lovers Turn to Strangers</b> (2:49) Freddie Hart—Capitol	23	20	20	*
—	24	<b>You're Free to Go</b> (2:40) Sonny James—Columbia	18	*	21	23
—	25	<b>Wrap Your Love All Around Your Man</b> (2:39) Lynn Anderson—Columbia	24	24	*	19

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.

## Media



Burnett

responsibility for company's broadcasting, publishing and printing groups.

**Timothy Reynolds**, director of finance and planning, CBS-owned WCAU-TV Philadelphia, promoted to VP, finance and planning CBS/Broadcast Group, New York.

**G. Andrew Bickel**, operations manager, WBT(AM) Charlotte, N.C., elected assistant VP of parent, Jefferson Pilot Broadcasting.

**Denis M. Curley**, former vice president of credit for Media Payment Corp., appointed credit and collection manager for Kaiser Broadcasting, San Francisco.

**Al Jerome**, director of sales, WMAQ-TV Chicago, named station manager.

**John Morrill**, executive director of Colorado Broadcasters Association, assumes additional duties as regional manager, National Association of Broadcasters, serving Wyoming, Nebraska, Kansas, Colorado, Utah and New Mexico. **Richard Wartell**, coordinator of broadcast liaison in NAB government relations department, named regional manager for North and South Dakota, Minnesota, Iowa, Wisconsin, Illinois and Michigan.

**Jack Michaels**, assistant general manager/sales representative, WMVR-AM-FM Sidney, Ohio, appointed general manager.

**Kenneth R. Peach**, program director, WADB(FM) Point Pleasant, N.J., assumes additional responsibility as station manager.

**Jack Berman**, public affairs director, WBRU(FM) Providence, R.I., named general manager.

**David Barclay**, sales assistant, appointed business manager.

**Gary Bowers**, continuity director, KGBT-TV Harlingen, Tex., promoted to promotion manager for KGBT-TV and for all nine co-owned Tichenor Media System radio stations.

**Patricia Ann Bejlovec**, executive secretary/talk show producer, WTAQ(AM) LaGrange, Ill., appointed assistant manager.

**Barbara Brauer**, continuity director, WFYR(FM) Chicago, named promotion manager.

**J. Bradford Crum**, copywriter, producer and account executive at W. J. Haughey Co., Boston, named audience promotion manager, WBZ-TV there.

**Robert A. Burnett**, president/chief operating officer, Meredith Corp., Des Moines, Iowa, elected to additional responsibility as chief executive officer, succeeding E. T. Meredith III, board and executive committee chairman. **Robert Steinberg**, controller, elected VP. Mr. Burnett retains operating

responsibility for company's broadcasting, publishing and printing groups.

**Timothy Reynolds**, director of finance and planning, CBS-owned WCAU-TV Philadelphia, promoted to VP, finance and planning CBS/Broadcast Group, New York.

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**Barbara Brauer**, continuity director, WFYR(FM) Chicago, named promotion manager.

**J. Bradford Crum**, copywriter, producer and account executive at W. J. Haughey Co., Boston, named audience promotion manager, WBZ-TV there.

**Barbara A. Hehman**, manager, financial analysis and revenue, WNBC-TV New York, promoted to manager, contract accounting, financial division, NBC.

**B.J. Anderson**, promotion manager, WCVB-TV Boston, appointed advertising and sales promotion manager, WSKB-TV there.

**Kenneth H. Jordan**, in production and promotion, WGHP-TV High Point, N.C., named director of creative services department.

## Broadcast Advertising

**Dennis Dunlap** and **Chuck Mills**, account supervisors; **Carol Williams**, creative director, and **Chuck Quarnstrom**, associate media director, Leo Burnett, Chicago, named VP's. **Dale E. Freres**, television cost controller, named manager, production services. **Alan H. Lapidus**, production business manager, and **Lawrence J. Unes**, production manager, named associate managers, television services division.

**Don Mitchum**, director of research, Tracy-Locke advertising/public relations, Dallas, and **Dan Pollick**, manager of T-L's Denver office, named senior VP's.

**Carolyn Diehl** and **William R. Hennessy**, art directors, J. Walter Thompson, New York, elected VP's.

**Cyril C. Penn**, VP/media director, Keenan & McLaughlin, New York, joins Shaller Rubin advertising there as media director.

**Tom Giuliano** and **Larry Sommerville**, art supervisors, Needham, Harper & Steers, Chicago, promoted to creative supervisors.

**Gary Bayer**, VP, D'Arcy-MacManus & Masius, St. Louis, appointed director of creative services.

**Benjamin J. Hurowitz**, senior media planning supervisor, Cunningham & Walsh, New York, and **Anthony J. Machiedo**, associate media director, Wilson, Haight & Welch, Greenwich, Conn., join N.W. Ayer, New York, as media planners.

**Mitzi Needham**, senior employment interviewer for Home Life Insurance, joins Cunningham and Walsh, New York, as assistant personnel director.

**Violet L. Barnes**, assistant to executive VP/director of information, National Planning Association, Washington, joins American Advertising Federation there as director of finance.

**Louis J. Massone**, media director, Paramount Pictures, Los Angeles, joins Katz Television, New York, as associate director of sales research in broadcast services division. **Jon Johannan**, associate director of sales development for Katz Television, named special projects manager, broadcast services division. **Joel A. Segall** sales executive at Group W, New York, appointed sales manager, Katz TV Continental, Los Angeles. **John T. Dobson III**, TV salesman, Katz TV, Atlanta named sales man-

ager, Katz American Television there. **Jeffrey A. Lovins**, media planner, Grey Advertising, New York, joins Katz Television as sales research and development specialist.

**Robert G. McGroarty**, director of sales, CBS-owned WEEI(AM) Boston, named general manager, CBS/FM Sales, New York. **Diana Gazes**, account executive, WGLI(AM) Babylon, N.Y., joins CBS/FM Sales in same capacity.

**Alan Tobkes**, marketing research director, Eastman Radio, New York, named VP/marketing services.

**George R. Francis Jr.**, station manager, WAYS(AM)-WROQ(FM) Charlotte, N.C., named VP/sales director, Resort Network Radio, New York, representative for stations in leisure and resort areas.

**Ellen Hulleberg**, VP/director of research, McGavren-Guild, New York, named VP, research and client services. **Lydia Martin**, research manager, appointed research director.

**Lynn Anderson**, account executive, Metro Radio Sales, Los Angeles, appointed sales manager there.

**William J. Henke**, director of corporate merchandising services, with responsibility for corporate advertising, Jos. Schlitz Brewing, Milwaukee, appointed advertising manager for Schlitz brand.

**Dom Camera**, general sales manager, WNBC(AM) New York, named sales director, co-owned WNBC-TV there. Mr. Camera replaces **Diran Demirjian** who has resigned. **Lewis Alpert**, independent television/film producer, joins WNBC-TV as manager of sales development.

**Robert J. Ausfeld**, account executive, WPTR(AM) Albany, N.Y., appointed general sales manager for WPTR and co-owned WFLY(FM) Troy, N.Y.

**Peter H. Stassa**, account executive, WCAS(AM) Cambridge, Mass., promoted to general sales manager.

**Rudy Geter**, owner, House of Public Notice advertising, Fort Wayne, Ind., joins WJJD(AM)-WJEZ(FM) Chicago as account executive.

**Janet Hrubic**, public affairs director, KDKA-AM-FM Pittsburgh, appointed account executive.

**Peter Garrett**, account executive, WTIX(AM) New Orleans, joins WFYR(FM) Chicago in same post.

**Michael Moss**, salesman, WGR-TV Buffalo, N.Y., joins WNYN-TV Syracuse, N.Y., as account executive.

**Kay Rhymer**, in charge of operations, KSEZ(FM) Sioux City, Iowa, and **Mark Johnson** in wholesale furniture sales in Minneapolis, join KMEG-TV Sioux City as account executives.

**Mike Steinbrook**, sales executive, Xerox Corp., Columbus, Ohio, joins WNCI(FM) there as account executive.

**David Hardendorf**, account executive, WCCC-AM-FM Hartford, Conn., joins WAAF(FM) Worcester, Mass., in same capacity.

## Programing

**Susan Futterman**, consultant, TVCAP, federally funded career awareness TV series for girls and minorities produced by noncommercial KCET(TV) Los Angeles and member, board of advisers of Center of Films for Children, named manager, children's programs broadcast standards and practices, ABC, West Coast.

**Don Wiederecht**, manager, media relations and sports information, Colgate-Palmolive, New York, joins CBS Sports there as director of communications.

**John Chaffee**, national program director, Malrite Broadcasting, Cleveland, elected VP, programing.

**Stephen All**, independent producer/media consultant, appointed executive producer/production coordinator, Pepper Tree Production Center, new film/TV/radio media facility scheduled to open in San Diego in March.

**H. Lee Douglas**, program director, WXLO(FM) New York, joins WPEZ(FM) Pittsburgh in same post.

**Clark Smidt**, program manager/promotion director, WCOZ(FM) Boston, joins WEZE(AM) there as manager of program services and operations.

**Verla Martinson**, member of public affairs department, WFYR(FM) Chicago, named director of that department.

**Eric Kallgren**, production director, WBRU(FM) Providence, R.I., appointed program director.

**Jim Tice**, air personality, WMOD(FM) Washington, appointed program director, WYRE(AM) Annapolis, Md.

**Ronald J. Devillier**, programing VP, noncommercial KERA(TV) Dallas, joins Public Broadcasting Service, Washington, as director of program acquisitions.

**Ken Calvert**, music director, WABX(FM) Detroit, promoted to program director.

**Steve (Lewis) Wohl**, air personality, WBRX(AM) Berwick, Pa., named music director.

**Peter Jay Zabriskie**, associate producer, WTOP-TV Washington, joins WMAR-TV Baltimore as director/associate producer.

**Toby Ann Smith**, producer, WTNH-TV New Haven, Conn., named to same post, WBZ-TV Boston.

## Broadcast Journalism

**Al Ittelson**, VP, news, ABC-owned TV stations, New York, named VP, ABC News Advisory Service, ABC-TV, New York, responsible for direction of newly formed committee which will advise affiliates in improving their local news operations (BROADCASTING, Feb. 21).

**W. Vincent Burke**, assignment manager, WCAU-TV Philadelphia, joins WLS-TV Chicago as news operations manager.

Newly appointed news personnel, WKRC-TV Cincinnati: **Maxene Black**, from WDTN(TV) Dayton, Ohio, and **Janet Davies**, from Canadian Broadcasting Corp., Toronto, general assignment reporters; **Bill Crafton**, news director, WNTS(AM) Indianapolis, weekend anchor/reporter; **Ed Patton**, in WKRC-TV news depart-

ment, promoted to executive news cinematographer. **Richard L. Schmidt**, reporter/producer, WKEF(TV) Dayton, Ohio, weekend news producer, and **Harry Traynor**, reporter/newscaster, WSAI(AM) Cincinnati, assignment editor.

**Barbara Pitoniak**, reporter, WWLP(TV) Springfield, Mass., named assistant news director.

**Dave Partridge**, news director, WFBC-AM-FM-TV Greenville, S.C., joins WIS(AM) Columbia, S.C., in same capacity.

**John Buchin**, from WDAU-TV Scranton, Pa., joins WGHP-TV High Point, N.C., as reporter/photographer. **Raymond Bridgers**, freelance film producer, joins WGHP-TV as news film editor/photographer.

**Michael Morgan**, from KHOU-TV Houston, joins KGBT-TV Harlingen, Tex., as news director/anchor.

**Jerry Adams**, weekend anchorman/reporter, KYTV(TV) Springfield, Mo., named assistant news director/assignment editor. **Patrick VanHorn**, reporter, assumes additional duties as weekend anchor. **Joyce Reed**, consumer reporter, assumes additional duties as weeknight co-anchor.

**Hank Henry**, news director, KMED-TV Medford, Ore., elected president, Oregon Associated Press Broadcasters.

**Chris Mally**, reporter, WHUT(AM)-WLHN(FM) Anderson, Ind., promoted to news director.

**Shelly Stewart**, reporter, WWI(AM) Johnstown, Ohio, named news director, WSWA(AM)-WQPO(FM) Harrisonburg, Va., replacing semi-retired **Frank O'Roark**, who continues to do part-time reporting.

**Larry Sales**, reporter, WJZ-TV Baltimore, joins WTVN-TV Columbus, Ohio, as weekend anchor/reporter.

**Michael Drake**, news producer/weather reporter, WTLV(TV) Jacksonville, Fla., joins WOWK-TV Huntington, W. Va., as anchor/reporter.

**Ed Wolf**, assignment/local coverage editor, WBRU(FM) Providence, R.I., named news director.

**Nathaniel Williams**, assistant to anchorman, WBBM-TV Chicago, named assistant editorial director.

**Ken Woo**, reporter/anchorman, WRAU-TV Peoria, Ill., joins KIRO-TV Seattle as reporter.

**Ron Landy**, news director, WIRA(AM)-WOV(FM) Fort Pierce, Fla., for past five years, resigns to join World Jai Alai Inc., Miami, as director of special promotions.

## Cable

**John T. Moore**, general manager of Teleprompter's Elmira, N.Y., system, assumes additional duties as manager of newly created New York district, including systems in Elmira, Jamestown, Ilion, Islip, Oswego, Newburgh and Mount Vernon.

**Michael B. Arnold**, Northeast regional sales manager, GTE Sylvania, Seneca Falls, N.Y., joins Suffolk Cablevision, Long Island, N.Y., as director of marketing.

Newly elected officers, New Mexico Cable Television Association: **Charles Whitlock**,

Las Cruces TV Cable, president; **Bill Mason**, TV Cable of Space City, VP, and **Oscar Davis**, Teleprompter, secretary/treasurer.

Newly elected officers, Arizona Cable Television Association: **Clint Wager**, Warner Cable, Flagstaff, president; **G. Bryan Blow**, Ajo TV Service, VP, and **Ken Ferguson**, Sierra Vista CATV, secretary/treasurer.

## Equipment & Engineering

**Jerome W. Hull**, board chairman, Pacific Telephone and Telegraph, San Francisco, elected to board of directors, Ampex Corp., Redwood City, Calif.

**D. Gerald Smith**, from Rocky Mountain Corporation for Public Broadcasting, joins RCA Broadcasting Systems as sales representative for Nevada, Utah, southern Idaho, Oregon and northern California, based in San Francisco.

**Leroy Wallace**, VP/general manager, CCA Electronics' Westfield, Mass., plant, named director of television products, Gloucester City, N.J., headquarters.

**Wesley T. Hanson Jr.**, VP/director of Kodak research laboratories, Eastman Kodak, Rochester, N.Y., retires June 1, succeeded as director by **Leo (Jack) Thomas Jr.**, assistant director of research laboratories.

**S.L. Thomas**, marketing manager, SC Electronics, New Brighton, Minn., appointed director of marketing. SCE manufacturers audiovisual and video products for communications, education and training.

**Thomas M. Monahan**, technical supervisor, KDKA-AM-FM Pittsburgh, promoted to chief engineer, succeeding **Paul Stewart**, who joins WOR(AM) New York in same capacity.

**Roger Jones**, engineering technician, WTVN-TV Columbus, Ohio, promoted to engineering supervisor.

**Bob Van Buhler**, chief engineer, WIOS(AM) Tawas City, Mich., named to same post, KDKB-AM-FM Mesa, Ariz.

## Allied Fields

**Harlan R. Janes**, VP, A.C. Nielsen, Westport, Conn., named national manager, Custom Services Retail Index division, Northbrook, Ill. **R.J. Halsenrud**, special research, A.C. Nielsen, Chicago, appointed account manager, custom research.

