

The Ferris chairmanship: coming into focus
The anti-establishment: coming in out of the cold

Broadcasting Oct 31

The newswEEKly of broadcasting and allied arts

Our 47th Year 1977

NEWSPAPER



DR. BERRY IS A HEALTHY ADDITION TO OUR NEWS.

The new KPRC TV "House Physician" is a medical breakthrough for Houston. Dr. Charles Berry is now dispensing medical commentary on our early-news-casts. Formerly the astronauts' physician, and endorsed by the Harris County Medical Society, Dr. Berry is good for whatever ails our viewers.

KPRC TV 2 HOUSTON

Petry Television, Incorporated, National Representatives/NBC Affiliate

2
AL 36112

A great station



KBMA-TV, Kansas City, one of the nation's great independent

changes hands.



ations, is now a Scripps-Howard Broadcasting Company station.

SCRIPPS-HOWARD BROADCASTING COMPANY

Cleveland, Cincinnati, Memphis, Tulsa, West Palm Beach, Knoxville, Kansas City



**Now,
more than ever,
it's time to
buyonic!**

**NBC's number one
share of audience!
And a 43% network
share of 18-49 women!**

The Bionic Woman*
MCATV

Source: NTA series through Oct. 16, 1977

*Q: another appropriate title

The Week in Brief

FERRIS SHAKES DOWN The new FCC chairman moves into office and immediately makes first two appointments and begins to make it clearly known what his opinions are on matters for which he shares responsibility. **PAGE 21.**

MR. CARTER'S WASHINGTON □ There's been a dramatic shift in vantage, if not advantage, for a number who were teetted on public interest causes and now hold key government jobs. **PAGE 22.**

NO PROBLEM □ FCC nominee Tyrone Brown breezes through his confirmation hearing on Capitol Hill. **PAGE 23.**

NBC MAKES A MOVE □ Paul Klein replaces Irwin Segelstein in charge of all programming and promises the emphasis will be on quality series, specials. **PAGE 24.**

STUNTING □ The networks plan to keep on with it, and the agencies have mixed feelings about the wisdom of such programming. **PAGE 24.**

COME IN □ The House votes to allow broadcast coverage of its proceedings, but postpones the decision on how it should be done. **PAGE 25.**

HOT TIME IN HOT SPRINGS □ The Association of National Advertisers throws its weight behind the concept that sponsors must become involved in TV program content. **PAGE 28.** Kraft's Chester R. Green and Revlon's Sanford Buchsbaum are elected ANA chairman and vice chairman, respectively, at the convention. **PAGE 28.** The delegates are warned by Kellogg's William LaMothe that they must fight to protect their right to advertise to children. **PAGE 30.** Television gets some hard raps at an ANA panel on ways to eliminate media waste. Participants came down with particular force on TV's rising costs, though admitting the studies they offer as evidence are filmsy. **PAGE 30.** Former FCC Commissioner Lee Loevinger tells a Hot Springs session that he sees "terrorist" overtones in the PTA's proposed boycott of violent show sponsors. **PAGE 30.**

WHERE ARE THEY NOW? □ A study by the National Cancer Institute reveals the number of antismoking public service announcements has rapidly dwindled. **PAGE 32.**

DOUBLE LOSER □ An FTC judge orders Block Drug to stop making certain advertising claims for Poli-Grip and Polident. **PAGE 33.**

FCC TRAVELS □ A rundown of the trips by commissioners in fiscal 1976 shows that they were fewer in number, but cost much more. Attendance at sessions outside the U.S. ran the tab up almost 80%. **PAGE 33.**

USAIC PROPOSAL □ Ribicoff's committee hears a number of misgivings and warnings about President Carter's proposed reorganization of the nation's international information machinery. **PAGE 36.**

GRIFFIN'S CONCERN □ Irby Turner seems to come up with the right answers for Senator Robert Griffin during the Mississippian's hearing on his nomination to the Corporation for Public Broadcasting board. But the Michigan senator uses the occasion to sound off on the course that public broadcasting seems to be taking. **PAGE 39.**

TOGETHERNESS □ The National Radio Broadcasters Association board is preparing a plan to present to the broadcast industry for a "congress" of industry associations. NRBA Chairman Bob Herpe says the proposal is designed to allow each group to maintain its own autonomy. **PAGE 40.**

WAITING IN THE WINGS □ The TV networks push hard on program development for midseason and next fall. Here's a look at their thinking. **PAGE 40.**

'CLEARING THE AIR' □ That's the title of Daniel Schorr's new book and is in keeping with his attempts to revisit his own problems and those of CBS. **PAGE 42.**

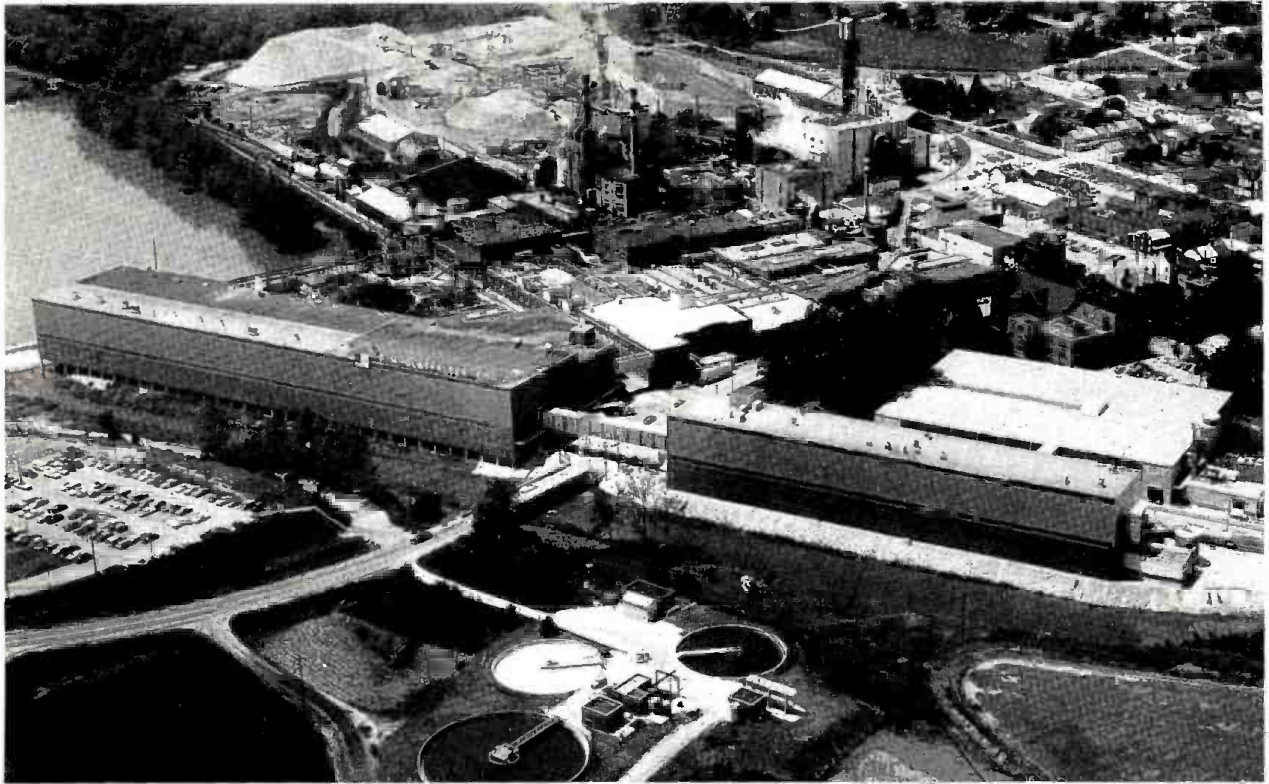
SHOWTIME LOOKS UP □ The Viacom International subsidiary plans to be the second pay cable network by satellite. It announces a contract with RCA Americom and says it hopes to have 300,000 subscribers by the end of next year. **PAGE 45.**

NO SURPRISE □ ABC Inc. reports that its broadcast operations set a pace that enabled it to chalk up profits in the first nine months of 1977 that exceeded all of 1976. **PAGE 46.**

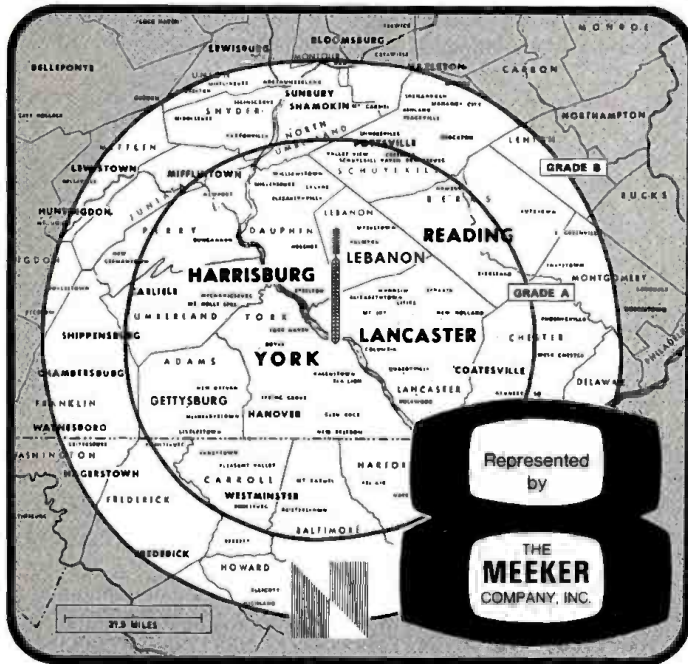
FARBER'S FORESIGHT □ Erica Farber decided in 1974 that radio was her cup of tea. Since then the vice president and general manager of WXLO(FM) New York has been proving the wisdom of her choice and that a young executive and an old medium can be ideally suited. **PAGE 65.**

Index to departments	Changing Hands..... 38	Finance..... 46	Playlist..... 47
Broadcast Advertising... 28	Closed Circuit..... 7	For the Record..... 50	Profile..... 65
Broadcast Journalism... 42	Datebook..... 17	Media..... 33	Programming..... 40
Business Briefly..... 10	Editorials..... 66	Monday Memo..... 16	Stock Index..... 63
Cablecasting..... 45	Fates & Fortunes..... 48	Open Mike..... 19	Top of the Week..... 21

Producers of quality papers since 1864, the P. H. Glatfelter Co., of Spring Grove, York County, Penna., is another of the many nationally known industries whose substantial payrolls make significant contributions to the economic growth and stability of the great WGAL-TV coverage area. Shown are the pulp processing and paper manufacturing facilities of this long established company.