**Edwards E. Reed**, marketing representative, Trace Inc., Lafayette, Ind., joins Automation Electronics, broadcast computer systems firm there as services VP.

**Jim Cook**, director of research/development, Data Communications Corp., Memphis, promoted to VP, research and development. Newly elected corporate VP's from BIAS (Broadcast Industry Automation System) division: **Dewey R. Hemphill**, operations director, operations VP; **Carol D. McInnis**, manager, broadcast services, broadcast services VP; **Skip Sawyer**, general sales manager, sales VP, and **Ronald B. Wilkes**, manager of systems and programing, systems VP.

**Merlin W. Sepmeyer**, president of Tennessee district, International Lutheran Laymen's League, St. Louis, named executive director of league, sponsor of *The Lutheran Hour*, and pro-

ducer of religious programs for radio.

**Polly Reed Rash**, public relations manager, Sea World, San Diego, joins Public Service Satellite Consortium there as communications director.

**Scott P. Crampton**, former assistant attorney general in charge of tax division, Department of Justice, Washington, joins law firm of Hamel, Park, McCabe & Saunders there as partner.

**Nicholas Johnson**, head of National Citizens Committee for Broadcasting, publisher of *Access* magazine and former FCC commissioner, Washington, named recipient of DeWitt Reddick Award for Outstanding Achievement in Communication. Award will be presented March 5 by University of Texas at Austin's School of Communication.

## Deaths



Mullen in 1948

**Frank Mullen**, former executive VP and general manager of NBC, died of pneumonia Feb. 20 in Los Angeles. He began his career as farm broadcaster on KDKA(AM) Pittsburgh and in 1926 joined NBC, becoming director of agriculture. There he established *National Farm and Home Hour*. In 1934 he

was put in charge of advertising and public relations for NBC's parent, RCA. He became executive VP of NBC (where he helped establish its television network) in 1940, position he held until 1948 when he left to join late G.A. Richards, owner of WJR(AM) Detroit, WGAR(AM) Cleveland and KMPC(AM) Los Angeles, as president. He left year later and joined Guild-Vitapix, film syndication firm where he became president. In 1952 he established his own radio/

TV/film consultant firm in Los Angeles. Five years later he became president/owner of Scenic Backgrounds Inc., there, building scenery for television and film. He retired in 1968 after suffering stroke. Survivors include his wife, Florence, and three sons, Frank, Peter and Russell.

**Robert A. Jolley**, 86, one of founders of Multimedia Inc., Greenville, S.C., died there Feb. 18 after lengthy illness. He was president of Multimedia Broadcasting when it merged with newspaper concern in 1968, forming Multimedia Inc. At time of his retirement in 1970 he was vice chairman of corporate board. He is survived by two sons and one daughter.

**J. Walter Carroll**, 60, VP/general manager, KDIA(AM) Oakland, Calif., and treasurer, Northern California Broadcasters Association, died at Alta Bates hospital, Berkeley, Calif., Jan. 20. He had been in coma since suffering stroke month earlier. He joined station in 1965 as account executive, was appointed general manager in 1974.

**Dorothy S. Murphy**, 61, who retired in 1976 as treasurer of Taft Broadcasting Co., died of cancer Feb. 18 in Cincinnati. She began her career with company in 1942 in accounting department of WKRC(AM) Cincinnati, and by 1959 was treasurer, assistant secretary and director of Taft.

**Herbert Wolf**, 59, retired television producer, died Feb. 21 in New York hospital after long illness. He produced *Break the Bank*, *Masquerade Party*, *Keep Talking* and number of early radio series including *The O'Neils*, *Hilltop House*, *The Street Singer* and *Pick and Pat*. Survivors include his wife, Joan, one daughter and one son.

**Andy Devine**, 71, comic character actor who made about 300 movies in his career, died of leukemia Feb. 19 in Orange, Calif. He was frequent guest on both radio and television shows starring late Jack Benny, but gained his widest exposure and popularity as Jingles, sidekick of

television's *Wild Bill Hickock*, in 1950's. Survivors include wife, Dorothy, and two sons, Timothy and Dennis.

**Dale M. Johns**, 63, retired newsman and director of personnel relations, UPI, New York, died Feb. 19 at his home in Riverside, Conn. Survivors include his wife, former Ruth Dobson; two sons, Stephen and Michael; daughter, Martha, and three grandsons.

**Donald M. Dowd**, 72, radio announcer on Don McNeill *Breakfast Club* in 1943-1955 died Feb. 22 in Punta Gorda, Fla., where he had been living since retirement from ABC in 1970. He was singer for WLIT(AM) Philadelphia and WLW(AM) Cincinnati before joining NBC in 1934. When ABC was formed, he went with new company and was transferred from Chicago to New York in 1956. He is survived by his wife, Elizabeth, one son and three daughters.

**William M. Dunn**, 68, one of founders of Communications Workers of America labor union, Washington, died of cancer Feb. 18 at Greater Baltimore Medical center. He helped found Cincinnati Federation of Telephone Workers in 1930's and in 1938 helped found CWA, which took in telephone workers. He was at one time member of CWA executive board and at time of his retirement, was executive assistant to then secretary-treasurer, Glenn E. Watts, now CWA president. Survivors include his wife, Laura, and daughter, Patricia Wiles.

**John Hubley**, 62, creator and producer of animated films for television and theaters, died Feb. 21 during heart surgery at Yale-New Haven hospital. He was founder and supervising director of United Productions of America in early 1950's when company developed animated characters of Mr. Magoo and Gerald McBoing-Boing. He worked with Walt Disney studios on "Snow White and the Seven Dwarfs," "Dumbo," "Bambi" and "Fantasia." He is survived by his wife, Faith, with whom he won several Academy Awards for animated features and shorts, and seven children.

## For the Record<sup>®</sup>

As compiled by BROADCASTING for the period Feb. 14 through Feb. 17 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 action

■ Longview, Tex., Channel 16 Inc.—Broadcast Bureau granted ch. 16 (482-488 mhz); ERP 400 kw

vis., 71,285 kw aur., HAAT 737 ft.; ant. height above ground 498 ft. P.O. address: c/o Aubrey E. Irby, Box 3367, Tyler, Tex. 75701. Estimated construction cost \$1,065,900; first-year operating cost \$400,000; revenue \$275,000. Legal counsel Bilger & Blair, Washington; consulting engineer Guy C. Hutcheson. Principals: Aubrey E. Irby, Robert Cargill, Jerry S. Harris, Clint C. Blackman Jr., Bill R. Foster, Mayo M. Murphey, Joseph G. Stineciper, William P. Stoudt (all 12.5%). Principals are involved in various businesses in Texas. Mr. Irby is president, general manager and majority stockholder of KZAK-AM-FM Tyler. Mr. Stineciper is employe at KLTV(TV) Tyler (BPCT-4912). Action Feb. 9.

#### AM start

■ WHHL Pine Castle-Sky Lake, Fla.—Authorized program operation on 1190 khz, 250 w-D. Action Jan. 25.

#### FM applications

■ Red Bluff, Calif.—Concerned Communications Corp. seeks 95.9 mhz, .280 kw, HAAT 1012 ft. P.O. address: 463 Palaro Ave., Yuba City, Calif. 95991. Estimated construction cost \$4,000; first-year operating cost \$6,930; revenue none. Format: MOR. Principals: Charles A. Lawton III (52%), Randall W. Lawton and

Todd R. Baker (24% each). Applicant operates KBLF(AM) Red Bluff, KUKI(AM)-KALF(FM) Ukiah, KOBO(AM) Yuba City, all California, and WNFL(AM) Green Bay, Wis. Messrs. Lawton also have San Francisco broadcast promotions firm, Concerned Marketing Corp. Ann. Feb. 15.

■ \*Sioux City, Iowa—Morningside College seeks 88.3 mhz, 10 w, HAAT 105 ft. P.O. address: 1501 Morningside Ave., Sioux City 51106. Estimated construction cost \$39,953.35; first-year operating cost \$8,500. Format: Educational. Applicant is church-related institution of higher education, Charley Orbison, director of Mass Communications. Ann. Feb. 15.

■ Collins, Miss.—Covington County Broadcasters Inc. seeks 101.7 mhz, 3 kw, HAAT 300 ft. P.O. address: RFE No. 1, Taylorsville, Miss. Estimated construction cost \$35,300; first-year operating cost \$50,000; revenue \$62,000. Format: Popular. Principal: O. D. Wolverson (100%), who is land surveyor with no other broadcast interests. Ann. Feb. 15.

■ Brady, Tex.—Radio Brady Inc. seeks 95.3 mhz, 3 kw, HAAT 55 ft. P.O. address: 117 S. Blackburn St., Brady, 76825. Estimated construction cost \$69,243; first-year operating cost \$48,000; revenue \$60,000. Format: MOR. Principal: Edgar R. Keeling Jr. (99%), owner of

# Professional Cards

<p><b>ATLANTIC RESEARCH CORP.</b>  <b>Jansky &amp; Bailey</b>            Telecommunications Consulting            Member AFCEE            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 AFCEE</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 DIPPELL, P.C.</b>            CONSULTING ENGINEERS            527 Munsey Bldg.            (202) 783-0111            Washington, D.C. 20004            Member AFCEE</p>
<p><b>CARL T. JONES ASSOCS.</b>            (Formerly Gautney &amp; Jones)            CONSULTING ENGINEERS            2990 Testar Ct., Suite 405            (703) 560-6800            Falls Church, Va. 22042            Member AFCEE</p>	<p><b>LOHNES &amp; CULVER</b>            Consulting Engineers            1156 15th St., N.W., Suite 606            Washington, D.C. 20005            (202) 296-2722            Member AFCEE</p>	<p><b>A. EARL CULLUM, JR.</b>            CONSULTING ENGINEERS            INWOOD POST OFFICE            BOX 7004            DALLAS, TEXAS 75209            (214) 631-8360            Member AFCEE</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) 223-4664            Member AFCEE</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. Niland 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 AFCEE</p>
<p><b>CARL E. SMITH</b>            CONSULTING RADIO ENGINEERS            8200 Sawville 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.-80204            (303) 333-5562  <b>DENVER, COLORADO</b>            Member AFCEE</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            250 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 AFCEE</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            6834 A N UNIVERSITY PEORIA ILLINOIS 61614            (309) 692-4233            Member AFCEE</p>
<p><b>DAWKINS ESPY</b>            Consulting Radio Engineers            Applications/Field Engineering            P.O. Box 3127—Olympic Station 90212  <b>BEVERLY HILLS, CALIF.</b>            (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 AFCEE</p>	<p><b>C. P. CROSSNO &amp; ASSOCIATES</b>            CONSULTING ENGINEERS            P. O. BOX 18312 (214) 321-9140            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>  <b>TALL TOWER SPECIALISTS</b>            Box 656, Fremont, Indiana 46737            219-495-5165</p>	<p><b>BROADCAST TECHNICAL SERVICE, INC.</b>  <ul style="list-style-type: none"> <li>• AM-FM Station Construction</li> <li>• Audio/Skeleton ... Partial Proofs</li> <li>• Signal Sound Improvement</li> <li>• FREE Counsel by Phone</li> </ul>           Phone 817-772-3371            Box 7343 • Waco, Texas 76710</p>
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KNEL(AM) Brady. Mr. Keeling also owns outdoor advertising firm there. Ann. Feb. 15.

■ Newport, Vt.—Newport Broadcasting Corp. seeks 107.9 mhz, 25 kw, HAAT 711 ft. P.O. address: Garabedian P.O. Box 5, Cabot, Vt. 05647. Estimated construction cost \$44,504; first-year operating cost \$35,500; revenue \$25,000. Format: Popular. Principal: John H. Garabedian (95%), who owns 42% of WGTR(AM) Natick, Mass. Ann. Feb. 15.

### FM actions

■ \*Orlando, Fla. Florida Technological University—Broadcast Bureau granted 89.9 mhz, 36.5 kw, HAAT 1,000 ft. P.O. address: Box 25,000, Alafaya Trail, Orlando 32816. Estimated construction cost \$55,188; first-year operating cost \$56,000. Format: Ed. Principal: Chairman university broadcasting committee (BPED-2322). Action Feb. 2.

■ Brookings, Ore., KURY Radio—Broadcast Bureau granted 95.3 mhz, 3 kw, HAAT 208 ft. P.O. address: Box 1029, Brookings 97415. Estimated construction cost \$18,275; first-year operating cost \$14,700; revenue \$15,000. Format: MOR. Principal: Norman R. Obers is owner and general manager of KURY(AM) Brookings (BPH-9675). Action Feb. 4.

■ Yakima, Wash., Yakima Broadcasting Co.—Broadcast Bureau granted 98.3 mhz, 700 w, HAAT 555 ft. P.O. address: Box 172, Yakima 98907. Estimated construction cost \$23,487; first-year operating cost \$14,000; revenue \$25,000. Format: Beautiful music. Principal: Applicant owns KBBO(AM) Yakima (BPH-9880). Action Feb. 10.

Broadcast Bureau granted following CP modifications to extend completion time to date shown: \*WKNS Kingston, N.C., March 31; \*WCPE Raleigh, N.C. June 31; \*WDPS Dayton, Ohio, May 1; KUDE El Paso, July 15; KIOF Orange, Tex., July 7; WIXV Front Royal, Va., July 15; KDEL-FM Arkadelphia, Ark., June 1.

### FM starts

■ WKDO-FM Liberty, Ky.—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT 205 ft. Action Jan. 21.

■ WWAV Auburn, Me.—Authorized program operation on 100.1 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 31.

■ \*WMOS Bath, Me.—Authorized program operation on 91.5 mhz, TPO 10 w. Action Jan. 28.

■ WPNM Ottawa, Ohio—Authorized program operation on 106.3 mhz, ERP 3 kw, HAAT 265 ft. Action Jan. 26.

■ WSBM Jefferson City, Tenn.—Authorized program operation on 99.3 mhz, ERP 3 kw, HAAT 300 ft. Action Feb. 1.

■ KBOP-FM Pleasanton, Tex.—Authorized program operation on 98.3 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 21.

■ \*WWLR Lyndonville, Vt.—Authorized program operation on 91.7 mhz, TPO 10 w. Action Jan. 28.

### FM licenses

■ KHIM Palestine, Tex.—Broadcast Bureau rescinded grant of license covering new station (BLH-7154). Action Feb. 3.

## 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	26	870	73	943
Total Radio	8,106	8	126	8,240	265	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

Broadcast Bureau granted following licenses covering new stations: \*KWDM West Des Moines, Iowa (BLED-1571), Feb. 3; KCOZ Shreveport, La. (BLH-7219), Feb. 3; \*KRCU Cape Girardeau, Mo. (BLED-1515), Feb. 3; \*KWUR Clayton, Mo. (BLED-1552), Feb. 3; WZEE Nashville (BLH-7163), Feb. 3; KIOY Hanford, Calif. (BLH-7232), Feb. 3.

## Ownership changes

### Applications

■ WDXR-TV Paducah, Ky. (ch. 29)—Seeks assignment of license from WDXR Inc. to Kentucky Authority for Educational Television for \$1.00. Seller is Lady Sarah McKinney-Smith McCallum, who also owns WDXR(AM) Paducah. Buyer is state agency wishing to establish noncommercial station at Paducah, Don C. Bale, acting chairman. KAET operates 13 educational stations in state. Ann. Feb. 14.

■ KUSN(AM)-KSFT(FM) St. Joseph, Mo. (AM: 1270 khz, 1 kw-D; FM: 105.1 mhz, 30 kw)—Seeks assignment of license from KUSN Corp. to Hunter Broadcasting Inc. for \$425,000. Sellers are Frederick P. Reynolds and his wife, Jeanne (60%), and Warren F. Rhyner (40%), who also own KSWT(AM)-KEWI(FM) Topeka, Kan. Buyers are Morgan County Broadcasting Inc. (60%) and its president and sole owner, B. D. Hunter (40%). Mr. Hunter also owns WJIL(AM) Jacksonville, Ill. and has various real estate business interests. Ann. Feb. 14.

■ KGMV(AM) Missoula, Mont (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Mission Broadcasters Inc. to Robert E. Ingstad for \$300,000. Sellers are Louis G. Erck (68%), who also owns 90% of KHAP(AM) Aztec, N.M., and James T. Goddard

(32%). Mr. Ingstad owns KGFX(AM) Pierre, KKLS-AM-FM Rapid City, both South Dakota (100% each), KOVC(AM) Valley City, N.D., KBMW-AM-FM Breckenridge and KWAD(AM)-KKWS(FM) Wadena, both Minnesota (25% each). Ann. Feb. 14.

■ \*WBGO(FM) Newark, N.J. (88.3 mhz, 20 kw)—Seeks assignment of license from Board of Education of City of Newark to Newark Public Radio Inc. for no monetary consideration. In return for 25 hours per week of educational programming, seller will budget \$150,000 for buyer beginning July 1, 1977. Assignor is public school board. Buyer is non-profit corporation, Helen Fullilove, chairperson. Ann. Feb. 14.

■ KKUL(FM) Tulsa, Okla. (103.3 mhz, 100 kw)—Seeks transfer of control of Central Broadcast Co. from Gene C. Howard (100% before; none after) to William Hayden Payne (none before; 100% after). Consideration: \$375,000. Principals: Mr. Howard also owns majority interest in KRMC(AM) Midwest City, Okla. Mr. Payne publishes Edmond, Okla. *Communicator* and owns KMHP(AM) Edmond. Ann. Feb. 14.

■ WECO(AM) Wartburg, Tenn. (940 khz, 1 kw-D)—Seeks transfer of control of Morgan County Broadcasting Co. from W. R. Carrigan (50% before; none after) to Sandy Lavender and others (50% before; 100% after). Consideration: \$25,650. Principals: Mr. Carrigan also owns WEQO(AM) Whitley City and WFXV(AM) Middlesboro, both Kentucky with other principals. Other than Miss Lavender (15% after transfer) principals are Carl Stump (35%), Clyde Darnell (35%) and Gary Darnell (15%). Ann. Feb. 14.

■ KWFA(AM) Merkel, Tex. (1500 khz, 250 w-N)—Seeks assignment of license from Harold D. Nichols to Big County Broadcasting Co. for \$100,000. Seller: Harold D. Nichols has no other broadcast holdings. Buyers are Ted C. Connell and Gaylon Wayne Christie, who, as KOVE Broadcasting Co., have applied for FM CP for new station at Copperas Cove, Tex. Mr. Connell owns automobile dealership and has other retail interests. Mr. Christie has real estate and insurance interests and is former general manager of KXOL(AM) Fort Worth. Ann. Feb. 14.

■ WHJC(AM) Matewan, W.Va. (1360 khz, 1 kw-D)—Seeks transfer of control of Three States Broadcasting Co. from Florence Morningstar et al. (25.5% before; none after) to George D. Warren Jr. et al. (74.5% before; 100% after). Consideration: \$9,520. Principals: Miss Morningstar is transferring her stock to Clifton Branham (17% before). Other principals are Mr. Warren and Gladys Yeats. None have other broadcast interests. Ann. Feb. 14.

### Actions

■ KBIB(AM) Monette, Ark. (1560 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Craighead County Broadcasting Corp. to KBIB Radio Inc. for \$68,000. Seller has no other broadcast interests. Buyer is owned by Leon Buck (70.4%), Virginia S. Bingham and Robert Karr (14.8% each). Mr. Buck owns WXTA(FM) Greencastle, Ind. (80%), WVTL(AM) Monticello, Ind. (66 2/3%), WSTL(AM) Eminence, Ky. (80%), and WVLJ(FM) Monticello, Ill., and WFDT Columbia City, Ind. (50.4% each). Ms. Bingham owns WXTA (20%) and WVLJ (10%). Mr. Karr owns 19.6% of WVLJ (BAL-8870). Action Feb. 3.

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ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

■ **WVOI(FM)** Tisbury, Mass. (95.9 mhz, 3 kw)—Broadcast Bureau dismissed transfer of control of Wasque Corp. from Garfield M. Arthur, Arthur G. Brock, William L. Connell et al. (100% before; none after) to V. David Facey, Richard P. Doherty, Robert J. Nee (none before; 100% after). Consideration: \$130,000. Principals: Sellers have no other broadcast interests. Buyers: Mr. Nee owns Boston management, accounting, payroll and telephone system services, and has interests in Walpole, Mass., tennis club and Concord, Mass. Liquor store. Mr. Facey is telephone billing analyst in Wayland, Md. Mr. Doherty owns night club in Hyannis, Mass. (BTC-8158). Action Feb. 3.

■ **WBYQ(FM)** Hendersonville, Tenn. (92.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control from Hendersonville Broadcasting Corp. to Mooney Broadcasting Corp. for \$366,727 plus \$233,273 loan to seller to pay debts. Seller is owned by William R. Sinks, Donald R. Fauble, John M. Steinhauer Jr., Randall L. Davidson and Michael R. Fleming, who have no other broadcast interests. Buyer is owned by publicly held Mooney Broadcasting Corp., George P. Mooney, president, which also owns WERC-AM-FM Birmingham, Ala.; WBSR(AM) Pensacola, Fla.; WMAK(AM) Nashville and WUNO(AM) San Juan, P.R. (BTC-8163). Action Feb. 3.

## Facilities changes

### AM actions

■ **WCBC(AM)** Cumberland, Md.—Broadcast Bureau granted mod. of license covering change in studio location to 506 N. Center St., Cumberland, and operate Trans. by remote control from main studio location; conditions (BRC-3863). Action Feb. 3.

■ **KCCS Salem, Ore.**—Broadcast Bureau granted mod. of license covering change in licensee name to Christian Center of Salem (BML-2619). Action Feb. 10.

### FM actions

■ **KQOK Kenai, Alaska**—Broadcast Bureau granted mod. of CP to change trans.; change ant.; ant. height 175 ft. (H&V); ERP 3 kw (H&V); conditions (BMPH-15,021). Action Feb. 2.

■ **KLIR(FM)** Denver—Broadcast Bureau granted CP to change trans. location to on Lookout Mountain 14 miles west of State Capitol Building, Denver; operate by remote control from studio site: 6535 West Jewell, Denver, install new ant.; make changes in ant. system (decrease height); ERP 94 kw (H&V); ant. height 890 ft. (H&V); remote control permitted; condition (BPH-9091). Action Feb. 15.

■ **WABJ Pensacola, Fla.**—Broadcast Bureau granted mod. of CP covering change in ant.; ERP 100 kw (H&V); ant. height 360 ft. (H&V); remote control permitted (BMPH-15,015). Action Feb. 2.

■ **KBXL-FM Caldwell, Idaho**—Broadcast Bureau granted mod. of CP covering change in auxiliary trans.; change ant.; ERP 8 kw (H&V); ant. height 280 ft. (H&V); remote control permitted; conditions (BMPH-15,023). Action Feb. 2.

■ **KUUZ Nampa, Idaho**—Broadcast Bureau granted mod. of CP to change studio location and remote control to 812, 12th Ave., S. Nampa; change trans.; change ant.; make changes in ant. system; increase height; ERP 44 kw (H&V); ant. height 2520 ft. (H&V); remote control permitted (BMPH-15,016). Action Feb. 2.

■ **KCHE-FM Cherokee, Iowa**—Broadcast Bureau granted mod. of CP to correct ant. center of radiation; ERP 3 kw (H&V); ant. height 210 ft. (H&V); remote control permitted (BMPH-15,019). Action Feb. 2.

■ **\*KWUR Clayton, Mo.**—Broadcast Bureau granted license covering change in studio location-remote control to Lindell and Skinker Blvds., St. Louis (BLED-1552). Action Feb. 3.

■ **Weatherford, Okla., KWEY Inc.**—Broadcast Bureau granted mod. of CP to change trans. of FM station; change ant.; ERP 69 kw (H&V); ant. height 400 ft. (H&V); remote control permitted (BMPH-15,017). Action Feb. 2.

■ **WYNQ Chattanooga, Tenn.**—Broadcast Bureau granted mod. of CP to change TPO and make changes in transmission line; ERP 100 kw (H&V); ant. height 1080 ft. (H&V); remote control permitted (BMPH-15,022). Action Feb. 2.

■ **WPTN-FM Cookeville, Tenn.**—Broadcast Bureau granted CP to install new ant.; install new trans.; ERP

3 kw (H&V); ant. height 205 ft. (H&V); remote control permitted; conditions (BPH-10,344). Action Feb. 2.

■ **WPTN-FM Cookeville, Tenn.**—Broadcast Bureau granted CP to install new aux. trans. and ant. to be located at main studio location: 230 ½ E. Broad St., Cookeville, to be operated on 94.3 mhz; ERP 420 w (H&V); ant. height 74 ft. (H&V) (BPH-10,345). Action Feb. 2.

■ **WLRG Roanoke, Va.**—Broadcast Bureau granted CP to change trans. location to W. Side of U.S. 221, Poor Mountain, near Roanoke; make changes in ant. system (increase height); change ant. height; ERP 20 kw (H&V); ant. height 2000 ft. (H&V); remote control permitted (BPH-10,021). Action Feb. 9.

## In contest

### Procedural rulings

■ **KPOI(AM)** and **KHVH(AM)** Honolulu, facilities changes proceeding: Communico Oceanic Corp. and KHVH Inc. (Docs. 20,740-1)—ALJ Joseph Stirmer canceled all procedural dates including March 2 hearing. Action Feb. 14.

■ **Baltimore, J.B. Broadcasting of Baltimore Ltd. (WEBB), AM proceeding:** (Doc. 21,012)—ALJ Frederick W. Dennison set certain procedural dates and postponed hearing from March 15 to June 13. Action Feb. 7.

■ **WHLW(AM)** Lakewood, N.J., renewal proceeding: Mid-State Broadcasting Co. (Doc. 20,610)—ALJ James F. Tierney canceled all procedural dates, including April 12 hearing. Action Feb. 15.

■ **WGAL-TV Lancaster, Pa., renewal proceeding:** WGAL-Television Inc. (Doc. 21,034)—ALJ Reuben Lozner, by separate actions, denied petition to intervene by New Jersey Coalition for Fair Broadcasting; set certain procedural dates and rescheduled hearing for June 6 in Lancaster. Action Feb. 10.

■ **Norfolk, Va., TV proceeding:** WTAR Radio-TV Corp. (WTAR-TV Norfolk) and Hampton Roads Television Corp., competing for ch. 3 (Docs. 18,791-2)—ALJ David I. Kraushaar closed hearing record. Action Feb. 14.

■ **Milton and Hurricane, W.Va. FM proceeding:** WNST Radio and Putnam Broadcasting Inc., competing for 106.3 mhz, (DOCS. 20,994-5)—ALJ David I. Kraushaar set certain procedural dates and continued March 28 hearing to April 5. Action Feb. 11.

### Dismissed

■ **WWLD-TV Jackson, Mich., assignment of CP proceeding:** Jackson Television Corp. to Television Associates Inc. (Doc. 20,673)—ALJ Lenore G. Ehrig dismissed assignment application for failure to prosecute and terminated proceeding. Action Feb. 9.

## Fines

■ **KIMO(AM)** Anchorage—Broadcast Bureau notified licensee of apparent liability for \$2,000 for failing to have operator holding valid first class operator license in actual charge whenever trans. is delivering power to transmitting ant. and for numerous other violations. Correction of earlier item. Action Jan. 27.

■ **KLIB(AM)** Liberal Kan.—Broadcast Bureau notified licensee of apparent liability for \$200 for failing to make entries in operating log to show when station ceased supplying power to ant. on various dates and failing to make entries in operating log at time of commencement of daytime mode on various dates. Action Feb. 3.

■ **KLCB(AM)** Libby, Mont.—Broadcast Bureau notified licensee of apparent liability for \$500 for failing to measure carrier frequency of trans. once each calendar month. Action Feb. 8.

## Allocation

### Action

■ **Gillette, Wyo.**—Broadcast Bureau proposed assignments of FM chs. 254 and 264 as community's second

and third FM assignments. Action was response to petition by Gillette Broadcasting Co. Comments are due March 28; replies April 18. Action Feb. 11.

## Rulemaking

### Petition

■ **Communications Services Inc.**—Requests inquiry considering present and future roll of translators and cable systems in overall national telecommunications policy, including such areas as: competitive balance, signal carriage limitations, program origination, cross-ownership, etc. (RM-2826). Ann. Feb. 14.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Feb. 15 (stations listed are TV signals proposed for carriage):

■ **La Costa Community Antenna Systems Inc.,** for Carlsbad, Calif. (CAC-07947): KPBS-TV San Diego, XETV Tijuana, Mex. and to delete KCET Los Angeles.

■ **Video Enterprises Inc.,** for Holyoke, South Hadley, both Massachusetts (CAC-07957-8): Requests certification of existing operations.

■ **Televents of Placer County Inc.,** 230 Palm Ave., Box 1551, Auburn, Calif. 95603, for Placer, Calif. (CAC-07959): KBHK-TV, KEMO-TV San Francisco; KTVU Oakland; KCRA-TV, KVIE, KXTV, KTXL, KMUV Sacramento; KLOC-TV Modesto, and KOVR Stockton, all California.

■ **Emco CATV Inc.,** Box 646, Manchester, Vt. 05254, for Putney, Vt. (CAC-07962): WSBK-TV Boston; WSMW-TV Worcester; WHYN-TV Springfield, and WRLP Greenfield, all Massachusetts; WENH-TV Durham, WMUR-TV Manchester, both New Hampshire; WFSB-TV Hartford, Conn., and WVTA Windsor, Vt.

■ **Midcontinent Cable Systems Co.,** for Huron, S.D. (CAC-07963): Requests certification of existing operations.

■ **Fallsburg Video Corp.,** for South Fallsburg, N.Y. (CAC-07964): Requests certification of existing operations.

■ **Teleservice Corp. of America,** for Plainview, Tex. (CAC-07965): Requests certification of existing operations.

■ **CATV of Pennsylvania Inc.,** for Freedom, Rochester and East Rochester, all Pennsylvania (CAC-07966-9): Requests certification of existing operations.

■ **Cablevision of New Jersey,** 48 E. Main St., Bergenfield, N.J. 07612, for Cresskill and Dumont, both New Jersey (CAC-07970-1): WCBS-TV, WABC-TV, WNBC-TV, WNEW-TV, WNYC-TV, WOR-TV, WPIX, WNYE-TV New York; WPHL-TV, WTAF-TV Philadelphia; WBTB-TV, WNET Newark, WXTV Paterson, WNJU-TV Linden, WNJM Montclair, all New Jersey; WLVT-TV Allentown, Pa., and WLIW Garden City, N.Y.

■ **Nor Cal Cablevision Inc.,** 2100 Q St., Sacramento, Calif., for Gridley Calif. (CAC-07972): KCRA-TV, KVIE, KXTV, KMUV-TV Sacramento; KTVU Oakland; KIXE-TV, KRCR-TV Redding; KHSL-TV Chico, all California.