WGAL-TV delivers strong buying power in a diversified area



This pioneer TV station effectively covers the entire Lancaster - Harrisburg - York - Lebanon DMA. One of the country's fastest-growing areas, this prosperous market is outstanding for its economic and business diversity and resultant stability. Consider the facts: Manufacturing production \$7,407,426,000; agricultural production \$232,935,000; effective buying income \$7,536,683,000. Cash in on this outstanding buying power - include WGAL-TV in your planning.

WGAL-TV 8

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

STEINMAN TELEVISION STATIONS

WTEV Providence, R. I./New Bedford-Fall River, Mass.
WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

Closed Circuit[®]

Insider report: behind the scene, before the fact

Missing homes

Advertising community has been fretting over decline in prime-time viewing for past several months—but far more dramatic decline is evident in daytime viewing. Comparing monthly homes using television (HUT) figures this year to last, A. C. Nielsen shows prime-time drop fluctuating between one and five percent since March (HUT levels were higher than year before until last March). That's not enough difference to worry about in short term, ratings experts say.

But in daytime, HUT levels have lagged behind last year on week-by-week basis by between seven and eight percent since Aug. 29, and that is considered significant amount. There's no definitive explanation yet, but network researchers are looking for one. Not surprisingly, Nielsen error is high on their list of suspects.

One-sided interest

Drafting omnibus bill revising Communications Act and getting it passed by House of Representatives will be monumental task for Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee, but getting bill through Senate might prove even tougher. Despite declarations of good will between Mr. Van Deerlin and his Senate counterpart, Ernest Hollings (D-S.C.), Capitol Hill watchers note that Mr. Hollings and his panel have demonstrated little interest in Communications Act rewrite.

Senator Hollings is "very sensitive" to "anomalies and inadequacies" in current act, especially in areas affecting cable television and new technologies, rural telecommunications service and common carriers, one spokesman says, but his inclination is to study these problems individually, according to their urgency. Whether Senate subcommittee takes up House measure, ignores it, or goes to conference with several little bills may depend on how compelling issues seem on day House acts. And that, contrary to Mr. Van Deerlin's optimistic projection, could be years away, Senate workers say.

Attacking the pile

FCC's broadcast license division's new chief, David Weston, is instituting changes in office that has been responsible for much of commission's backlog of applications ("Closed Circuit," Sept. 26). Three new staff members are expected to join office within next month, bringing total force to 42. Major changes will be in "restructuring" of staff assignments, official there has said. Part of backlog

problem, he said, was that "nobody had overview" of what office was doing and what assignments were. Emphasis now is to get "clerks clerking and examiners examining." First step Mr. Weston has taken is to have some staff members working Saturdays to put dent in mountain of pending applications.

Next up

While satellite spotlight focused on Viacom International's Showtime service last week (see page 45), Wometco Enterprises, Miami, was proceeding quietly with plans for satellite transmission of both basic and pay programming to cable and broadcast operations. Start-up date has not been scheduled, but with transmission arranged by Southern Satellite System, Tulsa, Okla., Wometco subsidiary expects to offer children's, financial and perhaps religious shows in afternoons. Barter arrangement will be used. Evening fare will be pay package of movies called Wometco Home Theater and now available over-air by subscription on WTVG-TV Newark, N.J.

Dickering

Outlet Co., Providence, R.I., is said to be on inside track to buy Post-Newsweek's all-news WTOP(AM) Washington. Station was put on market three months ago for reported \$8 million ("Closed Circuit," Aug. 15). Publicly traded Outlet recently announced sale of WNYS-TV Syracuse, N.Y., to group headed by Washington Post Co.'s former president, Larry H. Israel, for \$11 million (BROADCASTING, Aug. 29). Post-Newsweek official said Outlet is "one" of companies it's been talking with and added it was "likeliest" candidate for agreement. Outlet official denied deal was near.

In demand

Frank Washington, consultant to Office of Telecommunications Policy on issue of minority ownership of broadcast properties, apparently does not have to worry about future employment once OTP disappears into Department of Commerce. Mr. Washington, who graduated from Yale Law School and worked for Arnold & Porter, is in running for job on staff of new FCC Chairman Charles D. Ferris. But he is also being considered for jobs with Tyrone Brown, President Carter's nominee to succeed Benjamin L. Hooks on commission (see page 23) and with commission's new general counsel, Robert Bruce. What's more, Henry Geller, who is set to be new

assistant secretary of commerce for telecommunications, reportedly would like to use him also.

Might have been

Reorganization that moves CBS's key TV programming function to West Coast—under Robert A. Daly, now president of CBS Entertainment (BROADCASTING, Oct. 24)—has strong parallels to plan advanced by Robert D. Wood when he was president of CBS Television Network and wanted to shift headquarters to Studio Center in Los Angeles. Had it happened then, Mr. Wood might still be with company instead of, as at present, working as independent producer.

Arthur Taylor, then CBS Inc. president, and William S. Paley, then and now company's chairman, weren't prepared to go along with Wood plan at time, feeling that president of largest (in revenues and profits) CBS division should not be separated by continent from corporate management. Mr. Wood argued, instead, that division chief should not be separated by continent from principal activity, programming. New arrangement—with sales and affiliate relations remaining in East under CBS-TV President James Rosenfield—seeks to answer both aims.

That ugly head again

Statements by network program standards heads that National Association of Broadcasters' new code amendment on TV sex won't cause them to change their habits (BROADCASTING, Sept. 26) have prompted flurry of angry comments from members of NAB TV board who want issue reopened. Les Arries of WBEN-TV Buffalo, N.Y., wrote other board members that network officials' statements show "a substantial disrespect for our efforts, a total disservice to the image of our industry at this crucial time."

That and letters from Bill Bengtson of KOAM-TV Pittsburg, Kan., and A. James Ebel of KOLN-TV Lincoln, Neb., urging that TV board must once again "reaffirm" its position for cleaning up TV sex, persuaded board leadership to schedule matter at NAB executive committee's next meeting Nov. 22. Said one NAB policy maker: "Here we go again."

Snubbed?

In protocol-conscious Washington, some FCC members are still rankled by their omission from guest list at swearing-in ceremonies for new FCC Chairman Charles D. Ferris (BROADCASTING, Oct. 24). At time Mr. Ferris explained it as "a going-away party, not a coming aboard."



In real time, it's the best helical. In slow motion, it's the only helical. VPR-1.

Ampex has the first one-inch helical VTR ever produced that records and plays back broadcast quality material in real time, slow motion or still frame.

VPR-1 is a High Band Color recorder designed to deliver the finest audio and video program material. Totally new signal concepts elevate the VPR-1 far above other helicals.

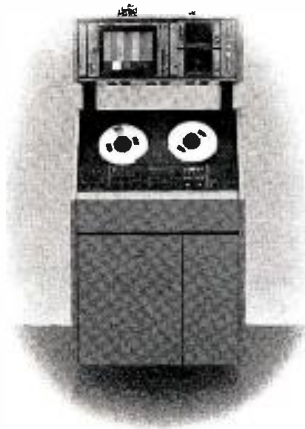
The real magic, though, comes from the optional Automatic Scan Tracking (AST) accessory. AST delivers slow motion and still-frame material, directly from tape, without a noise bar. And AST means absolute tape interchange, even across wide extremes of temperature and humidity. The pictures are sharp, color true, and just the ticket for special effects and instructional programs. AST even helps in post production editing, where the touch of a finger

unfolds a frame at a time in the manual jogging mode.

You'll want to add a TBC-1 digital time base corrector to your VPR-1 system; it's the only TBC on the market that can handle AST special effects work.

A companion unit, the new VPR-10 portable one-inch recorder, takes a full hour of battery-powered material in the field, automatically back-spaces every shot for a smooth assemble edit, and provides audio and video verification playback. VPR-10 tapes are compatible with VPR-1 tapes, so you can take advantage of all VPR-1 special effects capability.

It's been a long wait for a broadcast quality one-inch system with full special effects, but the wait is over. VPR-1 takes you all the way down to a frame at a time.



AMPEX

Business Briefly

TV only

Maaco Inc. □ Corporation is placing approximately \$30,000, 12-week TV push for its auto-painting starting this week. Printz Advertising, Philadelphia, is buying spots in about 75 markets during fringe, news and sports time. Target: men, 18 and over.

Eureka Tent Co. □ Outdoor tents will be subject of 10-week TV buy beginning in early March. Wm L. Baxter Advertising, Minneapolis, will buy spots in at least 30 markets during fringe and prime time. Target: men and women, 18-49.

Jim Dandy □ Grocery products and feed manufacturer is arranging eight-week TV campaign for its dog food starting this week. Weltin Advertising, Atlanta, is buying spots in approximately 30 Southeast markets during most day parts. Target: women, 18-49.

Alpo □ Division of Allen Products

Rep appointments

- WEHT(TV) Evansville, Ind., and KIMO(TV) Anchorage: HR Television, New York.
- WNEB(AM) Worcester, Mass., and WKBK(AM) Keene, N.H.: Buckley Radio Sales, New York.
- WESL(AM) East St. Louis, Ill.; WNOO(AM) Chattanooga; WOMG-(FM) Greensboro, N.C.; WOWD(FM) Tallahassee, Fla., and WBIL(AM) Tuskegee, Ala.: R. A. Lazar & Co., Chicago.

features its Alpo dog food in seven-week TV buy starting next week. Weightman Advertising, Philadelphia, is scheduling spots in six markets during all day parts. Target: women, 25-64.

Ocean Spray □ Ocean Spray cranberries debuts new commercial with Frank, the Cranwagon man, in two, two-to-three-week TV flights beginning this week

and in early December. Kelly, Nason, New York, is placing spots during day and fringe time. Target: women, 18-34.

Browne Vinters □ Paul Masson wine will get five-week TV flight starting in mid-November. Doyle Dane Bernbach, Los Angeles, will handle spots. Target: adults, 25-49.

Pfizer □ Pharmaceutical company will place four-week TV promotion for its fragrances starting in late November. SFM Media, New York, will schedule spots in at least six major markets during fringe time. Target: adults, 18-34.