■ **Big Spring Cable TV Inc.,** for Big Spring, Tex. (CAC-07973): KCBD-TV Lubbock, Tex.

■ **Delta Cablevision Inc.,** for McGhee, Ark. (CAC-07974): Requests certification of existing operations.

■ **Texas Telecable Inc.,** for Conroe, Tex. (CAC-07975): Requests certification of existing operations.

■ **Theta Cable of California Inc.,** for West Hollywood, Calif. (CAC-07976): Requests certification of existing operations.

■ **Cablecom General,** for Lufkin and Point Lavaca, both Texas (CAC-07977-8): Requests certification of existing operations.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General Manager needed** for small market FM in NW Ohio. Sales ability a requirement and would prefer announcing experience. Salary commensurate with experience. Bonus based on profit. Send resume to Box B-110, BROADCASTING.

**Station-Salesmanager for Ohio.** "Super country sound." Automated FM in medium market. Must build and lead separate sales staff and develop station promotions. Salary plus excellent commission. Excellent future with growth company. Send resume to Box B-129, BROADCASTING.

**Technical operations manager**—A new Midwest teleproductions studio needs a manager with all phases of studio operations, people and resources. Forward resume and salary history to Box B-176, BROADCASTING.

**Pacifica Radio KPFK**, Los Angeles, seeks general manager challenging, creative position. Manager gives fiscal, administrative, programming leadership to talented hardworking staff and volunteers. Affirmative action important. Send resume and statement of interest by March 15, 1977, to LPS, PO Box 8639, Universal City, CA 91608

**Attn Management Personnel.** Expand small mid-Florida market. Looking for right experience in management, SALES, and programing. Send resume to Gables Secretarial, Suite D, 110 Giralda Ave., Coral Gables, FL 33134.

### HELP WANTED SALES

**Experienced Account Executive** Position available with top Arbitron contemporary station. Station's top billing list is yours if track record warrants. Salary plus commission. E.O.E. Resume, references to Box B-36, BROADCASTING.

**Major market midwest** daytimer needs sales manager. Excellent opportunity for top income. Box B-82, BROADCASTING.

**Florida metropolitan** gospel-religious station in sunshine vacationland seeks self starter time-salesman able to deal with both religious and secular community. Local time sales only, your own department. Pay equal to ability. If you're able to deliver, plan on staying for life! State salary, experience, goals, past jobs. Box B-171, BROADCASTING.

**Salesperson** needed immediately. Experience preferred but not necessary. WBNR, P.O. Box 511, Beacon, NY 12508. 914-831-1260.

**Male/Female sales.** 50 kw, Pittsburgh, Metro. EOE. Resume to Box B-193, BROADCASTING.

**Sunny, warm and exciting south** Texas, 5000 watt AM and soon FM looking for two aggressive self starters who want to work and make money. Half million pop market, top biller, rated No. 1 seventeen years. 20% commission, draw arranged, health and life ins., gas allowance, live where oranges and grapefruit grow. KRIO Radio, Box 3097 Mc Allen, TX, 78501. 512-686-5454.

**Colorado FM** seeking self-starter salesperson. Must be able to handle growing account list and call on new prospects. Commission plus expenses. Bill Winchell, Gen. Mgr. KVMN/FM, Pueblo, CO. 303-564-5450.

**Executive sales position** available with KXTV effective immediately. Experienced individual required. Job requires a thorough background at national level either as station national sales manager or national representative sales manager or sales rep. Applicant without this experience but with extensive local TV sales experience would be considered. Working knowledge of BIAS computer is desired but not a requirement. Equal Opportunity Employer. Contact: Jack Clifford, KXTV-Channel 10, P.O. Box 10, Sacramento, CA 95801 916-441-2345.

## HELP WANTED SALES CONTINUED

**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.

**Midwest Family station** seeks bright problem solving sales person on the way up. Strong on creativity with ability to write and sell campaigns. Our 13 station group offers career opportunity for eventual management and working ownership. WYFE/WKKN, 1901 S. Shaw Rd., Rockford, IL 61111.

**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.

**Expanding Weekly Newspaper** seeks energetic salesperson. Radio and/or newspaper experience, will train right person. 609-447-4311 or write Box 349, Newport, WA 99156.

**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.

**Midwest, FM Soul** is looking for experienced Salesperson. To join area's top sales team. Golden opportunity for a self-starting professional to grow with growing station in Nation's 11th largest city. At least one year's experience in middle-large market a must. If you're willing to give 120% you may be the one for us. Contact GM at 317-923-1456.

**Custom Jingle House** seeks station connections for mutual sales assistance. Fast ammo for your next pitch. No clubs. No strings. PMW Box 947 Bryn Mawr, PA. 19010 215-525-9873.

### HELP WANTED ANNOUNCERS

**Modern Country DJ** PD-promo person wanted. Experienced and ready to work hard with a middle market winner. Resume to Box B-52, BROADCASTING.

**If you know** rock and want to join a top rated Midwest middle market station for good bread send a resume to Box B-53, BROADCASTING.

**Maryland Small Market** Station has announcer opening. Also, part time sales opportunity. Box B-80, BROADCASTING.

**Morning drive Announcer/Chief Engineer** for well established Mid-Atlantic non-directional daytime C&W. Fine opportunity. Salary commensurate ability. Send resume, requirements to Box B-108, BROADCASTING.

**Talk Show Host.** Midwest. Must have major market, major station experience. Box B-143, BROADCASTING.

**Morning Personality** for good N.Y. State medium market Contemp MOR. Resume and tape to WINR, P.O. Box 27, Binghamton, NY 13904.

**4 or more years experience?** Handle both country and rock? Ability to move up to Program Director? We need you. Box B-194, 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, MO, 64108. Our people are aware of our specs.

## HELP WANTED ANNOUNCERS CONTINUED

**Experienced announcer** and good copy writer. Must type. Permanent position. Beautiful California city near the Sierras. Send complete resume and tape to KONG AM & FM, Visalia, CA 93277. An equal opportunity employer.

**AM/FM Combo** in medium college market in sunny south needs announcer who can also do production. Contact Mgr. KRUS/KXKZ Box 430 Ruston, LA 71270.

**Immediate opening** for announcer with First Phone. Send tape, resume, references to Ed Collins, WEED Rocky Mount, NC 27801.

**Top Rated** northern New England contemporary music station looking for all-night personality. Excellent facilities, stable operation. Send aircheck and resume to Andy Carey, Program Director, WHEB, Box 120, Portsmouth, NH 03801. EOE M/F.

**C&W announcer**, presently employed in small or medium market, like to move up to P.D. Must have good C&W background and fill part of morning slot. Send tape and resume to WKXK-FM, Box 327, Pana, IL 62554.

**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.

**Illinois top rated C & W** station looking for female or male DJ for air shift. Experience preferred. Excellent opportunity with good Co. benefits. Send tape and resume to General Manager, 820 Myers Bldg, Springfield, IL 62701. EOE.

**Smooth CW announcer**—Virginia small market. Some production; sales if desired. Ideal rural community to settle, raise family away from big-city hustle. Excellent benefits and stability with top-rated station. Call John Fox, weekdays, 10:30-5, 804-292-4146.

**Major market 10 kw** rock station seeks personality. No time and temp jocks. We want an entertainer. \$15,000 salary. Tape to Broadcast Consultant, 1152 Bishop, Suite 804, Honolulu, HI 96813.

### 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.

**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.

**Chief Engineer** for expanding Southern broadcast company. Must be familiar with both AM and FM Stereo Transmitters, and automation equipment. Will be expected to oversee operations in two cities, 160 miles apart. Excellent benefits, congenial working conditions. Send background, qualifications, references, salary requirements to Box B-83 BROADCASTING.



## HELP WANTED TECHNICAL CONTINUED

**Chief Engineer** for FM Beautiful Music Stereo Station in Texas. Must be familiar with Automation equipment, and transmitter maintenance and repair. Ability to announce preferred. Send resume, references to Box B-84, BROADCASTING.

**Midwest Medium Market.** Full charge chief engineer. MOR. 5kw-1kw. 3 tower nite directional. New equipment. Great location and working conditions. EOE. Send resume and current salary to Box B-128, BROADCASTING.

**Major market 100,000 watt FM** contemporary looking for chief. Excellent pay and benefits. Must be sharp! Box B-155, BROADCASTING.

**Experienced Chief Engineer** for three small market radio stations located in Northwestern Ohio. Position requires FCC 1st. Some air work or sales helpful. Send resume to Box B-170, BROADCASTING.

**Chief Engineer** for N.Y. State Directional AM. Good opportunity. Experience a must. Reply B-178, BROADCASTING.

**Technician with experience** in Sony and JVC ENG Broadcast Equip., studio cameras and some experience in Microwave Equipment. Contact Dean Green, WCBI-TV Columbus, MS 39701 601-328-9633.

**Chief Engineer-experienced** and qualified AM/FM Stereo. Contact Walt Roberts, WNCO, Ashland, OH, 419-289-2605. 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.

**Our News Department is No. 1,** and we intend to remain there. An upcoming opening will require a person who won't accept mediocrity, and has a track record to prove it. Our friendly Midwest city needs another ace. Can you handle it? Box B-130, BROADCASTING.

**News person for award-winning** New Mexico 50kw. Experience and ability to gather and deliver local/regional news. Send tape to Dyan King, KBCQ, Box 670, Roswell, NM 88201.

**News/Talk KCNW** is expanding its successful Kansas City format. We're looking for a drive-time anchorperson and a talk show moderator. Excellent on-air presentation, a solid broadcasting background, and a desire to win are musts. Send aircheck and resume immediately to operations manager, 6230 Eby Street, Shawnee Mission, KS 66202. First Class license helpful. KCNW, a Starr Broadcasting Station, is a Equal Opportunity Employer.

**Statehouse Beat** reporter plus on-air anchor needed for strong award-winning news team. Resume and tape to David Ahrends, News Director, K-L-M-S Radio, PO Box 81804, Lincoln, NE 68501.

**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 Midwest Family Station.

**News Director**—Possibly now employed as news man on medium market station, wants to move up, or college grad. with journalism major who wants start. Long tough hours. Experience or radio trained. Tape resume WKXK-FM, Box 327, Pana, IL 62554

**News producer** for Public Radio Stations. Join production team of award-winning news magazine heard throughout state. Coordinate coverage of state legislature. Salary up to \$13,200, plus one month vacation and liberal benefits.

Up to three years broadcast or print journalism experience preferable. BA level degree in journalism, broadcasting or related area. Must be energetic interviewer and thoroughly competent writer. Deep interest in state, national and world affairs necessary. Application deadline: April 1, 1977. Resume, air samples to Senior Producer, News, WOI-AM-FM, Ames, IA 50011. Equal Opportunity Affirmative Action Employer.

## HELP WANTED NEWS CONTINUED

**Radio news editor/anchor.** Top radio news writer/editor and on-air professional wanted for top-rated combined radio/TV news operation. This is a senior level position on a 30-man news staff at a station which believes broadcast journalism is a serious business. Experience required and on-air ability vital. Send resume and tapes to: Jim Mays, News Director, WTAR Radio/TV, 720 Boush Street, Norfolk VA 23510.

**Medium market station** is looking for a full time news person, male or female, experience necessary. Please send resume and voice tape. WTRL, Box 1490, Bradenton, FL 33506. We are an equal opportunity employer.

**Director of News,** public affairs wanted for central Virginia AM. Send resume, tape, requirements. Box 5085, Charlottesville, VA 22903.

**Immediate opening for News Director,** strong on Human Interest and Actualities. Telephone, Talk, MOR. 5,000 Watts. Good Pay for Performer. Tapes and Resumes to J. C. Smith, WJPS Radio, Box 3636, Evansville, IN 47735. EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Bus Mgr/Bkpr.** Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box A-60, BROADCASTING.

**Highly competitive,** fast growing N.E. contemporary. Now No. 1. Looking for research oriented PD for PM drive. Must be able to work with management as well as jocks. Good pay, new facility, nice area. Medium market experience required. Box B-146, BROADCASTING.

**Wanted experienced** continuity-production man. Must be organized and creative and able to handle promos and spots for AM-FM operation. Good change for promotion. Sound like you? Send resume, picture, and salary requirements to Box B-151, BROADCASTING.

**New England prep school** seeks teacher of psychology, psychology-Spanish, or mathematics with college or commercial radio experience. Begin Fall 1977. Teach regular course load and advise student FM station. Room, board included. Salary competitive. Equal opportunity/affirmative action employer. Resume to Box B-173, BROADCASTING.

**KDKB FM/AM,** Arizona's leading AOR, needs talented Production Manager. Must have minimum 2 years heavy production experience including copy writing, organizational/supervisory skills plus good client-relations attitude. 5 1/2 day work week may include 1 or 2 air shifts. EOE. Rush tape & resume. Eric Hauenstein, P.O. Box 4227, Mesa, AZ 85201. No calls.

**AM/FM combo in medium college** market in Sunny South. Needs top production person for copy/production. Send tape, resume, reference to Mgr. KRUS/KXKZ Box 430, Ruston, LA 71270.

**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.

**No FCC License?** Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study. 5540 Hollywood Blvd., Hollywood, CA 90028.

**Outstanding Promotion Position.** Television Corporation needs a dynamite Promotion Manager. Experience in print, on-air and management. Send resume and tape to Jack Everette, Midwest Television, 509 So. Neil St., Peoria, IL 61820.

## SITUATIONS WANTED MANAGEMENT

**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.

**Station Rebuilder Available** Now general manager with sincere successful record and background interested in Gen Mgr, Sales Mgr or Business Mgr with reliable company. Box B-7 BROADCASTING.

## SITUATIONS WANTED MANAGEMENT CONTINUED

**General or sales management,** top 50 market. Management pro with 18 years sales and GM background seeks opportunity in Southeast or Southwest. Consultancy or permanent situation. Box B-182, BROADCASTING.

**Solid pro, experience** all phases radio. Good announcer. BS degree Broadcasting, 3rd endorsed, ready to move up to management, (OM or better) creative, thorough, 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 manager with 20 years** management experience. Available in March. Credentials: WCOG, Greensboro; KTHH, Houston; WKIX, Raleigh; WRUN, Utica, Communications graduate. Presently employed. All correspondence kept confidential. Hal Vester, Audiofonics, Inc., 1101 Downtown Blvd., Raleigh, NC 27603, 919-781-4811.

**Young aggressive manager**—Experienced in all phases of radio; super salesman and top administrator. Call Mike Anthony after 6 p.m. 715-634-8533.

## SITUATIONS WANTED SALES

**Experienced broadcaster with 8 years** in radio sales seeks new challenge! Prefer small or medium market! Box B-134, BROADCASTING.

**Sales, MOR communicator** combo. 4 years experience. Aggressive, profit motivated, creative. Folksy, humorous, informative. 39, 3rd phone, married. Ron Robie, 16 East Del Rio Drive, Tempe, AZ 85282. 602-968-1232.

## SITUATIONS WANTED ANNOUNCERS

**DJ, 3rd phone,** tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**Intelligent midwest announcer** looking for new experience in interview-talk radio. Friendly but not glibby. Entertaining. D.J.-Announcer experience. 3rd endorsed. Box A-274, BROADCASTING.

**Capable PBP announcer,** 4 years experience, seeks employment for coming baseball season, and next hockey and basketball season. Can double on news. Have tapes, resume. Box B-94, BROADCASTING.

**Country announcer/music director.** Looking. Experienced. Third. Box B-101, BROADCASTING.

**Seeking advancement**—in Northeast. Four years diversified experience. Two years announcing & air show. Top 40. Two years newscasting, reporting, writing. Dependable. Single. Box B-127, BROADCASTING.

**Experienced DJ,** production, news. Trained, college grad., 3rd endorsed. Reliable. Gary Axelbank, 212-543-9667, Box B-144, BROADCASTING.

**Experienced Female Deejay**—Announcer-Programmer-Writer. One year medium market experience including top 40—jazz—progressive rock and sports wrap-up. Box B-174, BROADCASTING.

**Experienced DJ,** 3rd-class phone, tight board, good voice, not a screamer, also sports play-by-play and commercial production. Will relocate. Box B-179, BROADCASTING.

**An aggressive enthusiastic** announcer wants to join a winner! 4 years experience, 3rd endorsed. Prefer Top 40 or AOR medium market winner. Robert Wolf, 4507 W 3rd, Amarillo, TX, 79106. 806-353-0298. Box B-191, BROADCASTING.

**Do you need experienced** announcer? One that takes pride in doing quality commercials, newscasts and MOR or Country music shows? Write Box B-192, BROADCASTING.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**DJ, 25, 3rd** endorsed, some commercial experience, college, seeks adult contemporary, T40 AOR, etc. Will relocate. Resume, tape, Frank Cavaliere, 31-38 74th St. Jackson Heights, NY 11370. 212-446-8694.

**Northeast Adult Top40** Personality, 1 year Small Market, 3rd Endorsed. Norman, 212-629-1169.

**Good pipes, looking** for placement in small market. 3rd endorsed. College degree. Hard working. Send for tape and resume. Bob Hamilton, 4826 High Meadows Terrace, Racine, WI 53406.

**Sports PBP**—walking Encyclopedia on major sports. Hi-school & College experience. 1st phone, recent Bdcst. school grad. Prefer location in western U.S. Will consider others. Write 2273 W. 241st St., Apt. A, Lomita, CA 90717 or call Terry at 213-530-4737.

**South Florida:** seven years 3rd endorsed, AM-FM-TV, announcing all formats, news, production, Program Director, Music Director, trained in sales and research, B.A. Communications. Former law student now learning multi-track systems at Criteria Studios seeks career position. Call: Bob Parna 305-595-6848.

**College graduate**, reliable, 3rd endorsed, wants experience. Chief interest sports. Bob Simen, 424 N. Henry Street, Crestline, OH 44827. 419-683-2874.

**Fully skilled jock**, 3rd endorsed, 3 years experience, seeks free-form, jazz, progressive, or classical in major/medium markets. Resume, tape. Cary, 516-791-9349, evenings only.

**Attention small market:** Seek MOR/contemporary shift. 3rd endorsed, oldie background, flexible. Call 513-631-4657 mornings.

**Looking for employment in S.E. USA.** Prefer small or med. market, MOR progressive rock, Top 40, or out-law country. J. W. Harvey, 32117 Annapolis, Wayne, MI 48184. Phone: 313-729-1279.

**P.D./Announcer.** Progressive MOR. Heavy commercial experience. No bad habits. D. Julian. 614-335-0941.

**New York surrounding states.** Top-40 Nightman, worked Coca Beach Market 1 year. 3rd Endorsed. 212-629-1169.

**1st phone begginer** contact John Cook, 801-322-4095. 125 So. 3rd east, No. 501, Salt Lake, UT 84111.

## SITUATIONS WANTED TECHNICAL

**Chief Engineer**, experienced AM-FM, first phone. No air work. Prefer Florida. Other areas considered. Box B-189, BROADCASTING.

**Eight years in** broadcasting. Past four years as chief in medium and major markets. Experienced in directional FM stereo. Studio maintenance. Automation. Ed Jurich, 11177 N. Kendall, Apt. H206, Miami, FL 33176. 305-271-4687.

**Black male**, 1st phone with limited experience but unlimited ability. Will relocate. Contact: E. Hobgood, 75 E 4th St., N.Y.C. 10003.

## SITUATIONS WANTED NEWS

**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.

**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/Advvtg spot. Northeast. Box A-275, BROADCASTING.

**This New York City** FM News Director will join or lead a top-flight news operation. Northeast and Washington-area preferred. Box B-131, BROADCASTING.

## SITUATIONS WANTED NEWS CONTINUED

**Aggressive news director** wants more challenging job. Currently in small market. Not just a good voice. Can get the story, and write to fit any format. Also actualities and public affairs interviews. Not afraid to make waves. Self-motivated. Drop me a line. I'll get in touch. Box B-156, BROADCASTING.

**Experienced reporter**, studio announcer with UPI Audio and ABC Radio Network experience. Serious, aggressive, dedicated. Seeking a professional news operation to grow with. Box B-180, BROADCASTING.

**Young aggressive** news director looking for station that wants to build or maintain solid news operation. Major market experience. Market size unimportant, but opportunity to stay and grow is. Would consider joining good news team. B-185, BROADCASTING.

**News professional** seeks news director or reporter position in medium or major market. B.J., 28, married, top references. Currently in Midwest, but will relocate anywhere for right offer. Box B-190, BROADCASTING.

**News Director** of top small to medium market seeks job as reporter in top 100 market. Prefers the West, but willing to go anywhere. Looking for a station where I can progress upwards. Created a news department in a city which previously had no electronic journalism. Will graduate in May Magna Cume Laude with a degree in Telecommunications. Reply Box B-196, BROADCASTING.

**Qualified, experienced, industrious** degreed journalist seeking position in medium market. Long term. Let's talk: 408-243-7075.

**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.

**Hard-nosed, serious**, experienced, literate news director, commentator, journalism B.A. seeks post. 216-454-4150.

**Former network overseas** correspondent seeks position with stable operation. Age 33 with 16 in broadcasting. Resettling in USA after living abroad. Business management experience. Call Michael Wengert 713-376-1621.

**Sportscaster/newscaster**, award winning, strong PBP, smooth production, 6-1/2 years experience, third endorsed, B.A. English. Dave Ochs, 1440 Emery, Longmont, CO 80501.

**Marji Stone**—Experienced N.D./talk show host, etc., etc. Female, 30's single, unencumbered. Available now. Seeks challenge, opportunity for growth. Prefer Arizona, but position more important than location. Tapes, references available. 904-357-7025, anytime. Write Box 105, Grand Island, FL 32735.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Aggressive, first phone** production person desires new challenge. Creative producer; commercials, promos and specials. Added extra—tight 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.

**Organized, experienced** PD/MD/PA DIR/NE. Large air. 7 years all formats. Know automation, FCC, cost, community involvement. Top flight copy/production/promotion. People-sales oriented. Married. Seek solid growth opportunity; group preferred. All situations considered. Anywhere ... Box B-136, BROADCASTING.

**Attention Denver!** Hate ascertainment? I'll do ascertainment and work closely with minority groups, while performing other station duties. Box B-153, BROADCASTING.

**WANTED. Rewarding Challenge.** Creative, dedicated professional. Former ABC, major market and award winning program director. Paul Mitchell. 215-638-9425.

## TELEVISION

### HELP WANTED MANAGEMENT

**Sales Manager** for your area. We bank and sell national TV Spot. We barter or sell fine first run on TV feature film including recent Academy Award Winner, We syndicate gorgeous new first run Holiday specials and great vintage TV series with top stars. Fresh leads daily. We provide you with quality selling materials. You can be your own BOSS with no cash outlay. Send resume, track record, market lists you sincerely feel you can handle. Box B-170, BROADCASTING.

**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 daily 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.

**Manager of film production department** for public television station in East. Administrative, financial, personnel, technical supervision of multi-million dollar activity in large shop. All major productions; no news. Extensive relevant experience required. Send resume, references, and narrative of personal history to Operations Manager, WGBH Educational Foundation, 125 Western Avenue, Boston, MA 02134. Equal Opportunity Employer.

### HELP WANTED SALES

**Wanted: Sales representatives** to sell in your region for a videotape production facility in the southeast. The facility offers commercial, industrial, training and program production for broadcast and closed circuit. Experience and contacts are necessary. All replies will be held confidential. Box B-106, BROADCASTING.

### 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 in full confidence to Box A-194, 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.

**Major television group** looking for the very best in programming management. We are particularly seeking bright and concerned people running or assisting in running smaller program departments who want to move up to large markets. If you have already begun your management career and want to make an important move we are ready to talk to you. Women and minorities encouraged to reply. Box B-63 BROADCASTING

**Director—Experienced directing** fast paced Newscasts. Also board work, audio and video. Major southeast market. We are an equal opportunity employer. Send resume and salary requirement to Box B-93 BROADCASTING.

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**HELP WANTED TECHNICAL  
CONTINUED**

**Operating engineer** with first class FCC license. Great Lakes area. Send resume and salary requirements. Equal Opportunity Employer. Box B-126, BROADCASTING.

**Tape Maintenance Engineers** with VR1200 experience and schooling for top market TV station and production house. FCC First Class required. Box B-150, BROADCASTING.

**Opening for working Chief Engineer** anticipated. Equal Opportunity Employer. \$15,000 annual. Heavy maintenance. AVR-2 recorders, RCA-UHF transmitter. Within 200 miles of New York City. Must be experienced. Box-187, BROADCASTING.

**Assistant Chief Engineer**—Hands-on Maintenance experience with all types of studio and transmitter equipment including digital devices. 1st Class FCC, supervisory experience or ability. Great advancement potential with a top broadcaster. Send resume to Daniel R. Bormann, Business Manager, KFSN-TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications is an Equal Opportunity Employer.

**Maintenance/Installation Eng.** Join leading public broadcast VHF/FM operation. Latest ENG, time code editing, Quad, helical VTR's plus new studio to install. Min. 5 years state of the art video electronics. Good salary. Call Dir. of Eng., 904-354-2806, or write WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer. M/F.

**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.

**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.

**Chief all phases.** immediate opening, expanding in New Jersey. Min 5 years experience required. Salary 18-25K. Call station management 201-325-2925. E.O.E.

**Chief all phases** immediate opening, expanding in New Jersey. Min. 5 years experience required. Salary 18-25K. Call station management 201-325-2925. E.O.E.

**Chief Engineer** to direct technical operations for VHF station in top 50 market. Good educational background and supervisory experience necessary. Salary negotiable. Contact: WRAL Channel 5 TV, P.O. Box 12000 2619 Western Boulevard, Raleigh, NC 27605. Personnel Department, 919-828-2511. An Equal Opportunity Employer.

**Maintenance engineer** with first class FCC license for equipment maintenance at a Western New York television station. Experience with RCA television broadcast equipment required. Call Chief Engineer at 716-773-7531. Equal Opportunity Employer.

**Engineer-manager** for operation, maintenance of technical learning systems. New medical facility. TV, Audio, R.F. experience plus competence in Digital. Immediate opening. Send resume and salary req. to Dennis Webster, American College Cardiology, 9650 Rockville Pike, Bethesda, MD 20014

**Opening master control** and video tape operator/technician. Minimum 3 years experience in commercial TV station engineering operations. First class license required and EOE employer. Call or write T. Arthur Bone, 25 Catamore Blvd., East Providence, RI 02914. 401-438-7200.

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**HELP WANTED NEWS**

**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.

**Director of news**—Must have broad experience all phases of local and network television news. NYC location. Our staff is aware of this ad. All replies confidential. Box B-148, BROADCASTING.

**News reporter/photographer** wanting to grow with expanding news operation in 24th market. Send tape and resume to Larry Camp, News Director KTXL P.O. Box 40, Sacramento, CA 95801. E.O.E.

**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.

**We're looking** for an aggressive street reporter with at least one year of commercial experience. If you're a self starter who can use the medium to get the message across, we're interested in talking with you. No beginners. Send samples of your street work and a resume with your first response to: Bob Jordan, News Director, WFTV, Box 999, Orlando, FL 32802.

**STOPI Don't read**—unless you need an innovative, creative cinematographer. Presently employed in major market as a cinematographer, and film director. Also experienced in all phases of studio production. College graduate and willing to relocate. Call Cragg S. Eichman 216-499-8542; 1323 Chelmsford St. N.W., North Canton, OH 44720.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Production/Operations Manager.** Need experienced, creative individual who can also handle people well. Good growth opportunity for right person. An Equal Opportunity Employer. Reply to Box B-165, BROADCASTING.

**Major market Network** affiliate seeks experienced Producer/Director. Group owned station in the Midwest. Equal Opportunity Employer. Send resume and minimum salary requirements to Box B-181, BROADCASTING.

**Opening Public Affairs** Producer anticipated. Equal Opportunity Employer. On-air and behind scenes. Nightly segments on newscasts. Must be hard worker. New York State. Box B-188, BROADCASTING.

**Announcer/Director** to compliment existing production department in 24th market. Must have strong voice and, if need be, willing to learn directing. Send tape and resume to Mel Querio, Operations Manager KTXL, P.O. Box 40, Sacramento, CA 95801. E.O.E.

**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.

**Television Traffic Coordinator**—for instructional television. Complex traffic for open broadcasting and cable television. Salary: \$9,960. Apply: Personnel, Department of Education, 6401 Linda Vista Road, San Diego, CA 92111. Phone 714-292-3714. Application Deadline February 28, 1977.

**Writer-producer needed** for VHF public TV station in Midwest university town. College degree plus two years experience required. \$9,360 to start with excellent fringe benefits. Affirmative Action. Equal Opportunity Employer. Job description and further information available. Write: Don Swift, 52 E. Gregory Drive, Champaign, IL 61820.

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**SITUATIONS WANTED MANAGEMENT**

**I want to anchor!** Top Ten market talk-show host and anchorman desires solid anchor position. Young, Exciting, Intelligent Box B-29 BROADCASTING.

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**SITUATIONS WANTED MANAGEMENT  
CONTINUED**

**General, national, regional, local Sales Mgr** available in thirty to ninety days. Excellent, reliable, sincere record. Box B-186, BROADCASTING.

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**SITUATIONS WANTED TECHNICAL**

**General Sales Manager** in medium market seeking relocation. Creative, young and an effective quality competitor. Strong major market experience in sales and management. Self-starter with proven record of success in achieving revenue objectives. Box B-50 BROADCASTING.

**1st Phone Major Market** experience—Family man—Ambitious Self Starter. Experience: Master Control to Vt Editing. Box B-68, BROADCASTING.

**First Phone**—2 years experience N.Y. network. BA. Comm. Seeks tech position. Switcher, camera, audio. VTR. Any market, eager, sharp, any location. Box B-195, BROADCASTING.

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**SITUATIONS WANTED NEWS**

**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.

**Successful news director** seeks to relocate in south or west medium market. Superb credentials. Intelligent, thoughtful news management for solid, professional stations only. Experience upgrading all aspects of news operation, product. Box B-87 BROADCASTING.

**Female anchor/reporter**, 2 yrs. medium market, MA, Film & ENG experience, wants to move. Box B-159, BROADCASTING.

**Enthusiastic young woman** with degree seeks TV news and/or promotion position in small or medium market. ENG and still photography experience. Box B-172, BROADCASTING.

**Law Degree**—Young attorney seeks news in air and/or investigative position. Excellent presentation. Developed mental, verbal and written skills. Box B-177, BROADCASTING.

**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.

**Sports Anchor/Reporter.** 4-year pro in television, and radio sports currently in midwest medium market. Look at my aircheck before you hire. Bob Presman, 3036 LaSalle, Rockford IL 61111, 815-877-5036.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Highly skilled director:** 8 years excellent production background. Studio, remote, live, film, tape, ENG. Now directing top rated newscasts. Prime interest is directing weekday news. Seeking position with strongly competitive, top market station. Tapes available. Box B-120, BROADCASTING.