Pfeiffer's Foods □ Company will feature its salad dressings in four-week TV campaign beginning in mid-November. Weightman Advertising, Philadelphia, will buy TV spots during day, fringe and prime time. Target: women, 25-64.

Playtex □ Control top pantyhose will get four-week TV promotion starting in late December. Ted Bates, New York, will place spots in at least four markets during fringe and day time. Target: women, 35 and over.

Quaker Oats □ Aunt Jemima frozen waffles will be highlighted in six-week TV drive beginning next week. J. Walter Thompson, Chicago, will place spots in five markets during fringe time. Target: women, 18-49.

Andrew Jergens Co. □ Subsidiary of American Brands focuses on its Gentle Touch antiperspirant in four-week TV promotion starting in mid-November. Cunningham & Walsh, New York, will seek spots in about 20 markets during day, fringe and prime time. Target: women, 18-49.

Superior Pet Products □ Chew-eez dog product will be given five-week TV promotion starting next week. Harold Cabot & Co., Boston, is purchasing spots during day and fringe time. Target: women, 25-54.

Malley's Fine Foods □ 100% Corn chips are subject of four-week TV flight beginning in early-November. Della Femina, Travisano & Partners, Los Angeles, is handling spots in 12 markets during day, fringe and prime time. Target: women, 18-49.

Ore-Ida Foods □ Division of Heinz arranges four-week TV buy starting this

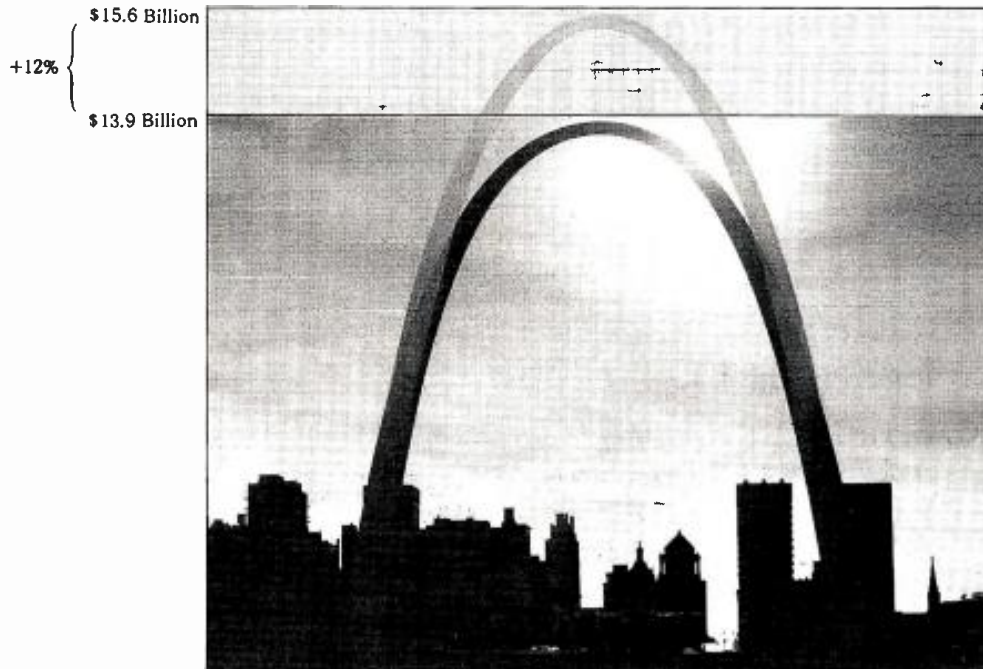
I Love Lucy

179 laughs with Lucy that have never been surpassed.

Her zany antics with Desi Arnaz, Vivian Vance and William Frawley are praised as priceless performances with timeless appeal. Great for building an audience any time of the day.

Viacom

Something is up in St. Louis: St. Louis!



Talk about upward mobility! St. Louis has just become the 12th market in the country — ahead of Houston, Minneapolis/St. Paul and Miami/Fort Lauderdale — in both ARB and NSI Television Household Rankings.

And in Effective Buying Income, says the 1977 Survey of Buying Power, St. Louis has jumped from \$13.9 billion to \$15.6 billion, an increase of 12 percent over last year, and one of the best growth rates among the top 15 markets.

But one thing hasn't changed.

In St. Louis, KMOX-TV is Number One. It's first in primetime ratings. It's first with women 18-49 and with all adults 18-

49 — in the daytime; in early fringe; in early news; in prime access.

So St. Louis is moving up sharply in importance for advertisers. Your best move in this market? We've got one for you.

KMOX-TV	Rating	ARB		Rating	NSI	
		Women 18-49	Adults 18-49		Women 18-49	Adults 18-49
Daytime	No.1	No.1	No.1	No.1	No.1	No.1
Early Fringe	No.1	No.1	No.1	No.1	No.1 ^{tie}	No.1 ^{tie}
Early News	No.1 ^{tie}	No.1	No.1	No.1	No.1	No.1
Prime Access	No.1	No.1	No.1	No.1	No.1	No.1
Prime	No.1			No.1		

Source: All audience data based on October 1976 — July 1977 ARB and NSI estimates subject to qualifications which CBS Television Stations National Sales Research will supply on request.

© CBS Television Stations National Sales

Representing WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis.

MMT SALES, INC. CELEBRATES ITS 5TH ANNIVERSARY

The new kid on the block isn't a kid anymore! Five years ago with the five Meredith stations and six offices, MMT became the first new **independent** national TV representative to start in over twenty years. With a couple of dozen adventurous and dedicated people, MMT launched a new era of station representation. The professional, contemporary and determined people of MMT have built a company with thirteen stations, eleven offices, and over seven hundred percent growth in revenues since November 1, 1972.

Now, we didn't just run an ad to tell you it's our birthday . . . We ran an ad to express our heartfelt thanks to our partner stations and the hundreds of advertising agencies from coast to coast.

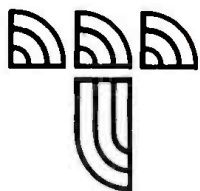
*Thank you from
MMT*

SIX MAJOR GROUP BROADCASTERS ARE GROWING WITH US.

WE MUST BE DOING SOMETHING RIGHT!

**MEREDITH
WOMETCO
TAFT
NEWHOUSE
POOLE
EVENING NEWS ASSOCIATION**

The sales growth of our stations consistently out performs the national average . . . and for good reason. **We're professionals.** Our concentrated sales approach brings us loyalty, support and a success story that's the envy of the representative industry.



We've come of age in a tough business.

MMT SALES, INC. 747 THIRD AVENUE, NEW YORK, NY 10017 (212) 758-3838

week. Foote, Cone & Belding/Honig, Los Angeles, is placing spots in six to seven markets during day and fringe time. Target: women, 18-49.

Diamonair □ Division of Litton Industries features its Diamonair gold jewelry in two three-week TV campaigns beginning in late November. Marschalk, New York, will handle spots in 20-25 markets during day, early and late fringe time. Target: total women.

Kinney □ Shoe company features its Glass Bottom shoes in three-week TV campaign beginning this week. Sawdon & Bess, New York, is scheduling spots in about 30 markets during fringe time. Target: teen-agers.

International Multifoods Corp. □ Consumer products division is arranging three-week TV promotion for its KauKauna Club cheese, starting in early December. Della Femina, Travisano & Partners, New York, is buying spots in 10 markets during day, prime and early fringe time. Target: total women.

Amerada Hess Corp. □ Corporation plans three-week TV campaign, featuring its toy trucks, to start in early December. J. Walter Thompson, New York, is placing spots in 32 markets during prime time. Target: adults, 25-54.

Savin □ Business systems firm will arrange two-week TV flight to begin in late November. Western International Media, New York, will place spots in 12 markets during news and sports time. Target: men, 35 and over.

Geo. A. Hormel □ Meat products group slates two-week TV buy for its Little Sizzlers starting in late November. BBDO, Minneapolis, is placing spots in approximately 13 markets during all day parts. Target: women, 25-64.

Taylor □ Wine company launches two-week TV push for its heavy and light wines beginning in mid-November. Kenyon & Eckhardt, New York, is

BAR reports television-network sales as of Oct. 9

ABC \$873,963,500 (33.7%) □ CBS \$868,156,200 (33.5%) □ NBC \$851,649,200 (32.8%)

Day parts	Total minutes week ended Oct. 9	Total dollars week ended Oct. 9	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.	159	\$1,219,700	5,826	\$36,750,300	\$28,553,400	+28.7
Monday-Friday 10 a.m.-6 p.m.	1,015	18,467,200	40,168	579,354,000	469,727,000	+23.3
Saturday-Sunday Sign-on-6 p.m.	303	10,660,800	12,258	284,947,300	239,275,600	+19.1
Monday-Saturday 6 p.m.-7:30 p.m.	99	5,244,500	3,997	143,520,700	115,399,700	+24.4
Sunday 6 p.m.-7:30 p.m.	21	1,154,000	838	40,225,700	34,787,100	+15.6
Monday-Sunday 7:30 p.m.-11 p.m.	429	45,598,000	16,882	1,325,753,000	1,097,497,100	+20.8
Monday-Sunday 11 p.m.-Sign-off	216	6,377,900	8,354	183,217,900	158,884,500	+15.3
Total	2,242	\$88,722,100	88,323	\$2,593,768,900	\$2,144,124,400	+21.0

Source: Broadcast Advertisers Reports

selecting spots in 30 markets during fringe and prime time. Target: adults, 18-49.

United Artists □ Film production company is scheduling one-week TV push for its latest film, "Semi-Tough," starting in mid-November. RDR, New York, is placing spots in about 12 markets during fringe and prime time. Target: adults, 18-49.

Salute Foods Corp. □ Frozen pizza gets one-to-three-week TV flight starting in mid-November. D'Arcy-MacManus & Masius, Chicago, is buying spots in 18 markets during day, prime and late fringe time. Target: women, 15-49 and working women.

place spots in four markets including, St. Louis. Target: men, 18-34.

Datsun □ Sponsors first annual *North American Rock Radio Awards*, Nov. 24, through Wm. Esty, New York. Two-hour special will air on 258 progressive FM stations. Other sponsors include Lee Jeans (Bozell & Jacobs), 3M (BBDO); and Pioneer (Scali, McCabe, Sloves).

Neutrogena Corp. □ Acne cleansing bar gets four-week radio buy starting in mid-November. Hall & Levine, Los Angeles, is handling spots in at least 10 markets including, San Diego. Target: teen-agers.