**Major Northeast Market V.P.** and Television Production Director seeks similar or Producer/Director position. Market size not important, climate and security primary considerations. Extensive Film and VTR background. Agency experience. Excellent references, resume, demo, etc. Discreet replies to all inquiries. Box B-132, BROADCASTING.

**Creative Directing** or studio and remote production, i.e.: (film, ENG.) 3 yrs experience, commercial, educational and Cable, seeks position Northeastern US. Steve Sattler, 269 Capitol Ave., Meriden, CT 06450.

**3 years broadcast experience:** Switcher, Camera, Audio, Char Gen, Mini-Cam, lighting, Copywriter. Bill Frankel, 24049 Lyman Blvd., Cleveland, OH 44122. 216-464-2480.

**Award winning TV production.** B.S. TVR Syracuse Univ. 1976 Cum Laude. Commercials, news, sports, entertainment. Ned Simon 4230 Everett St., Kensington, MD 20795. 301-942-2670.

## 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:** 1. Mark III Video Headwheels 10 ML for Ampex VR 1100. 2. Microphone Boom & perambulator. 3. Marconi Mark V-B/W Cameras. 4. 1 VR 1100 Ampex with intersync and Editor. Call: E. Panos 312-784-5000 days, 312-675-7544 evenings or write 2334 West Lawrence Avenue, Chicago, IL 60625.

**One (1) Gates Solid Statesman AGC Amplifier M6629.** One (1) Gates Solid Statesman FM Limiter M6631. Contact Cal Williams, WPFB, Middletown, OH 513-422-3625.

## FOR SALE EQUIPMENT

**Film Processor,** Good condition. Houston Fearless mini with tanks and mixer. T. Frank Smith, Jr., KRIS-TV, PO Box 840, Corpus Christi, TX 78403.

**TV tower and line** for sale: stainless G-4, 400 foot tower now supporting 7,000 pound RCA antenna. Guy cables and saddles included. Fully galvanized and painted and less than seven (7) years old. Also, 25 sections of RCA 6-inch transmission line, bullets and hangars, \$22,500. Contact M.D. Smith, IV, Manager, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801 or phone 205-539-1783.

**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.

**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.

**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.

**UHF TV Transmitter—12 KW** by GE. Call 815-964-4191 or 815-965-9600.

**Switcher—American Data ADC 556** with Chroma Key. Call 815-965-9600 or 815-964-4191.

**Spare Color Tubes** for TK-26 film chain camera (no optics) and TK-26 CCU. Best offer. Call 815-964-4191 or 815-965-9600.

**RCA Switchers—two Custom RCA PMS 10** Switchers for both production and operations use, incl. rack equipment and cable. call 815-964-4191 or 815-965-9600.

**Audio—Ampex 601** 2-track with two amp/speakers. Four SHURE 565 dual-impedance mics, mic stands, 500' mic cable, RCA studio monitor-speaker. Call 815-965-9600.

**IVC 1 VTR Machines—**one 879C, one 760, with TRI Editor. Low hours. Call 815-964-4191 or 815-965-9600.

**UHF Transmitter—30 KW** GE television transmitter call 815-964-4191 or 815-965-9600.

**(2) RCA TR-22** Quads, high band Color VTR machines, with Monitors, rack equipment, manuals. Call 815-964-4191 or 815-965-9600

**(22) Motorola MV30 Transmitters;** (33) Motorola MV30 Receivers; (10) Motorola MV20 Transmitters; (19) Motorola MV20 Receivers. These units are in excellent condition and can be purchased as complete system or as individual components. American Microwave & Communications, Inc., 105 Kent Street, Iron Mountain, MI 49801

## FOR SALE EQUIPMENT CONTINUED

**(3) RCA TK-42** Color Cameras, with cam heads, ccu's, remotes, racks, approx. 600' camera cable. Two have RCA/Houston Fearless TD-9B-C motorized pedestals, one with RCA/Fearless tripod and dolly. With RCA color monitor, manuals. Call 815-964-4191 or 815-965-9600.

**CBS dynamic presence equalizer,** Model 4500 New. Improve your sound \$495 312-956-1548.

**Two Schafer 1200,** Schafer 800, Two IGM 500, CDC Sequential. All reconditioned, new reels, new carousels, and more. Contact Broadcast Specialties, 206-577-1681. Longview, WA.

**3 High Band RCA TR-22 Video** Tape Machines. 1 RCA TVM-1 Microwave System. Including dishes and 200 ft. of hookup cable. Contact Bill Brister, C.E. WGNO-TV, 504-522-6211.

**RCA TP-6 and Eastman 275** Projectors needed. MATEC, Inc. 205-956-2200.

**Color Mobile Van,** Stripped, 34', Cab Over, Excellent Condition, Must Sell Immediately, \$20,000. MATEC, Inc. 205-956-2200.

**Color mobile van,** network used, complete and ready for service, no VTR's, complete inventory on request, priced for quick sale at \$120,000. MATEC, Inc. 205-956-2200.

## 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.

**Wanna be funnier** than David Eisenhower? Request complimentary snack: Lola's Lunch, 2434 Lake In Woods Blvd., Suite 902, Ypsilanti, MI 48197

**In our second year** and better than ever before! Try out one of our current issues. Send one dollar to Personality Papers, One Barnes Road, Hingham, MA 02043.

## 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., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Amateur singers wanted** for new record company. Call 212-247-8500. Demo fee required.

## 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.

## INSTRUCTION CONTINUED

**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 or money back guarantee. VA 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.

**Cassette recorded First** phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, St. Louis, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213-379-4461.

**San Francisco,** FCC License, 6 weeks, 3/14/77. Results guaranteed, Veterans approved School of Communication Electronics, 150 Powell St. 94102. 415-392-0194

## RADIO

### Help Wanted Management

**We are seeking** a general manager with heavy sales experience to operate a small market AM-FM that are part of a group. We own large market stations and advancement is possible. We offer the opportunity for earning an equity position in our corporation. Send resume, salary requirements to Box B-107, BROADCASTING.

### Sales Manager:

Top 40 market, group owner. We are looking for a strong manager to guide, direct, develop, train, and motivate our sales staff. Manager will assist general manager in regional and national selling efforts. Manager must have working knowledge of ratings, budgeting, traffic, and standard business procedures. Manager will be a planner and analyzer. Strong opportunity for advancement. Send resume and salary requirements to:

Donald S. Kane  
Vice President, General Manager  
WJAR-AM  
176 Weybosset St.  
Providence, R.I. 02903

### Help Wanted News

### BAY AREA RADIO STATION

IS LOOKING FOR A CREATIVE NEWS PERSON WITH JOCK BACKGROUND. THIS PERSON MUST HAVE THAT SPECIAL ABILITY TO BECOME PART OF THIS PERSONALITY STATION.

SEND TAPES AND RESUMES TO:

RONNI RICHARDS  
K L O K RADIO  
PO. BOX 21248  
SAN JOSE, CA 95151

AN EQUAL OPPORTUNITY EMPLOYER

### Help Wanted Technical

#### COMMERCIAL PRODUCTION TECHNICIAN

Opportunity for an individual with 2-4 years commercial production experience, preferably at a commercial production house. Responsibilities include working with a TKP-45 portable camera and tape editing on an Ampex quad machine equipped with Editech and ECCO time code editing systems.

This is an excellent opportunity for experience in location and studio video tape production in the best equipped production facility in New England.

Please submit resume to Personnel Manager, WNAC-TV, RKO General Building, Government Center, Boston, MA 02114.

An Affirmative Action/Equal Opportunity Employer M/F

#### SALES MANAGER

To guide, direct and motivate top professional sales team in Major Northeast Market. Must be thoroughly experienced in every aspect of local, regional and national sales. Working knowledge of ratings, budgeting, traffic and standard business procedures essential. Excellent opportunity for motivated, hard working broadcast salesperson who is totally job oriented. Send detailed resume to Box B-198, BROADCASTING.

An Equal Opportunity Employer

### Help Wanted Programing, Production, Others

#### Experienced weathercaster for week-end newscasts.

Booth shift remaining three (3) days. Rush Resume and air check tape to Program Director, WSM-TV, Box 100, Nashville, TN. 37202. An Equal Opportunity Employer.

### Situations Wanted Management

#### General Manager

with a superior station performance record is seeking equity/operating participation in a good radio market. In confidence to Box B-184, BROADCASTING.

### Situations Wanted Management Continued

#### RADIO, PUBLISHING, PR

20 year pro. all phases, GM of eight radio stations. Knows that spending big \$\$ is not the only formula for success. Robert A. Manning & Associates, 9963 Nieman Rd., Overland Pk., KS. 913-492-6491.

### Situations Wanted Announcers

#### Adult Personality Who Understands Moderation

Currently morning drive in Top 30 market. Seeks responsible Country Adult Contemporary, or MOR. Call 716-873-6858 or write Box B-117, BROADCASTING.

### TELEVISION Help Wanted Management

Major television group looking for the very best in programing management. We are particularly seeking bright and concerned people running or assisting in running smaller program departments who want to move up to large markets. If you have already begun your management career and want to make an important move, we are ready to talk to you.

Women and minorities encouraged to reply.  
BOX B-45 BROADCASTING

### Help Wanted News

#### NEEDED

A Weathercaster who can communicate. You need not be a meteorologist, but you had better love weather. You must be interesting, even entertaining, but above all you must be understandable. The market is in the top 30's where experience counts. Resume and picture to: BOX B-25 BROADCASTING

### Help Wanted Programing, Production, Others

#### TELEVISION RESEARCH

Nation's largest television research and consultation company seeks Research Analyst. Clients include nation's leading broadcasters. Knowledge of research methods, master's degree, national travel. Send resume and examples of work to Michael Conly, Director of Television Research, Frank N. Magid Associates, One Research Center, Marion, Iowa 52302.

#### ARE YOU THE BEST?

We're looking for on-air communicators for the Group-W Stations' **Evening, The MTWTF Show** especially in Baltimore, Pittsburgh and Philadelphia. We're looking for people who are as adventurous as this new prime time show has been—fresh people who know how to make stories and who love to tell them. We're looking for the best. If that's you, don't phone, send an audition cassette with letter to ...

Evening Executive Producer  
KPIX

2655 Van Ness Ave.  
San Francisco, CA 94109  
An Equal Opportunity Employer

### Situations Wanted Technical

**1st Phone, 2 yr. tech school.** 5 yrs. Midwest Top 20 station. All phases of operations, ENG to transmitter. Little maintenance experience but willing and able to learn. Young, Black wish to relocate with family, California only. All replies answered. 2032 S. Stine, Bakersfield, CA 93309.

## ANCHOR PERSON

Major TV Station in one of the top 4 market areas, with one of the leading news operations in the country, is currently seeking a full time anchor person to work Monday through Friday.

Qualified candidate should submit a comprehensive resume together with a 3/4" video tape cassette. All inquiries will be held in strict confidence, however, we will be unable to acknowledge or return any material submitted.

Women and minorities are encouraged to apply.

Box B-175, BROADCASTING  
We are an affirmative action employer, m/f

## Situations Wanted Management

**STRONG**, experienced, TV general sales manager, with excellent track record with dominant stations in Top 10 Markets looking for position. Experienced both in affiliated and indie operations. Will increase your sales at the highest possible unit rates. Finest of references. Reply in confidence.

Box B-121, BROADCASTING

## Employment Service

**THE BEST JOBS**  
are often **EXCLUSIVELY** referred to us!!



Box 1115, Daytona Beach, FL 32019

The new Number "One" Nationwide Radio Jobs Weekly. With a telephone "Hotline," and a **GUARANTEE: YOUR MONEY BACK** if you can find a better jobsheet. \$10 (12 issues-3 mo.) \$30 (50 issues-12 mos.)

**STATIONS!! YOUR ADS ARE FREE!**  
904-761-6920

## Public Notice

The City of Rochester, in Monroe County, New York, invites applicants for a Cable Television Franchise. Applicants shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Application due date has been extended until 5:00 p.m., May 2, 1977, and all applications received will be available for public inspection 9:00 a.m., May 3, 1977, during normal hours at the office of City Clerk.

Patricia B. Adduci, City Clerk,  
30 W. Broad Street,  
Rochester, NY 14614  
716-428-7129

## Buy-Sell-Trade



### 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) 491-2700  
FT. LAUDERDALE • MEMPHIS • DALLAS • N.Y. • ATLANTA • GREENVILLE, S.C. • COCOA BCH.

## Equipment For Sale

### BARGAINS

Have automation equipment available at fantastic bargains. Send stamped self-addressed envelope for list to: George Spelvin, KSTT, Inc., P.O. Box 3788, Davenport, 52808.

## Wanted To Buy Stations

### SOUTHEAST OR SOUTHWEST

Small market fulltime AM or class B or C FM. 29% down or will consider investment and managership with buy out option.

Box B-183, BROADCASTING

## For Sale Stations



# CHAPMAN ASSOCIATES®

media brokerage service

## STATIONS

SE Metro Power	\$750K	\$218K	Joe Gratz	(813) 877-1800
SW Metro AM/FM-CP	\$325K	nego	Bill Hammond	(214) 243-6043
NW Metro Fulltime	\$650K	\$189K	Ray Stanfield	(213) 363-5764
SE Small Profitable	\$230K	\$50K	Bill Chapman	(404) 458-9226
MW Major FM	\$1000K	\$290K	John King	(216) 871-0614
NE Metro Fulltime	\$1900K	nego	Art Simmers	(617) 837-6711

## CONTACT

To receive offerings of stations within the areas of your interest, write to  
Chapman Company, Inc.,  
1835 Savoy Drive,  
Atlanta, Georgia 30341

## FOR SALE STATIONS

WTBJ Radio  
Monticello, Florida  
H. L. Townsend, Jr.  
Box A, Parsons, TN 38363  
901-847-3621

## MICHIGAN

1,000 Watt AM Daytime  
Pre-Sunrise—Fully Automated

**BOX A-237,  
BROADCASTING**

## MEDIA BROKERS APPRAISERS

RICHARD A.  
**SHAHEEN** INC.  
435 NORTH MICHIGAN • CHICAGO 60611  
**312-467-0040**



## The Ted Hepburn Company

Media Brokerage/Appraisals  
P.O. Box 42401 Cincinnati, OH  
45242  
Phone 513/791-8730

**Small AM radio station** in single station market. Owner-operator opportunity. Price \$110,000. Terms possible. Call or write Boyd Kelley, 817-692-7722. 4525 Shady Lane, Wichita Falls, TX 76308.

## FULL TIME AM

S.E. coastal resort—manufact. area fast growth  
\$650,000—TERMS  
(approx. 8 times cash flow)  
Exclusive Broker  
Tom Carr  
4735 Roswell Rd., N.E.  
Suite 29C  
Atlanta, GA. 30342  
404-256-4330

## 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

**Illness forces Sale** of dominant AM Class III station on the Florida East Coast, one of the countries fastest growing areas. Station doing in excess of \$300,000 per year. Cash offers only. Potential buyer must submit financial qualifications.  
Box B-100, BROADCASTING

- 1,000 W daytimer in metro area of about a million. Billing about \$210,000. Real estate. Terms. On river in the South.
- 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. \$168,000 cash.
- AM/FM in southern Indiana. Small town. Coverage area about 140,000. Real estate.
- Fulltime AM within 50 miles of Washington, D.C. Small town, \$400,000. 29% down. Billing about \$200,000.
- 3,000 Watt FM in small West Tenn. town. The only station in county. \$65,000. About \$25,000 down to qualified buyer.
- AM/FM in central Tenn. \$280,000. Terms.
- Great daytimer within 40 miles of Charlotte, N.C. Good real estate. \$300,000. Terms.