Turn Style Stores □ Division of Osco Drug plans four-week radio push beginning in late November. Grey-North, Chicago, is picking spots in about five markets including Omaha. Target: adults, 18-49.

Jaccards □ Division of Gordon Jewelry Corp. readies four-week radio promotion for its Jaccards traditional jewelry stores starting in late November. Ketchum, MacLeod & Grove, Houston, is placing spots in about 47 markets including, Cleveland, Kansas City and St. Louis. Target: adults, 18-34.

Au Vid/The Ungame Co. □ Game company features its Ungame in four-week radio flight starting in late November. Haddad, Lawrence Advertising, Los Angeles, is selecting spots in at least 18 markets. Target: adults, 18 and over.

Monsieur Henri Wines □ Yago Sangria readies two-week radio buy beginning this week. Ogilvy & Mather, New York, is buying spots in 20-30 markets including, Baltimore, Boston, Chicago and Miami. Target: adults, 18-34.

Radio only

Carling □ Brewery will feature its Stag beer in 10-13 week radio drive beginning this week. W.B. Doner, Baltimore, will

Please send

Broadcasting

The newswEEKly of broadcasting and allied arts

Name _____ Position _____

Company _____

Business Address

Home Address

City _____ State _____ Zip _____

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

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.

SUBSCRIBER Service

3 years \$75

2 years \$55

1 year \$30

Canada Add \$8 Per Year

Foreign Add \$8 Per Year

1977 Cable

Sourcebook \$10.00

(If payment with order: \$8.50)

1977 Yearbook \$30.00

(If payment with order: \$25.00)

Payment enclosed

Bill me

These stations have ability, style,
timing, programming know-how, fore-
sight, initiative, money and success.
They also have **Welcome Back, Kotter**.

WNEW-TV	New York	WJAR-TV	Providence
KTTV	Los Angeles	KTAR-TV	Phoenix
KRON-TV	San Francisco-Oakland	WCMH-TV	Columbus, Ohio
WNAC-TV	Boston	WMC-TV	Memphis
WTTG	Washington, D.C.	WDBO-TV	Orlando-Daytona Beach
WEWS	Cleveland	KSAT-TV	San Antonio
WTAE-TV	Pittsburgh	WDTN	Dayton
KDOG-TV	Houston	WNYS-TV	Syracuse
WTCN-TV	Minneapolis-St. Paul	WEYI-TV	Flint-Saginaw
WXIA-TV	Atlanta	KSL-TV	Salt Lake City
WTTV	Indianapolis	KTEW	Tulsa
WBAL-TV	Baltimore	WDHO-TV	Toledo
WISN-TV	Milwaukee	KARK-TV	Little Rock
KBTV	Denver	WMT-TV	Cedar Rapids-Waterloo
KTXL	Sacramento-Stockton	KREM-TV	Spokane
KMBC-TV	Kansas City	WKJG-TV	Ft. Wayne
WXIX-TV	Cincinnati	KRDO-TV	Colorado Springs

WARNER BROS. TELEVISION DISTRIBUTION



A WARNER COMMUNICATIONS COMPANY

Monday Memo[®]

A broadcast advertising commentary from Robert L. Montgomery, president, Ruben, Montgomery & Associates, Indianapolis

A larger role for regional agencies in advertising's tomorrow

The basis for success in any dynamic business is the ability to plan for the future and not be afraid to make innovative changes to meet new demands. And I think what is called for in today's and tomorrow's marketplace is an awareness of the inter-relationships and cooperation necessary for a smooth, effective, total advertising program.

At our agency we believe, from our research and experience, that the wave of the future will be regional advertising. I predict that by 1980, 60% of all manufacturers' advertising and promotional dollars will be spent in local advertising. Further, most of these dollars will be spent in co-op with retailers. And this business will be placed by regional ad agencies.

Regional advertising is coming of age because of the waste that has been created over the years by lack of coordination between manufacturer and retailer. On one hand we see national marketing men who cry about the problem of spending despite empty shelves. Yet most continue to place advertising schedules in the hope that the campaign will force distribution and customers will seek out retailers where the product could be purchased.

Frank Lloyd Wright said that life is like a road, and anyone can stand on his tiptoes and see two inches over the horizon. And generally that's enough. When I stand on my tiptoes and see two inches over the horizon, I see an excellent period of growth for regional advertising agencies that are dedicated to regional advertising, to the media and to the clients they serve.

By 1980 advertising will have become more regional, even local, because retailers are now the marketing kings. A few years ago giant corporations had the power to pull their products through the market. All they had to do was produce enough mass advertising and retailers would follow by putting the product on the shelf and waiting for buyers to come through the door. But now retailers are asking, "We know what we can do for your product; what are you going to do for us?"

The strategy of using national advertising campaigns to force distribution produces a high waste factor. The success or failure of a campaign, regardless of the quality of advertising, too often depends on whether you are advertising to empty shelves or not.

This means the attitude of the retailer is growing in importance. Today even co-op programs—designed to encourage retailers to spend their money telling customers where to find an item—are not



Robert L. Montgomery joined what was Ruben Advertising in 1966. Today he is president of and the major stockholder in the firm, now Ruben, Montgomery & Associates. He is also president of Today Inc., a land development corporation, and is the author of a motivational book for teen-agers, "Get High on Yourself—Get Onto Life."

working well. Major chains and strong local stores want their own identity, not just the traditional tag at the end of the spot.

As I see it, national marketers and their national agencies are going to be turning more and more to strong regional advertising shops for planning and execution of co-op efforts that are keyed as much to the stores as to specific products.

In addition, regional agencies must be in tune with local media. The regional agency should aid the national agency in getting in tune with the sales efforts of local dealers.

It is also the responsibility of all advertising agency staffers to back up retailers by going on the road to check shelf space, thus assuring national advertisers that their campaign has every opportunity to be effective. Top quality, local television production should be made available to the retailer so the local spot that is made will give him the weight and image he is trying to create. It must be of the same quality as the national manufacturer's, top-drawer commercial.

Regional agencies must bypass for the most part the practice of waiting for local television stations to produce after-hours, quick-and-dirty commercials. The use of good regional production houses should be encouraged as well as the use of national footage in producing retail co-op spots, which usually consist of a five-second retail lead-in, followed by a 15-second national product sell and 10 seconds of the retailer's own product push.

But there are other relationships to consider.

Recently the telecasters of the Indianapolis area who are members of the Television Bureau of Advertising gave an impressive presentation which showed the effectiveness of television and softly communicated that stations need the help of regional agencies. Regional agencies work with the media because we realize our commissions come from the media; we earn our right to those commissions from our clients. Regional agencies must depend on the media for their reputation outside the area as well as inside.

A regional agency has a rapport with the media on a one-to-one basis. We are with them almost daily and are pledged to warm and friendly cooperation. Recently we made the decision that if we believed in advertising we had to believe in supporting the media while at the same time using the principles of good regional advertising to our mutual benefit. A regional agency must look after the national manufacturer and the local retailer.

As a regional agency, we want to consolidate our relationship with television, our bread and butter. It is understood that television is sold through gross rating points and cost-per-thousand. People pay for the privilege of television with their time. Demographics and C-P-M decide television costs and the types of programs generate the audience, not the television station. A cost-per-thousand on an independent station, as a general rule, is a better buy for the client when the demographics are correct, than on a network affiliate. But equally important, a successful independent makes the entire market that much more competitive. It perpetuates the idea of free enterprise and keeps the media in an advantageous position to clients.

As a regional advertising agency, we are for the media as a whole without discrimination. But all agencies are out for the best buy for their clients; therefore they should be interested in the collective competition of the television broadcasters in the area.

When one stands on his tiptoes, he can see a bright future for regional advertising agencies. National advertising agencies will never be replaced, but regional agencies will continue to be more important in the retail relationship between the manufacturer and the customer. Today's national manufacturer needs more regional services and the retailer needs better control over his image in the market as well as price point sales. He is concerned with the rising cost of media and the necessity to sustain his weight and increase his share of mind.

It is the regional advertising agency's responsibility to be of service to both.

■ indicates new or revised listing

This week

Oct. 31—Seminar on communications law and antitrust law, sponsored by the *Federal Bar Association*. John H. Shenefield, assistant attorney general in charge of the Justice Department's Antitrust Division, will keynote the program. National Lawyers Club, Washington.

Nov. 1—FCC's new deadline for comments on proposal to add four VHF drop-ins (Charleston, W. Va.; Johnstown or Altoona, both Pennsylvania; Knoxville, Tenn., and Salt Lake City). Replies are now due Dec. 1 (Docket 20418). FCC, Washington.

Nov. 2—World Future Society's conference on *Communications and Society: Policies for the Plannable Future*. Topics to be discussed include role of FCC, cable versus broadcast television, frequency allocation and electronic mail. Keynote speaker will be Harry M. (Chip) Shoshan, staff director of House Subcommittee on Communications. The Ford Foundation, New York. Contact: The World Future Society, 4916 St. Elmo Avenue, Washington 20014.

Nov. 2—*Federal Communications Bar Association* dinner meeting, Representative Lionel Van Deerlin (D-Calif.) will be speaker. Capital Hilton hotel, Washington.

Nov. 2-3—Tenth AM directional antenna seminar, sponsored by *National Association of Broadcasters*. Carl Smith & Associates will handle program. Marriott Inn, Cleveland.

■ **Nov. 2-3**—*House Communications Subcommittee* hearings on networks' influence on sports, with focuses on telecasts of professional boxing and tennis matches and college football. Room 2123, Rayburn House Office building, Washington.

Nov. 2-4—*American Association of Advertising Agencies* central region annual meeting. Ambassador hotel, Chicago.

Nov. 3—FCC's new deadline for comments on proposal to require 45-day advance notice of intent to sell broadcast stations. Replies are now due Dec. 1 (Docket 21352). FCC, Washington.

Nov. 3-4—*Institute for Democratic Communications* "Media Ethics: Problems and Pressures" conference. Speakers will include Ron Nessen, former presidential press secretary; Anthony Lewis, *New York Times* columnist; Robert Maynard, *Washington Post* correspondent. George Sherman Union, Boston. Information: Conference coordinator, School of Public Communication, Boston University, 640 Commonwealth Avenue, Boston 02215; telephone (617) 353-3450.

Nov. 3-4—*Oregon Association of Broadcasters* fall conference. Valley River inn, Eugene.