**BUSINESS BROKER ASSOCIATES**  
615-894-7511

**Midwest. 2800 watt. FM Station**  
Excellent equipment. Dynamic growth market. Owners have other interest. Serious inquires only. Located 1/2 way between Cincinnati and Louisville. 812-427-2137.

# Stock Index

Stock symbol	Exch.	Closing Wed. Feb. 23	Closing Wed. Feb. 16	Net change in week	% change in week	1976-77 High	1976-77 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)		
<b>Broadcasting</b>												
ABC	ABC	N	38 1/2	39 1/2	- 1	-	2.53	42	19 7/8	16	17,625	678,562
CAPITAL CITIES	CCR	N	48 5/8	50 1/8	- 1 1/2	-	2.99	55 3/4	42 1/4	11	7,739	376,308
CBS	CBS	N	56 1/4	57 1/8	- 7/8	-	1.53	60 1/2	46 3/4	11	28,313	1,592,606
COX	COX	N	30 5/8	31 1/2	- 7/8	-	2.77	37 3/4	28 3/4	9	5,872	179,830
GROSS TELECASTING	GGG	A	14 3/4	14 1/8	+ 5/8	+	4.42	14 3/4	10	8	800	11,800
KINGSTIP COMMUN.	KTVV	O	4	4			.00	4 7/8	2 1/4	7	461	1,844
LIN	LINB	O	18 1/8	17 3/4	+ 3/8	+	2.11	18 1/8	9 5/8	8	2,615	47,396
MOONEY	MOON	O	2 1/8	2 1/8			.00	3 7/8	1 3/4	3	425	903
RAHALL	RAHL	O	15	15			.00	17	4 1/2	23	1,281	19,215
SCRIPPS-HOWARD	SCRP	O	33	33			.00	33	20 1/2	8	2,589	85,437
STARR	SBG	M	4 1/2	4 3/4	- 1/4	-	5.26	5	2 1/4		1,202	5,409
STORER	SRK	N	25	25			.00	26 3/8	12 3/4	6	4,876	121,900
TAFT	TFB	N	29 3/4	30 3/4	- 1	-	3.25	33 3/8	23 1/4	8	4,070	121,082
									TOTAL		77,868	3,242,292

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	4 1/2	4 3/8	+ 1/8	+	2.85	4 3/4	2	8	1,255	5,647
AVCO	AV	N	14 5/8	14 5/8			.00	16 1/2	4 1/2	2	11,541	168,787
JOHN BLAIR	BJ	N	14 3/8	14	+ 3/8	+	2.67	14 5/8	5	7	2,406	34,586
CHRIS-CRAFT	CCN	N	5 1/8	7	- 1 7/8	-	26.78	7	4 1/2	6	4,395	22,524
COMBINED COMM.	CCA	N	21 1/8	22	- 7/8	-	3.97	22	12 5/8	8	6,644	140,354
COWLES	CWL	N	13 1/4	13 1/4			.00	13 1/4	6 1/8	16	3,969	52,589
DUN & BRADSTREET	DNB	N	27 5/8	28	- 3/8	-	1.33	33 3/4	24 5/8	15	26,544	733,278
FAIRCHILD INO.	FEN	N	9 3/4	10 1/8	- 3/8	-	3.70	11 1/2	6 1/8	10	5,708	55,653
FUQUA	FOA	N	11 1/2	12 1/8	- 5/8	-	5.15	12 3/8	4 1/2	8	8,844	101,706
GANNETT CO.	GCI	N	35	35 3/4	- 3/4	-	2.09	41	32 7/8	17	21,629	757,015
GENERAL TIRE	GY	N	27 7/8	28 3/8	- 1/2	-	1.76	28 3/8	17 5/8	6	21,954	611,967
GLOBE BROADCASTING**	GLBTA	O	3 7/8	3 3/4	+ 1/8	+	3.33	3 7/8	1 1/2		2,783	10,784
GRAY COMMUN.	O	10 1/2	10 1/2			.00	10 1/2	6	5		4,987	
HARTE-HANKS	HHN	N	28	28			.00	28 7/8	17 1/8	12	4,383	122,724
JEFFERSON-PILOT	JP	N	30 5/8	30 3/4	- 1/8	-	.40	32 1/8	25 5/8	11	24,079	737,419
KAISER INDUSTRIES	KI	A	15 3/4	15 1/2	+ 1/4	+	1.61	18 3/4	8	10	28,119	442,874
KANSAS STATE NET.	KSN	D	5 3/4	5 3/4			.00	5 3/4	3	11	1,716	9,867
KNIGHT-RIDDER	KRN	N	34 5/8	36	- 1 3/8	-	3.81	39	28 7/8	11	8,305	287,560
LEE ENTERPRISES	LNT	A	25 1/8	25 5/8	- 1/2	-	1.95	26 7/8	13	13	5,010	125,876
LIBERTY	LC	N	18 7/8	18 3/4	+ 1/8	+	.66	18 7/8	9 1/2	7	6,762	127,632
MCGRAW-HILL	MHP	N	17 1/4	17 5/8	- 3/8	-	2.12	17 5/8	12 3/4	11	24,626	424,798
MEDIA GENERAL	MEG	A	18 1/4	18 5/8	- 3/8	-	2.01	19 7/8	14 1/4	8	7,292	133,079
MEREDITH	MDP	N	19 5/8	19 5/8			.00	19 7/8	10 1/4	5	3,064	60,131
METROMEDIA	MET	N	29 3/8	29 7/8	- 1/2	-	1.67	29 7/8	15	8	6,745	198,134
MULTIMEDIA	MMED	O	23 1/2	23 1/2			.00	23 1/2	14 1/4	11	4,390	103,165
NEW YORK TIMES CO.	NYKA	A	16 3/4	16 7/8	- 1/8	-	.74	18 1/2	11 1/2	13	11,206	187,700
OUTLET CO.	OTU	N	21 1/2	20 7/8	+ 5/8	+	2.99	21 1/2	12 7/8	7	1,440	30,960
POST CORP.	POST	O	18	17	+ 1	+	5.88	19 1/4	8	7	875	15,750
REEVES TELECOM**	RBT	A	2 7/8	2 1/4	+ 5/8	+	27.77	2 7/8	1 1/8		2,376	6,831
ROLLINS	RDL	N	19 1/4	20 3/4	- 1 1/2	-	7.22	27 3/8	19 1/4	11	13,404	258,027
RUST CRAFT	RUS	A	10 7/8	10 1/2	+ 3/8	+	3.57	10 7/8	5 5/8	8	2,291	24,914
SAN JUAN RACING	SJR	N	8 7/8	9 1/8	- 1/4	-	2.73	10 1/4	7 1/4	6	2,509	22,267
SCHERING-PLOUGH	SGP	N	39 5/8	40	- 3/8	-	.93	59 3/4	39 1/4	14	54,047	2,141,612
SONOERLING	SDB	A	10 1/8	10 3/8	- 1/4	-	2.40	10 7/8	9 7/8	5	1,096	11,097
TECH OPERATIONS**	TO	A	3	3 1/8	- 1/8	-	4.00	4 3/4	2 1/8		1,344	4,032
TIMES MIRROR CO.	TMC	N	21 1/2	22 1/2	- 1	-	4.44	23 3/4	18 1/4	12	33,911	729,086
WASHINGTON POST CO.	WPO	A	23 1/4	23 3/4	- 1/2	-	2.10	44 1/4	21 3/4	11	9,019	209,691
WOMETCO	WOM	N	11 5/8	11 3/4	- 1/8	-	1.06	13 1/4	8 7/8	7	8,623	100,242
									TOTAL		384,779	9,215,345

## Cablecasting

ACTON CORP.	ATN	A	4 1/8	4 1/4	- 1/8	-	2.94	4 1/2	1 1/8	13	2,640	10,890
AEL INDUSTRIES**	AELBA	O	3 3/4	3 5/8	+ 1/8	+	3.44	4	3/4		1,672	6,270
AMECO**	ACO	O	1/2	1/2			.00	1 3/4	3/8		1,200	600
AMERICAN TV & COMM.	AMTV	O	20 3/4	21	- 1/4	-	1.19	23 1/4	13 1/2	15	3,369	69,906
ATHENA COMM.** *	O	1/8	1/8			.00	1/2	1/8			2,125	265
BURNUP & SIMS	BSIM	O	3 3/4	3 3/4			.00	6 1/2	3 1/4	34	8,319	31,196
CABLECOM-GENERAL	CCG	A	9 3/4	9 7/8	- 1/8	-	1.26	9 7/8	4 1/8	9	2,562	24,979
CABLE INFO.*	O	3/4	3/4			.00	1 1/4	1/4	4		663	497
COMCAST	O	4 1/8	4 1/8			.00	4 1/8	1 7/8	11		1,708	7,045
COMMUN. PROPERTIES	COMU	O	4 1/4	4 1/4			.00	4 1/2	1 7/8	425	4,761	20,234
COX CABLE	CXC	A	19 1/4	19 1/4			.00	19 1/4	13	19	3,563	68,587
ENTRON	ENT	O	1 3/4	1 3/4			.00	2	1 1/2	2	979	1,713
GENERAL INSTRUMENT	GRL	N	18 7/8	19 1/2	- 5/8	-	3.20	21	8 1/4	21	7,178	135,484
GENEVE CORP.	GENV	O	8 1/2	8 1/2			.00	10	6 1/2	57	1,121	9,528
TELE-COMMUNICATION**	TCOM	O	3 1/4	3 3/8	- 1/8	-	3.70	5 1/4	2 7/8	46	5,281	17,163
TELEPROMPTER**	TP	N	7 1/2	7 3/4	- 1/4	-	3.22	9 3/8	5 3/4		16,646	124,845
TIME INC.	TL	N	36	35 3/4	+ 1/4	+	.69	38 3/4	32	12	20,192	726,912
TDCOM	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	16			.00	16 3/4	9	13	1,700	27,200
UNITED CABLE TV**	UCTV	O	4 5/8	4 5/8			.00	4 5/8	1 5/8		1,879	8,690
VIACOM	VIA	N	13 7/8	13 3/4	+ 1/8	+	.90	13 7/8	7 7/8	14	3,705	51,406
									TOTAL		91,880	1,345,183

Stock symbol	Exch.	Closing Wed. Feb. 23	Closing Wed. Feb. 16	Net change in week	% change in week	1976-77		P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
						High	Low						
<b>Programming</b>													
COLUMBIA PICTURES	CPS	N	9 1/4	10 1/4	- 1	-	9.75	11 1/4	4 1/2	7	6,748	62,419	
DISNEY	DIS	N	38 5/8	39 1/4	-	5/8	- 1.59	63	38 5/8	16	31,917	1,232,794	
FILMWAYS	FWY	A	9 1/8	9	+	1/8	+	1.38	10 1/4	8	2,397	21,872	
FOUR STAR			7/8	1	-	1/8	-	12.50	1	9	667	583	
GULF + WESTERN	GW	N	14 5/8	15	-	3/8	-	2.50	26 7/8	14 5/8	3	45,162	660,494
MCA	MCA	N	38	38 1/8	-	1/8	-	.32	41 1/2	25	7	17,445	662,910
MGM	MGM	N	17 7/8	18 5/8	-	3/4	-	4.02	18 5/8	12 7/8	8	13,102	234,198
TELETRONICS INTL.		D	6 1/2	6 1/4	+	1/4	+	4.00	9 5/8	3 3/4	10	837	5,440
TRANSAMERICA	TA	N	14 5/8	14 3/4	-	1/8	-	.84	15 1/8	8 1/4	8	65,148	952,789
20TH CENTURY-FOX	TF	N	10 1/2	10 7/8	-	3/8	-	3.44	15	8 3/4	7	7,583	79,621
WARNER	WCI	N	27 1/8	27 5/8	-	1/2	-	1.80	29 1/4	17 1/2	25	16,752	454,388
WRATHER	WCO	A	4 1/2	4 5/8	-	1/8	-	2.70	5 1/8	3 1/8	11	2,244	10,098
									TOTAL		210,002	4,377,616	

### Service

88DO INC.	88DO	O	23 3/4	23 3/4			.00	23 3/4	16 3/4	8	2,513	59,683	
COMSAT	CO	N	34 1/2	33 1/2	+	1	+	2.98	34 1/2	23 7/8	9	10,000	345,000
DOYLE DANE BERNBACH	DOYL	O	17 1/2	17 3/8	+	1/8	+	.71	18 3/8	8 7/8	7	1,816	31,780
FOOTE CONE & BELDING	FCB	N	15 1/8	15 1/4	-	1/8	-	.81	15 3/4	10 1/4	7	2,332	35,271
GREY ADVERTISING	GREY	O	19 1/2	19 1/4	+	1/4	+	1.29	19 1/2	6 7/8	7	729	14,215
INTERPUBLIC GROUP	IPG	N	32 3/4	31 1/4	+	1 1/2	+	4.80	32 3/4	16 3/8	8	2,387	78,174
MARVIN JOSEPHSON	MRVN	O	13	14	-	1	-	7.14	14	6 3/4	6	1,871	24,323
MCI COMMUNICATIONS	MCI	O	1 7/8	2 1/8	-	1/4	-	11.76	3 3/8	1 1/4	38	19,985	37,471
MOVIELAR	MOV	A	1 7/8	1 7/8			.00	2 5/8	1	8	1,409	2,641	
MPO VIDEOTECHNICS	MPO	A	7 1/8	8 3/4	-	1 5/8	-	18.57	8 3/4	2 3/8	4	537	3,826
NEEDHAM, HARPER	NHMA	O	11 5/8	11 5/8			.00	11 5/8	5 5/8	6	823	9,567	
A. C. NIELSEN	NIELR	O	21	21 1/8	-	1/8	-	.59	24 5/8	16 3/4	13	10,762	226,002
OGILVY & MATHER	OGIL	O	31 1/4	31 1/4			.00	33 1/4	17	8	1,805	56,406	
J. WALTER THOMPSON	JWT	N	16	16 1/4	-	1/4	-	1.53	17 7/8	7 7/8	8	2,649	42,384
									TOTAL		59,618	966,743	

### Electronics/Manufacturing

AMPX	APX	N	8	8 3/8	-	3/8	-	4.47	9 1/4	4 3/4	13	10,885	87,080
ARVIN INDUSTRIES	ARV	N	17 1/2	18 1/8	-	5/8	-	3.44	18 3/8	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	3 1/8	3	+	1/8	+	4.16	3 5/8	2	28	1,617	5,053
CONRAC	CAX	N	25 3/8	23 3/4	+	1 5/8	+	6.84	29 1/8	20	8	1,428	36,235
EASTMAN KODAK	EASKD	N	73 7/8	72 3/8	+	1 1/2	+	2.07	116 3/4	72 3/8	19	161,347	11,919,509
FARINON ELECTRIC	FARN	O	8 3/4	9 1/4	-	1/2	-	5.40	11 1/2	7	11	4,267	37,336
GENERAL ELECTRIC	GE	N	50 5/8	51 1/4	-	5/8	-	1.21	58 3/4	46	12	184,581	9,344,413
HARRIS CORP.	HRS	N	32 1/8	31 7/8	+	1/4	+	.78	37 7/8	26 5/8	12	12,216	392,439
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 3/4	1 1/4	+	1/2	+	40.00	3 1/8	3/4	8	2,701	4,726
MICROWAVE ASSOC. INC	MAI	N	23 3/4	22	+	1 3/4	+	7.95	23 3/4	13 3/4	11	1,320	31,350
3M	MMM	N	52	50 1/2	+	1 1/2	+	2.97	66 1/2	49 3/8	18	115,265	5,993,780
MOTOROLA	MOT	N	44 1/2	46 1/2	-	2	-	4.30	57 3/4	41 1/4	17	28,353	1,261,708
N. AMERICAN PHILIPS	NPH	N	35 5/8	35 1/2	+	1/8	+	.35	35 7/8	19 7/8	9	12,033	428,675
OAK INDUSTRIES	OEN	N	12 1/2	11	+	1 1/2	+	13.63	12 1/2	7 1/4	11	1,639	20,487
RCA	RCA	N	27 3/8	27 1/2	-	1/8	-	.45	30	18 7/8	12	74,728	2,045,679
ROCKWELL INTL.	ROK	N	33	33 5/8	-	5/8	-	1.85	34 3/8	23 3/8	9	32,300	1,065,900
RSC INDUSTRIES	RSC	A	1 7/8	1 3/4	+	1/8	+	7.14	2 1/2	1 3/8	10	2,690	5,043
SCIENTIFIC-ATLANTA	SFA	A	17 1/2	18 1/8	-	5/8	-	3.44	21	10 1/4	11	1,668	29,190
SONY CORP.	SNE	N	9 1/2	9	+	1/2	+	5.55	9 7/8	7 1/4	20	172,500	1,638,750
TEKTRONIX	TEK	N	58 1/4	58 5/8	-	3/8	-	.63	67	44 1/4	14	8,671	505,085
TELEIMATION	TIMT	O	5/8	5/8			.00	1	1/4	1	1	1,050	656
VARIAN ASSOCIATES	VAR	N	17 3/4	18 1/2	-	3/4	-	4.05	18 7/8	12	13	6,838	121,374
WESTINGHOUSE	WX	N	16 5/8	16 3/4	-	1/8	-	.74	19 1/8	13	7	87,508	1,454,820
ZENITH	ZE	N	24 3/8	25	-	5/8	-	2.50	38 1/4	23 5/8	12	18,818	458,688
									TOTAL		954,003	36,998,358	
									GRAND TOTAL		1,778,150	56,145,537	

Standard & Poor's Industrial Average 111.4 112.7 -1.3

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.  
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

\*Stock did not trade on Wednesday, closing price shown is last traded price.  
\*\*No P/E ratio is computed, company registered net loss.  
\*\*\*Stock split.