Nov. 4-5—*National Broadcast Editorial Association* regional seminar. Former FCC Chairman Richard Wiley will be Friday dinner speaker. Sheraton Plaza hotel, Chicago.

Nov. 4-5—Fifth annual Midwest Seminar on Videotape and Film, sponsored by the *Chicago Film Council*, *Chicago Television Guild*, *IFPA Film and Video Communicators* and *Society of Motion Picture and Television Engineers*. Downtown Marriott hotel, Chicago.

Nov. 4-6—Eighth annual national radio conference of *Loyola University of Chicago*. Open to all college and high school station personnel. Downtown Lewis Towers campus, Chicago.

Nov. 5—*Mississippi Broadcasters Association* program seminar. Jacksonian Inn., Jackson, Miss.

Nov. 6-7—*National Association of Broadcasters* management seminar. Marriott hotel, Denver.

Also in November

Nov. 7-8—*National Association of Broadcasters* fall regional meeting for radio, TV and engineering executives. Marriott hotel, Denver.

■ **Nov. 8**—Evening panel discussion, "Televiolence on Trial," sponsored by *Phi Delta Phi* legal fraternity. Participants will include Representative Timothy Wirth (D-Colo.); David Gerber, TV producer; Tom Swafford, National Association of Broadcasters, and a network representative to be announced. George Washington University's C-101 auditorium, 2201 G Street, N.W., Washington.

Nov. 8-10—Midcon electronic convention and exposition, sponsored by regional *Electronic Representatives Association*. O'Hare International Convention Center and Hyatt Regency O'Hare hotel, Chicago.

Nov. 9—*Ohio Association of Broadcasters-Ohio Retail Merchants* joint meeting. Maurie Webster, Webster Group, will be principal speaker. Sheraton-Columbus, Columbus, Ohio.

Nov. 9-10—*National Association of Broadcasters* management seminar. Sheraton Harbor Island Inn, San Diego.

Nov. 9-11—Western Cable Show, sponsored by the *Arizona Cable Television Association*, *California Community Television Association* and *Hawaii Cable Television Association*. Town and Country hotel, San Diego.

Nov. 10—Fall meeting of *National Association of Broadcasters radio code board*. Sheraton Harbor Island Inn hotel, San Diego.

Nov. 10-11—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Sheraton Harbor Island Inn hotel, San Diego, Calif.

Nov. 10-11—Seminar on Canadian-American rela-

tions, "Accountability and Responsibility in North American Communications System: Future Perspectives," sponsored by *University of Windsor*. Among participants in panels and discussions: Henry Geller and Ronald S. Homet, Aspen Institute; Karen Possner, House Subcommittee on Communications staff assistant; Benjamin Hooks, National Association for the Advancement of Colored People and former FCC commissioner; Hartford Gunn, Public Broadcasting Service, and Robert Lewis Shayon, Annenberg School of Communications, University of Pennsylvania. Law building, University of Windsor, Windsor, Ont.

Nov. 10-11—*Practicing Law Institute* seminar, "Communications Law 1977." Session in antitrust area will include discussion of television-newspaper crossownership. The new copyright law, access by the press to courtrooms and prisons, and recent developments in libel practice are also among topics. Barbizon Plaza hotel, New York.

Nov. 10-13—*National Association of Farm Broadcasters* convention. Crown Center, Kansas City, Mo.

Nov. 10-13—*American Advertising Federation* western regional conference. Newporter Inn, Newport Beach, Calif.

Nov. 11—*National Association of Broadcasters* public meeting on TV programming. San Diego.

Nov. 11-12—West Coast convention of *Intercollegiate Broadcasting System*. University of California at Berkeley's KALX-FM will be host station. Jack Tar hotel, San Francisco.

Nov. 11-20—*The Virgin Islands International Film Festival* and awards that will include TV productions as a category. St. Thomas, Virgin Islands. Information: J. Hunter Todd, Festival of the Americas, Box VIFF 7789, St. Thomas USVI 00801; (808) 774-7708.

Nov. 13-14—*National Association of Broadcasters* management seminar. Fairmont hotel, Dallas.

■ **Nov. 13-15**—*NBC-TV affiliates* board meeting. Maui, Hawaii.

Major meetings

Nov. 13-16—*National Association of Educational Broadcasters* convention. Sheraton Park hotel, Washington.

Nov. 14-15—*Television Bureau of Advertising* annual meeting. Hyatt Regency hotel, San Francisco.

Nov. 16-19—National convention of *The Society of Professional Journalists, Sigma Delta Chi*. Renaissance Center, Detroit. Birmingham, Ala., will be site of 1978 convention.

Jan. 22-25, 1978—*National Religious Broadcasters* 35th annual convention. Washington Hilton hotel, Washington.

Jan. 29-Feb. 1, 1978—*Association of Independent Television Stations* fifth annual convention. Vacation Village, San Diego.

March 4-8, 1978—*National Association of Television Program Executives* conference. Bonaventure hotel, Los Angeles. Future conferences: March 10-14, 1979, MGM Grand hotel, Las Vegas; March 8-12, 1980, Nob Hill complex, San Francisco.

April 9-12, 1978—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas, March 12-15, 1981; Dallas April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984.

April 21-26, 1978—*MIP-TV* 14th annual international marketplace for producers and distribu-

tors of TV programming. Palais des Festivals, Cannes, France.

April 30-May 3, 1978—Annual convention of the *National Cable Television Association*. New Orleans.

June 1-3, 1978—*Associated Press Broadcasters* annual meeting. Stouffer's Twin Towers, Cincinnati.

June 13-17, 1978—*American Women in Radio and Television's* 27th annual convention. Los Angeles Hilton, Los Angeles.

June 17-20, 1978—*American Advertising Federation* annual convention. St. Francis hotel, San Francisco.

June 25-28, 1978—*Broadcasters Promotion Association* 23d annual seminar. Radisson St. Paul, St. Paul. 1979 convention will be June 6-10, Nashville.

Sept. 17-20, 1978—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco.

Sept. 17-20, 1978—*Broadcast Financial Management Association's* 18th annual conference, Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York.

Sept. 20-22, 1978—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel, Atlanta; 1979 conference will be at New Marriott hotel, Chicago. Sept. 11-14; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

Nov. 13-16—National Association of Educational Broadcasters convention. Sheraton Park hotel, Washington.

■ **Nov. 13-17**—Public Relations Society of America's 30th national conference. FCC Commissioner Margita White will be among speakers at Tuesday afternoon session on government regulation. Town & Country hotel, San Diego.

Nov. 14-15—National Association of Broadcasters fall regional meetings for radio, TV and engineering executives. Fairmont hotel, Dallas.

■ **Nov. 14-15**—Consumer affairs forum of the Council of Better Business Bureaus on "Consumerism Today: Alternatives to Confrontation." Royal Orleans hotel, New Orleans.

Nov. 14-16—Television Bureau of Advertising's annual meeting. Guest speakers will include James R. Williams, president, National Retail Merchants Association; Roy T. Bergold of McDonald's Corp.; Charles R. Stuart Jr. of Bank of America; William Wade of Alpha

Beta Supermarkets, and Bill Brower of Sterling Institute, sales-training specialist. Hyatt Regency hotel, San Francisco.

Nov. 14-17—The National Association of Regulatory Utility Commissioners annual convention. Hyatt Regency hotel, New Orleans.

■ **Nov. 14-19**—CBS-TV affiliates board meeting. Ocean Reef, Fla.

Nov. 16-19—National convention of The Society of Professional Journalists, Sigma Delta Chi. Renaissance Center, Detroit.

Nov. 16-20—National Commission on Cooperative Arrangements conference on community and telecommunications by community college leadership. Washington Hilton, Washington. Contact: NCCA, 1875 Connecticut Avenue, N.W., Washington 20009; (202)462-0505.

Nov. 17—Awards presentation, U.S. Television Commercials Festival. Playboy Towers hotel, Chicago.

Nov. 17-18—Arizona Broadcasters Association fall

convention and annual meeting in conjunction with the Arizona Society of Broadcast Engineers convention. Doubletree Inn, Scottsdale.

Nov. 18-19—Meeting of board of directors, American Women in Radio and Television. Los Angeles Hilton, Los Angeles.

■ **Nov. 18-20**—Women's video festival sponsored by Women's Communication Coalition, which evolved from broadcast communications arts department of San Francisco State University, and the San Francisco Women's Centers. Showcased will be videotapes offering perspectives on women's lives. Studio One, San Francisco State University, San Francisco.

Nov. 20-21—Meeting, board of trustees, American Women in Radio and Television's Educational Foundation. Los Angeles Hilton, Los Angeles.

Nov. 25—FCC's new deadline for comments in inquiry into use of subcarrier frequencies in aural baseband of television transmitters (Docket 21323). Replies are now due Dec. 9. FCC, Washington.

Nov. 27-Dec. 1—Annual conference of North American Broadcast Section, World Association for Christian Communication. Representative Lionel Van Deerlin (D-Calif.) will speak Nov. 29. Towne House hotel, Phoenix. Information: Rev. Edward B. Willingham Jr., 600 Palms building, Detroit 48201.

Nov. 28-29—Gospel Music Association meetings and seminars. GMA's annual Dove Awards ceremony will be held Tuesday night, Hyatt Regency hotel, Nashville.

December

Dec. 1—FCC's deadline for comments in inquiry examining economic relationship between cable and broadcast television, including cable demand and penetration, audience diversion, audience-revenue relationship and service to public (Docket 21284). FCC, Washington.

Dec. 1-2—Society of Broadcast Engineers (Kentucky chapter) regional convention, and equipment exhibit. Senator Barry Goldwater (R-Ariz.) will be banquet speaker on role of engineers and proposed revamp of Communications Act. Marriott Inn, Clarksville, Ind. (Louisville area).

■ **Dec. 2**—Meeting on "Television in New Jersey," sponsored by New Jersey Coalition for Fair Broadcasting. FCC Commissioner Joseph Fogarty will speak at opening morning session; Representative Andrew Maguire (D-N.J.) will be luncheon speaker. Other workshops and panels will explore broadcasters' responsibility and commitments to New Jersey public. Gateway-Hilton, Newark, N.J.

Dec. 7-8—Management conference of Cable Television Administration and Marketing Society to exchange information on CATV administration, management and operations, based largely on a conference topic questionnaire circulated to CTAMS members. Ramada O'Hare Inn, Chicago. Contact: Rod Thole, Complete Channel TV Inc., 5273 Tokay Boulevard, Madison, Wis. 53711.

Dec. 16—FCC's deadline for comments in matter of FM quadrasonic broadcasting (Docket 21310). Replies are due Jan. 16, 1978. FCC, Washington.

Dec. 21—FCC's new deadline for comments in its inquiry into AM stereo broadcasting (Docket 21312). Reply comments are now due Jan. 23, 1978. FCC, Washington.

January 1978

Jan. 3—FCC's new deadline for comments in inquiry relating to the commission's radio operator licensing program. Replies are now due Jan. 31, 1978 (Docket 20817). FCC, Washington.

Jan. 5-8—Electronics Industries Association/Consumer Electronics Group 1978 Winter Consumer Electronics Show. Las Vegas Convention Center/Hilton hotel, Las Vegas.

Jan. 10—Tennessee Association of Broadcasters annual legislative reception. Nashville.

■ **Jan. 11**—Winter meeting of New England Cable Television Association. Holiday Inn, Newton, Mass.

Jan. 16-20—National Association of Broadcasters joint board meeting. Cerromar hotel, Puerto Rico.

Jan. 16-30—National Association of Farm Broad-

Better than both competing stations combined! WWTV/WWUP-TV Our news is good news!

Time	ADI Rating/Share	(000) TV Households	(000) Women	(000) Men	(000) Adults	
6-6:30 p.m. Monday-Friday WWTV/WWUP-TV (CBS) Local News	38	58	62	52	45	97
Station #2 (NBC) Local News	10	15	15	13	8	21
Station #3 (ABC) "ABC Evening News"	5	8	7	4	7	11
11-11:30 p.m. Monday-Friday WWTV/WWUP-TV (CBS) Local News	18	48	29	23	20	43
Station #2 (NBC) Local News	8	22	12	10	8	18
Station #3 (ABC) "That Girl"	3	7	4	3	2	5

Source: FEB/MAR '77 Arbitron

Station Share of County Viewing (%) (23-County ADI - Averaged)

	Total Daypart	Daytime	Early Fringe	Late Fringe
WWTV/WWUP-TV (CBS)	42	42	45	43
Station #2 (NBC)	29	32	26	31
Station #3 (ABC)	11	8	8	6

Source: Arbitron County Coverage Report - 1976

You've captured the market in Northern Michigan when you buy WWTV/WWUP-TV. Combine the shares of both competing stations and they still can't match ours for delivering all segments. Ask your Avery-Knodel representative about WWTV/WWUP-TV. In Northern Michigan, you can't make a better buy.

*Source: 1976 ARB County Coverage



The Felzer Stations

WBDD
WBDD KALAMAZOO BATTLE CREEK
WJIM GRAND RAPIDS KALAMAZOO
WNAW/WRIF FM CADILLAC
TELEVISION
WBDD-TV GRAND RAPIDS KALAMAZOO
WWTV/CADILLAC TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV LANSING MICHIGAN
KEMT-TV SIOUX CITY, IOWA

WWTV/WWUP-TV

Channel 9—a CBS Affiliate—Channel 10
Cadillac-Traverse City/Sault Ste. Marie
Avery-Knodel Television National Representatives

casters agricultural seminar at sea. Aboard Queen Elizabeth II, sailing from East Coast to Los Angeles. Contact: Russell Pierson, WKY(AM)-KTVY(TV) Oklahoma City.

■ **Jan. 18**—New Jersey Broadcasters Association midwinter managers' meeting. American hotel and National Broadcasters Hall of Fame, Freehold, N.J.

Jan. 19-21—First U.S./Southeast Asian Telecommunications Conference and exhibition, sponsored by Electronic Industries Association's Communication Division. FCC Chief Engineer Raymond E. Spence Jr. will be keynote speaker. Singapore.

Jan. 21—Florida Association of Broadcasters midwinter conference featuring license-renewal seminar. Erol Estate Inn and Country Club, north of Orlando, Fla.

Jan. 22-24—South Carolina Broadcasters Association winter convention. Sheraton inn I-95, Hearon Circle, Spartanburg, S.C.

Jan. 22-25—National Religious Broadcasters 35th annual convention. Washington Hilton hotel, Washington.

Jan. 27-28—Annual meeting of Northwest Broadcast News Association in conjunction with Radio and Television News Directors Association. Sheraton Ritz, Minneapolis.

■ **Jan. 28**—Hollywood Foreign Press Association's 35th annual Golden Globe Awards banquet and presentation. NBC-TV will telecast event. Beverly Hilton hotel, Hollywood.

Jan. 29-Feb. 1—Association of Independent Television Stations fifth annual convention. Vacation Village, San Diego.

■ **Jan. 31**—Deadline for entries in Eastman Kodak Co. and National Press Photographers Association competition for 1977 "Television News Photographer of the Year" and "Television News Photography Station of the Year" awards. In addition, NPPA will again con-

duct its annual competition in the areas of spot news, general news, sports, features, minidocumentaries and documentaries. Contact: Sheila Keyes, chairman, Television News Photography Competition, NPPA, 1819 North Grismer Avenue, Burbank, Calif. 91504.

February 1978

Feb. 9—Ninth annual Abe Lincoln Awards presentation of the Southern Baptist Radio-Television Commission. Dr. Billy Graham will be keynote speaker and will accept the commission's Distinguished Communications Medal. Tarrant County Convention Center, Fort Worth.

Feb. 16-19—Howard University's seventh annual communications conference. Mayflower hotel, Washington. Information: Howard University School of Communications, Washington 20059; (202) 636-7690.

Feb. 17-18—Nebraska Associated Press Broadcasters Association annual convention. Omaha.

Feb. 24—Deadline for entries by FM stations in U.S. and Canada for 10th annual Armstrong Awards for excellence and originality in FM programming. Competition is administered by Columbia University, where late Edwin Howard Armstrong was professor of electrical engineering and researcher. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.

March 1978

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

March 13-16—Annual spring conference of Electronics Industries Association. Washington.

March 17-19—National convention of Intercollegiate Broadcasting System. Billmore hotel, New York.

Open Mike[®]

Parallel development

EDITOR: By golly, I think you've got it! E.S.P. really does exist. Your editorial, "A name big enough to fit" [BROADCASTING, Oct. 17] has made a believer out of me.

It must have been your finely tuned E.S.P. that picked up on my proposal to the National Radio Broadcasters Association board of directors [see story, page 40] suggesting the possible formation of a "Congress of Broadcast Organizations." Or is it that great minds travel in similar directions?

But, to quote Archie Bunker, "Whatever!" The burner is lit and further study is in the offing. As I see it, however, no restructuring or change in purpose of any participating organization need or should be made.—Robert G. Herpe, WPLR(FM) New Haven, Conn., and board chairman, NRBA.

(BROADCASTING's editorial, written with knowledge of the talk of federation during the NRBA convention in New Orleans but in ignorance of Mr. Herpe's specific suggestion, concluded with the statement that "A restructured NAB could easily grow into the National Congress of Broadcasters.")

Better off without it

EDITOR: I am shocked to see what an

uproar the recent news about the possibility of the FCC discontinuing its third-class license has caused. Contrary to what the FCC says, the test is not easy—more than half of those who take the test fail. This prevents many well qualified people from entering the industry. As most broadcasters know, passing the test is no assurance that someone is qualified. The public will be served just as well if the third is discontinued. Maybe the lack of restrictions will spur the interest of other talented people to enter the industry.—Harris Salomon, Scarsdale, N.Y.

Close to home

EDITOR: I am tempted to say that if BROADCASTING has any information on "World Team Hopsotch" (as shown in the editorial cartoon in your Oct. 17 issue), I would appreciate getting such information. I am tempted to say that, but I won't.

In any case if I could obtain the original of the Bill Davey cartoon as something of a memento of my current work for the subcommittee, I would appreciate it.—Phillip R. Hochberg, special counsel, House Communications Subcommittee, Washington.

(Without subpoena, the request has been fulfilled.)

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Executive and publication headquarters
Broadcasting-Teletesting building
1735 DeSales Street, N.W., Washington, D.C. 20036.
Phone: 202-638-1022.

Sol Taishoff, editor.
Lawrence B. Taishoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald West, managing editor.
Rufus Crater, (New York), chief correspondent.
Leonard Zeldenberg, senior correspondent.
J. Daniel Rudy, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Randall Moskop, associate editor.
Barbara Chase, J. David Crook, Mark Miller.

Staff writers.
Kira Greene, John Webster,
editorial assistants.
Pat Vance, secretary to the editor.

YEARBOOK □ SOURCEBOOK

John Mercurio, manager.
Joseph A. Esser, assistant editor.

ADVERTISING

David Whitcombe, director of sales and marketing.
Winfield R. Levi, general sales manager (New York).
John Andre, sales manager—equipment and engineering (Washington).
David Berlyn, Eastern sales manager (New York).
Ruth Lindstrom, account supervisor (New York).
Bill Merritt, Western sales manager (Hollywood).
Peter V. O'Reilly, Southern sales manager (Washington).
Ian C. Bowen, sales assistant.
Sally Stewart, directed advertising. Doris Kelly, secretary.

CIRCULATION

Bill Criger, circulation manager.
Kwentin Keenan, subscription manager.
Sheila Chamberlain, Denise Ehdalvand,
Patricia Johnson, Kevin Thomson, Bruce Weiler.

PRODUCTION

Harry Stevens, production manager.

ADMINISTRATION

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

BUREAUS

New York: 75 Rocketteller Plaza, 10019.
Phone: 212-757-3260.
Rufus Crater, chief correspondent.
Rocco Famighetti, senior editor.
Douglas Hill, Jay Rubin, staff writers.
Diane Burstein, editorial assistant.

Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Harriette Weinberg, Priscilla K. Johnson,
advertising assistants.

Hollywood: 1680 North Vine Street, 90026.
Phone: 213-483-3148.
Bill Merritt, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



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A message from Nursing Home Professionals.



Theodore Carcich, Jr., President



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Fred Beene, Secretary



*Wiley M. Crittenden, Jr.,
Immediate Past President*

Health care abuses. Profit abuses. Bureaucratic fumbblings. These and other attacks leveled at nursing homes have always appeared as front page news.

When these stories appear, we are just as outraged at the shame and the scandal. We abhor the tales of unsafe facilities, inadequate diets, patient neglect.