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.



## Arkedis: the creative urge and network radio

George J. Arkedis used to spend a lot of time as a youngster in his father's restaurant in New York, a favorite dining place for actors, singers and writers of the 1920's and 1930's.

Le Bourget is long gone, demolished to make way for Rockefeller Center. But Mr. Arkedis, now vice president and general manager of the CBS Radio Network, remembers vividly the warm camaraderie and the heady atmosphere there.

"I had always wanted to do some sort of creative work," he says, "and I enjoyed seeing all sorts of people in show business who came to the restaurant."

Mr. Arkedis, a tall, trimly built man with an earnest manner, has fulfilled his ambition for "creative work," although it is not exactly what he had envisioned. As a youngster he toyed around with the idea of becoming a writer. His Greek-born father, more the realist, urged his son to become a physician or a lawyer.

"But I had a mind of my own," Mr. Arkedis says. "I joined a small advertising agency after I was graduated from Fordham in 1937. I did just about everything, including a little copywriting."

After two years with Kimball, Hubbard & Powell, New York, he decided to try the business side of the agency world. He became an assistant account executive with Pedlar & Ryan, New York, in 1939.

"I stayed at Pedlar & Ryan for two years and got my early exposure to radio there," he recounts. "In 1941 I moved into radio directly as an account executive for Joseph McGillvra Inc., one of the early national representative firms."

World War II interrupted Mr. Arkedis's career. He enlisted in the Navy and served four years, all of them in Virginia. He was released as a lieutenant commander in the Naval Air Force.

"The best thing that happened during my tour of duty," he says with a broad smile, "is that I met my wife, Sally, while we were stationed at the Norfolk air base. She was a lieutenant in the WAVES. We've been married now for more than 30 years."

Following the war, he returned to McGillvra for about two months, and at the suggestion of an agency friend, he applied for a job at WCBS(AM) New York. Mr. Arkedis was hired as a local salesman in 1946 and has been with CBS continuously since that time.

In 1948 he was shifted to the burgeoning CBS television network as an account executive and the following year was elevated to Midwest sales manager. In 1953 he was named general sales manager for



George James Arkedis—vice president and general manager, CBS Radio; b. New York, Sept. 26, 1915; BA in psychology, philosophy, economics, Fordham University, New York, 1937; trainee, Kimball, Hubbard & Powell Advertising, New York, 1937-39; assistant account executive, Pedlar & Ryan, New York, 1939-41; account executive, Joseph H. McGillvra, New York, 1941-42; with U.S. Naval Air Force, 1942-46, released as lieutenant commander; account executive, WCBS(AM) New York, 1946-48; account executive, CBS-TV, New York, 1948-49; Midwest sales manager, CBS-TV, Chicago, 1949-53; general sales manager, WBBM-TV Chicago, 1953-59; vice president, sales and affiliate relations, CBS Radio, New York, 1959-66; vice president and general manager, CBS Radio, since 1966; m. Sally Payne, 1946; children—George J. Jr., 29; Jane, 25.

CBS-owned WBBM-TV Chicago.

Mr. Arkedis spent 11 years in television sales and management until 1959 when he was tapped for the post of vice president, sales and affiliate relations for CBS Radio. The move also took him back to his native New York from Chicago after a decade.

"I'm not at all sorry I left TV and went back into radio," Mr. Arkedis says. "You can have more control in radio and you have more opportunity to provide input."

In 1966 Mr. Arkedis was elevated to vice president and general manager of CBS Radio. He reports to Sam Cook Digges, president of the CBS Radio Division. Mr. Arkedis is responsible for sales, affiliate relations, programming and operations and works closely with CBS News on the development of specials and of special coverage.

CBS Radio has 265 affiliates and maintains liaison with them through six closed-circuit feeds a day, twice-a-year-meetings with the board of governors and bi-annual

conventions. Mr. Arkedis says affiliates and the network are sensitive to one another's needs and invariably work closely together.

Mr. Arkedis notes that radio networks in recent years have opted for providing news, sports and informational programming but says CBS Radio has striven for an extra dimension. Three years ago, through the initiative of Mr. Digges, CBS Radio rebroke old ground by placing on the air on a regular basis a dramatic series, *CBS Radio Mystery Theater*.

"*Mystery Theater* is now starting its fourth year and doing well in the ratings and in commercial acceptance," Mr. Arkedis says. "And only this month we started our second dramatic series, *General Mills Radio Adventure Theater*."

*Mystery Theater* runs for an hour seven days a week, with four new programs and three repeats. *Adventure Theater* runs on Saturday and Sunday, with new material running for 26 weeks and then repeated. "We're very proud of both these programs," says Mr. Arkedis.

Mr. Arkedis likes to think of CBS Radio as "a network of ideas," adding, "ideas get advertisers."

One of the innovations credited to Mr. Arkedis is the development of *Special Weekend* programming in 1972. He says that radio stations are reluctant to clear for a half-hour documentary but are more receptive to scheduling large chunks of programming on an occasional basis.

"About nine times a year on selected weekends we broadcast 28 programs dealing with a single theme," he explains.

Mr. Arkedis says the *Special Weekend* concept attracts "substantial advertising support" but we "purposely do not load up on advertising; we try to keep it down, in fact."

Mr. Arkedis made it clear that CBS Radio will not stand still on what it has accomplished. He said other programming ideas are being tested and indicated that still another dramatic series is being conceived.

"We had a wonderful year in 1976—our best in more than a decade," Mr. Arkedis says. "And we feel that 1977 will be even better. I guess TV's high prices have nudged a few advertisers in our direction."

He cites such fields as air freight, book publishing, CB radio and national retailing as enterprises that are using radio advertising regularly for the first time. He says that clothing chain stores will be the next category to move into network radio.

"Network radio has lots of pluses," Mr. Arkedis ventures. "It takes little preparation to get on. The investment is economical; its reach is tremendous and it provides frequency."

## The CB plague

As anticipated ("Closed Circuit," Feb. 14), the FCC has issued a proposed rulemaking that is intended to curb the illegal use of high-powered amplifiers by operators of citizen-band radios. The purpose is to reduce interference with other services.

The commission proposes to require manufacturers of amplifying equipment to conform to power limitations set by the FCC. If carried into execution, the proposed rule could be expected to inhibit the distribution of high-power amplifiers to CB users. It would also make life difficult for amateur operators who legally may use the higher power that is theoretically denied CB. FCC Chairman Richard E. Wiley pointed out that problem in a concurring statement. Mr. Wiley said he hoped a way could be found to eliminate the CB interference without "penalizing the amateur community which, in my judgment, is one of the most 'professional' and self-regulated services."

But, as Mr. Wiley also noted, the CB service is "rapidly proliferating and sometimes troublesome." He could have used stronger terms. The CB fad is all but out of control.

Complaints of CB interference to broadcast reception and other home electronics are now running 100,000 a year at the FCC. The volume will increase, to judge by a recent experience of the writer of this editorial. The sound track of a movie playing on channel 5 one afternoon was repeatedly overridden by a loud but unintelligible conversation that could only be transmitted by CB. Later on the same day another loud conversation, with different voices, overrode an FM music station on 94.7 mhz. If the good buddies keep up that sort of thing, there will be marches on the FCC by outraged members of the radio and television audience.

## Something different

Republican leaders in the Senate and House are about to hold talks with the commercial networks about how to counter the broadcast appearances of a Democratic President. It is hardly a new problem. Democratic leaders have raised the same questions whenever Republican Presidents were in office.

The fact is, of course, that broadcasters must apply journalistic principles to their reporting of the President. It would be an abandonment of those principles to schedule automatically so much reply time for so much presidential time on the air.

Still there may be novel problems if Jimmy Carter continues to find novel ways to use the broadcast media. When CBS Radio turns over two hours for a telephone talk show featuring Mr. Carter, it will take a lot of journalistic principle to round out his answers with conflicting views.

## In name only

The public television system which was created by law to be strictly noncommercial is getting more commercial every day. One day last week KCET(TV) Los Angeles took a full-page ad in the *New York Times* and about half a page in the *Wall Street Journal* to make a pitch for advertising sponsorship of its *Visions* series of original dramas that have played on PBS.

The dominant art in the advertisement was a television screen bearing the message: "This program was made possible by a grant from - - - - -." In part the body copy read: "... we need a corporate underwriter. One who believes in the unique intent of *Visions*: to challenge big-time television the way off-Broadway challenges the Broadway stage. What we can offer a corporation

underwriting *Visions* is a unique opportunity to do something important for television and its viewers. To become a champion of aspiring artists. To associate with a proven success." No translation is needed to make the point that this is a message addressed to advertising managers.

"If you are interested," the ad concluded, "please call our director of program underwriting." The translation of that is: "Call our sales manager who is asking for the order." The public television system is now in open competition with the commercial system for audience and advertising—and operating from a base of government subsidy that grows larger every year. It isn't what we were told to expect of a noncommercial system.

## Tale of two media

Group owners among newspapers and broadcasters find themselves in the same fix on expansion: The demand for properties exceeds the supply of willing sellers.

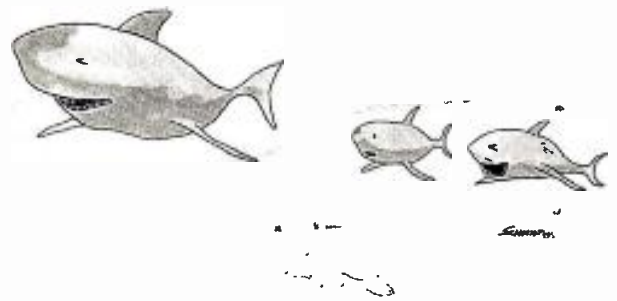
There's the similarity ends. Group owners in radio and television are limited to a maximum of seven entities in each of three services (AM, FM, TV) by federal regulation. There's no lid on newspaper portfolios. Publishers have only to worry about possible monopoly with antitrust implications.

There's another big difference. The chips are much bigger these days for newspapers. For example, in 1976 there were 414 radio stations (AM and FM) and 33 television stations that changed hands. The total consideration was \$290 million of which \$180 million was for radio and \$110 million for TV.

According to *Editor & Publisher*, a total of 72 daily newspapers changed hands last year. The trade publication didn't total the prices for a comparison, but it doesn't take much imagination to assess relative values when in one single transaction Samuel I. Newhouse, newspaper and station owner, paid \$305 million for Booth Newspapers, comprising eight Michigan dailies and *Parade*, the Sunday supplement—more than the whole year's selling of broadcast properties fetched.

There's another comparison of interest in the recent sale of the Kansas City Star Co. to Capital Cities Communications, Inc. for \$125 million. WDAF-AM-FM-TV were sold by the Star company in 1958 for less than \$8 million under a divestiture order following a consent judgment in a civil antitrust suit brought by the Department of Justice. The stations were resold for under \$10 million.

There are 9,534 broadcast stations of all classes authorized, as against 1,756 daily newspapers; ergo there are no significant monopolies in broadcasting.



Drawn for BROADCASTING by Jack Schmidt

"There's no living with him since he was on Jacques Costeau."

# WSB Is Atlanta

Personalities, public affairs, popular programs, public service — Atlantans hear them all on WSB Radio because the 50,000-watt, clear-channel "Voice of the South" has reflected Atlanta for 55 years as a respected citizen-broadcaster. Wherever news of local interest happens, WSB Radio is there. Radio 750 combed the state with Jimmy Carter in 1966 in his unsuccessful bid for the Democratic nomination for Governor of Georgia... was close by throughout his term as Governor four years later... and was on

the scene in the Presidential race, from the key Florida primary to the inauguration. More than 40 major awards during the past 12 months (and more than 1,000 in WSB's history) attest to the station's outstanding leadership in news, audience participation, programming, music, sports and sales.

## WSB RADIO 750

Cox radio stations are represented by The Christal Company.

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WIOD, WAIA-FM  
Miami

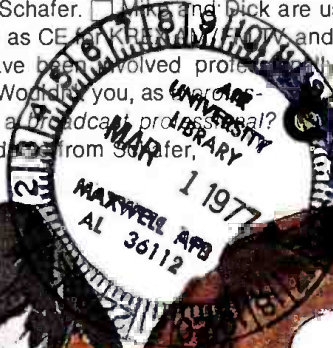
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# The CETEC Broadcast Group is really worth listening to.

Mike Shafer and Dick Maynard  
are the voice of the *good* group of  
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- Their customers listen to them. They listen to their customers.
- Jim Hayes, KODI, Cody, Wyoming, wanted to make his news guys more productive. He wanted his guys chasing news, not reading history.
- So he automated with CETEC Schafer.
- Ray Ricci, KOLL, Gillette, Wyoming, designed his new 24 hour, 7 days a week, stereo FM around a CETEC Sparta transmitter and CETEC Schafer automation.
- 28 days later he was in the black!
- Dell Wood, KRKE, Albuquerque, New Mexico, wanted to program his FM with a progressive rock format. But, he had to be certain he would be competitive and efficient.
- So he automated with CETEC Schafer.
- Mike and Dick are used to listening and solving. They've been there before . . . Mike as CE of KREX AM/FM and Dick as GM of KREX AM/FM.
- All of our voices in the field have been involved professionally . . . as owners, managers, program directors, or engineers.
- Would you, as a professional broadcaster, prefer to talk to a professional?
- . . . about the good group of professionals from Schafer, Jampro, and Sparta.



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