Perhaps, unwittingly, we have built a serious communications gap. A gap between what most critics believe to be the facts and what actually are the facts related to the nursing homes in our nation today.

Nursing home care is a relatively recent development in this country. From the early community-sponsored shelters that served as poor houses, the nursing home was born. Usually a small family-run home that planted the seeds for today's modern facility.

But as human life spans continued to increase, so did the problems of aging and the care for the aged and the chronically ill. So that by the early 1950's, the need to improve conditions and facilities was critical. A major growth took place, not only aided by public awareness, but by the private investment of billions of dollars for land, construction and qualified personnel.

Suddenly, the number of long-term facilities tripled from 6,500 to 25,000.

Suddenly, from 172,000 available beds in 1953, the number of beds became 1.2 million by 1973.

Today, there are 20,000,000 Americans aged 65 and over. But, as many as 600,000 need nursing care and can't get it. Because for all the growth, for all the improvements, the number of Americans needing professional health care has skyrocketed.

Where can these people go? As fast as new, modern, professionally staffed facilities are built, just as quickly the waiting lists multiply. Many remain residents of boarding houses, independent homes, some inadequate, too many unsafe.

The incidents that have stigmatized the entire health care industry are mainly focused on those homes.

But these stories mask the progress of the vast majority of AHCA members who provide a wholesome, enriching environment for their residents. We are constantly improving both the social and physical environment; we are working to build individual dignity to its highest level; we are recruiting more qualified full-time specialists, searching for methods to train and re-train doctors and nurses in geriatric care. The nursing home profession has outgrown the county poor farm. Certainly the story of progress in health care is just as valid as the story of abuse. Let's report them both.

ahca American
Health Care Association

1200 15th Street N.W. Washington D.C. 20005

Top of the Week

Ferris begins to put new stamp on FCC

Chairman, in words and deeds first two weeks in office, indicates new directions for agency; among his thoughts: financial disclosure for broadcasters

After less than two weeks in office, Charles D. Ferris has taken charge as the new FCC chairman. It's evident not only in the fact that he moved quickly to make his first two appointments—Frank Lloyd as his administrative assistant and Robert Bruce as the commission's general counsel ("Closed Circuit," Oct. 24)—but also in the thoughts he is beginning to express on matters for which he now shares responsibility. And those thoughts indicate an administration that will in some matters veer sharply from the path taken by his predecessor, Richard E. Wiley.

Chairman Ferris, for instance, is talking of public financial disclosure for stations and networks. And he thinks it would make sense for the commission to make public the percentage of "informational" programming it expects broadcasters to air, although he would probably limit that policy to television.

Mr. Wiley, as had most commissioners over the years, rejected almost automatically suggestions that broadcasters' financial data—supplied in confidence—be made public. Increasingly, citizen groups have requested access to that information. Last week, Chairman Ferris cast the issue in terms of broadcasters' role as public trustees.

He would, he said, "protect truly proprietary information whose disclosure would put an entity at a disadvantage." But, he added, "These are public airwaves; these are public trustees. Their responsibility goes beyond that of private persons." And he likened their responsibility in that regard to his own. "My own finances have become public knowledge," he said (BROADCASTING, Oct. 10). "Licensees are public trustees as well."

And Mr. Wiley had always shied away from formally embracing percentages as a means of nudging broadcasters toward airing different kinds of programming. However, the commission staff has delegated authority to renew, without referral to the commission, the licenses of stations

that meet certain percentages, provided the renewal application poses no other problems. The percentages for television, for instance, are 10% for total nonentertainment, and 5% for informational and 5% for local. (The commission makes an exception for non-network-affiliated UHF's; these are considered on a case-by-case basis.) And Chairman Ferris thinks it might be a good idea to make public the guidelines the commission uses.

He has no firm idea on what percentages the commission should use, and he said it is "just a notion" he has—"not a master plan—just an instinct." But, he said, "It would be fair to licensees to give them certainty." Actually, it is assumed that broadcasters—at least those with Washington attorneys—are aware of the staff's delegation of authority.

Suggestions for using percentage guidelines generally raise First Amendment questions. But Chairman Ferris sees no conflict in the use of such guidelines with his expressed commitment to the First Amendment. There is "no First Amendment abridgement," he said, as long as the commission does not involve itself in the content of the programming.

He also indicated that the question of whether radio should be treated differently from television is also on his mind. In discussing the guidelines issue, he said, "We hope to get into it to the point where radio and television could be separated. There are separate problems."

Chairman Ferris's feelings about other matters also came out last week in an interview and in a commission meeting. In the meeting, for instance, the commission dealt with the case of WBLE(AM) Batesville, Miss., whose renewal application was op-

posed by a citizen group on, among other grounds, allegations of employment discrimination. The problem was not regarded as serious by the staff—the station has only three full-time employees—but Chairman Ferris complained that the remedies available to the commission in such matters are either "drastic" or nonexistent. That knowledge, he said, "prejudges your factual determination as to what took place." Richard Shibben, chief of the renewal and transfer division, noted that the commission has frequently conditioned renewals in such cases on the licensee reporting on steps taken to improve EEO performance. The decision in the WBLE case was to renew the license with a strong admonition regarding the station's employment record.

Chairman Ferris said he had not yet begun to think about jobs in the bureaus. He indicated he wanted to get to know the personnel better before making any decisions. So it seemed no jobs are secure, or in jeopardy. Donald Jansky, a top engineer with the Office of Telecommunications Policy, is reportedly being urged on Mr. Ferris for the job of chief engineer, now held by Raymond Spence. Mr. Ferris last week said talk of a job for Mr. Jansky, whom he has not met, "is premature."

Although he was sworn in only on Oct. 17, Mr. Ferris is thinking ahead to a possible management study of the commission to see if it needs reorganization. Such reorganization "might make sense," he said, pointing out that his initial observations indicate there might be some "overlapping functions." But such a study, he indicated, would not be considered for some time. "It's on the longer agenda," he said.



FCC Chairman Ferris. Moving in, taking over.

Mr. Carter's Washington: the outs are increasingly in

There's been a dramatic shift in vantage, if not advantage, for a number who were teetted on public interest causes and now hold key government posts

Not so many years ago, Albert H. Kramer was a struggling young public interest lawyer wondering where his next foundation grant was coming from and how he and a small band of lawyers at Citizens Communications Center, which he had founded in 1969, could keep up with the workload involved in taking on—singlehandedly, it seemed—the broadcast establishment.

Today, Mr. Kramer is the director of the Federal Trade Commission's Bureau of Consumer Protection, with a staff of 360 lawyers in Washington and in regional offices helping him to carry out a broad mandate of protecting the public from unfair or deceptive advertising and business practices. But his aim, he says, is no different from what he insists it was in the old days: "to get the government to do its job."

This transformation from public interest lawyer to powerful government bureaucrat (by way of, it should be noted, the National Citizens Committee for Broadcasting and the Arnold & Porter law firm) is not unique these days. President Carter, during his campaign last year, said he would bring into government regulators of whom Ralph Nader would approve. And now the administration is studded with men and women who in the past eight or 10 years—the years in which the citizen movement was spawned and developed—had challenged government regulatory agencies and the activities of those they regulated in pursuit of what they perceived to be the public interest. The selection of such individuals is increasingly evident in areas of concern to broadcasters and advertisers.

Mr. Kramer's deputy, for instance, is Tracy Westen, a one-time aide to former FCC Commissioner Nicholas Johnson who went on to run the Stern Community Law Firm and then moved to Los Angeles where he headed the communications law program at the University of California at Los Angeles. (That program is now headed by Charles Firestone, who until this summer was a lawyer at Citizens.)

Last week, Frank Lloyd, who succeeded Mr. Kramer as director of Citizens and

who for nine months this year was a consultant to the Office of Telecommunications Policy on public broadcasting, joined the FCC as administrative assistant to the new chairman, Charles D. Ferris ("Closed Circuit," Oct. 24).

The commission's new general counsel, Robert Bruce, does not at first glance fit into the ex-public-interest-lawyer mold. Indeed, his five years with the substantial Washington law firm of Hogan & Hartson qualify him for impeccable establishment credentials. However, he is, as some observers remarked jokingly last week, being seen as "a public interest lawyer by marriage." His wife, Collet Guerard, has been an effective lawyer with Media Access Project (from which she is now in the process of separating herself to avoid conflict of interest problems for her husband). And Mr. Bruce, while noting he has had "experience with and has an understanding of the people who are regulated," acknowledged his "ties to the public interest community."

Then, too, there is Henry Geller, who is to be nominated by President Carter to be the new assistant secretary of commerce for telecommunications. (He becomes a consultant to the Commerce Department on Tuesday in order to help shape the new office, which will absorb the functions of the Office of Telecommunications Policy. His nomination probably will not be submitted to the Senate until January.) He has not been a public interest lawyer, although he was chairman of the Citizens board.

In fact, most of Mr. Geller's professional background is in government, and he made his reputation principally as FCC deputy general counsel and general counsel during the Kennedy and Johnson years. But in recent years, he has acquired something of a name as the "guru" of the nonestablishment communications law profession.

After he left the commission, in 1973, the Rand Corp. and then the Aspen Institute Program in Communications and Society provided him with a base that enabled him to remain active in the field of his expertise. He wrote papers on communications policy matters, filed pleadings with the commission and challenged commission actions in court. He also consulted not only with public interest lawyers but with the staffs and members of the House Communications Subcommittee and with Carter staffers concerned with com-

munications. The experience and influence he gained in the process figures largely in his selection to head the new unit at Commerce.

Nor can Michael Pertschuk, chairman of the Federal Trade Commission, be ignored in any discussion of consumerists in government. As chief counsel of the Senate Commerce Committee, Mr. Pertschuk had not only been one of the most powerful of the Senate staff members, he had also played a leading role in the enactment of a long list of consumer-oriented legislation. His selection of Messrs. Kramer and Westen for the FTC staff indicated his enthusiasm has not abated.

Those six names and backgrounds indicate that "old boy networks" are not necessarily restricted to members of what is more commonly thought of as the establishment.

The Ferris connection with Mr. Bruce was established after Mr. Bruce had helped Mr. Ferris prepare for his confirmation hearing before the Senate Commerce Committee. They had been brought together by Mr. Geller, who had first met Mr. Bruce at an Aspen Institute conference, at Aspen, Colo. Mr. Lloyd also participated in the preparation, "on behalf of OTP" (Mr. Geller helped, too, for that matter.) And the cram course produced more than a well prepared FCC chairman-designate. Said Mr. Lloyd of himself and Mr. Bruce: "Both of us found great rapport with Ferris. Out of that, he asked us both to be part of his team."

After years of being out in the cold, how does it feel to have the levers of power in hand, and the responsibility that goes with them? "It's good. It's a lot of fun," said Mr. Kramer, at 9:35 p.m. last Wednesday, as he and Mr. Westen worked at the FTC on a package of proposals aimed at protecting the public from deceptive practices in the sale of energy insulation and at requiring the disclosure of information that would enable the public to compare capabilities of various kinds of energy-saving devices. They also are looking into the question of whether ads aimed at children should be banned if unfair—in the sense of taking advantage of them—even if not inaccurate. "We think we have a good chairman, and we're at an exciting agency," Mr. Kramer said. "We have a lot of potential to do a lot of exciting things."

Perhaps it is because of the newness of



Bruce



Geller



Kramer



Lloyd



Pertschuk



Westen

the jobs, but that enthusiasm is shared by others moving into positions of responsibility. Mr. Bruce talked of the "challenge" of the FCC general counsel's job: "It's one of the most exciting and difficult jobs at the commission There are so many dimensions to the job." And, he said, "It's an opportunity to engage in public service, which is important to me."

But what of the prospect of the public interest lawyers pursuing old goals now that they are a part of government and have, in a sense, changed sides? Mr. Bruce sees no problem. "I don't bring any set of biases," he said. "My job is to take each question on its own facts, and try to present the commission with the best legal advice I can give."

As for Mr. Lloyd, who has had a varied career, he said he has been "on so many sides, I don't know what being on 'the other side' means." Over the years, he has been a clerk to a federal circuit court judge, a lawyer with Wilmer, Cutler & Pickering, a member of the staff of the Office of Economic Opportunity, and general counsel of the National Public Affairs Center for Television. The experience, he says, should help him sift out the "extreme positions on both sides of issues and to try to find the course that satisfies the public interest and moves in the direction of sensible regulation."

Mr. Westen also indicated different disciplines were required of him than those he had known at the Stern Community Law Firm. "As an advocate, I would file a complaint staking out a single view." In his present job, he said, "you can't stake out single views; you have to accommodate all kinds of views."

But Mr. Kramer rejected the suggestion that his new role conflicts with the one he played as a public interest lawyer. "I always thought that what we were trying to do was get the government to do its job," he said of the days when, in behalf of citizen groups, he filed petitions to deny license renewals and station transfers, arguing that the proposals did not meet the commission's public interest standards. "Now I'm trying to get government to do its job by being a part of it. So I don't think I was on 'the other side.'"

None of that means that those ex-public-interest types don't anticipate changes. They talk of opening up the processes of government to all points of view. Mr. Westen said that in his days as a public interest lawyer practicing before the FCC, he felt citizen groups were "shut out of the debate We want to change the processes of government Our commitment is to be open, to bring in the public." And Mr. Kramer talked of a commitment to be "fair."

But fairness is a matter of perception. What is fair to the new breed of bureaucrats populating Mr. Carter's Washington may not have been so regarded in the days of Republican rule. And that possibility is giving pause to the broadcasters and their lawyers who seem to regard the Kramers, Westens and Lloyds as having been "on the other side."

One have, three have-mores. There was a kind of upstairs-downstairs look—at least relatively—to the financial statements of two Carter nominees on whom the Senate Commerce Committee held confirmation hearings last week. Tyrone Brown, a Washington tax lawyer nominated to the FCC, reported a net worth, on total assets of \$140,072, of \$83,298. On the other hand, Irby Turner Jr., who was nominated to the Corporation for Public Broadcasting board (see page 39), reported a net worth of \$896,782, on total assets of \$912,782.

Nor was that all. Mr. Turner reported that his wife had a net worth of \$46,000, and that each of their four children had healthy net worth also—\$131,160 (Irby III), \$127,588 (Paul B.), \$127,028 (Richard E.), and \$130,855 (Pamela A.).

Not surprisingly, however, the healthiest net worth reports filed with the Commerce Committee, at least in some time, were those of Sharon Percy Rockefeller, wife of Governor Jay Rockefeller of West Virginia. She reported her own net worth at \$748,651 and her husband's at \$9,077,490. In addition, she reported net worth of \$66,376 for one son, Charles Percy; of \$131,121 for another, John, and of \$110,384 for a daughter, Valerie B.

Gillian Sorensen, whose nomination to the CPB board was confirmed on the same day as Mrs. Rockefeller's, two weeks ago (BROADCASTING, Oct. 24), also reported substantial net worth. Her own was put at \$712,215, and that of her husband Ted, a New York lawyer, \$739,228. The net worth of their daughter, Juliet, was listed as \$17,890.

Tyrone Brown takes hearing in stride

FCC nominee says he's reserving judgment on some issues until he gets better oriented on them; the answers he does provide make no discernible waves

Tyrone Brown breezed through a Senate Commerce Committee hearing on his nomination to the FCC with little trouble last week. Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee, who conducted the hearing, did not press Mr. Brown very hard. And Mr. Brown, a Washington tax lawyer whose background includes three years as general counsel for Post-Newsweek Stations, did not go looking for trouble. "Although I'm familiar with some issues," he said, "I've prejudged none, and I won't be in a position to make judgments until I've considered them in light of the views of the interested parties and the comments of my fellow commissioners, if I'm confirmed." It was all over in 35 minutes.

However, although Mr. Brown in many of his responses—orally and in writing, in answer to written questions posed by the committee staff—said he was not prepared to make a judgment, he did enunciate a set of principles he said would guide him as a member of the FCC:

- "I intend to be equally accessible to all interests, industry and nonindustry, and I'll keep an open log."

- "I intend to take every precaution to guard against a conflict of interest or even the appearance of a conflict of interest." He will have no continuing interest in the firm he is leaving, Caplin & Drysdale. And he will disqualify himself from any proceeding in which Post-Newsweek or a subsidiary is a party. He also will refrain from participating in any rulemaking in which Post-Newsweek or a subsidiary filed comments while he was with the company.

- "I believe competition should be encouraged whenever it's a viable alternative."

- "I strongly oppose government regulation or censorship of program content." The commission, he said, "should be concerned about the First Amendment

interests of broadcasters and the communities they are licensed to serve."

- "I don't believe in regulation for the sake of regulation."

- "The public and interested parties are entitled to reasonably expeditious handling of matters by the commission."

- "Minority groups are entitled to full participation in broadcasting, in terms of employment and ownership" of stations. He said there has been improvement in employment, and hopes to see that continue. "I personally intend to pay particular attention at renewal to whether licensees are meeting their equal employment opportunity obligations," he said in one of his written answers. As for minority ownership, he said he would support proposals, which, "consistent with other public interest objectives of the Communications Act," encourage it.

Mr. Brown, whose confirmation will bring the commission up to full strength for the first time since July, has been nominated to fill out the remaining 20 months of former Commissioner Benjamin L. Hooks's term. But he has hopes of a stay at the commission that is longer than 20 months. Asked, in the written questions, whether President Carter had given him reason to believe he would be reappointed, Mr. Brown confirmed the report at the time his nomination became a certainty, in September, saying: "The President indicated that he presently intends to renominate me for a full term upon the completion of Commissioner Hooks's unexpired term."

Fellow Democrat. District of Columbia Delegate Walter E. Fauntroy (1) introduces FCC nominee Tyrone Brown.



NBC-TV coaches count on Paul Klein

He replaces Segelstein as head of programing, says his emphasis will be on quality series, specials; he'll narrow program sights, avoid lowest common denominator

In its third major executive shuffle in two months, NBC-TV has replaced Irwin Segelstein as head of programing with his former number-two man, Paul Klein. Mr. Segelstein has been appointed executive vice president, program planning, according to the announcement made Wednesday (Oct. 26) by Robert Mulholland, the network's new president.

The outspoken Mr. Klein, who has been with NBC off and on since 1961, assumes his new post immediately and will have responsibility for, by his own description, series development, the allocation of programing dollars and the definition of the network's over-all programing philosophy. Both he and Mr. Segelstein will report directly to Mr. Mulholland.

In an interview the day after his promotion, Mr. Klein said that his philosophy would include the continuation of NBC's events-oriented scheduling while at the same time focusing on building new

series, with an emphasis on quality.

"We will always do quality even if the program goes down the drain," he said. "It'll be a quality show that people won't be embarrassed about."

Clearly, Mr. Klein does not expect to develop shows that will go down the drain, but he did indicate that he intends to steer away from the lowest-common-denominator type of show toward narrower demographics.

"Gross circulation has to vary between certain levels," he said, "and it's important competitively. But it isn't the end-all and be-all. What is the circulation—Is it Marvel comics or 'The Incredible Hulk?'"

Mr. Klein has previously referred to ABC-TV's programing as "comic book" material, and "The Incredible Hulk" is one of the specials in CBS-TV's November sweep line-up. By way of contrast, Mr. Klein named two of his network's new series, *James at 15* and *Mulligan's Stew*, as the type of program he hopes to develop—with the central theme being interpersonal relationships.

He has often been a critic of network programing in the past—it was Mr. Klein who conceived of the "least-objectiona-

ble-program" theory—and of late has been particularly contemptuous of the series on the network of his rival, ABC's Fred Silverman. "I'm not jealous of ABC's programs," he said. "I am a little more envious of the size of their audience, but only five percent envious." The season-to-date standings as of the day of his appointment stood at 21.0 for ABC, 18.2 for NBC and 17.1 for CBS.

Mr. Klein acknowledged that the network's line-up of new series is not performing as well as he had hoped, and he said that, despite the consistent stunting on all three networks this fall, he feels he's had enough opportunity to judge most of his series' prospects and that he expects to make some changes shortly.

But Mr. Klein also reaffirmed his confidence in NBC's events strategy, which, he points out (as does Irwin Segelstein) leaves six hours of each week (two hours on Saturday, Sunday and Monday nights) open for special programs or movies without having to pre-empt, or buy, other programs. This Mr. Klein considers as tantamount to a series.

"The reason for having a series is that the advertiser can predict what the next few ratings will be," he said. "Presumably in the old days he got the same competition. But, of course, the same competition is now past; if you have a successful series,

From 'Big Events' to 'blessed events'

Specials will continue to be prominent feature of networks' schedules, especially in sweeps

Special programing will continue to dominate the prime time schedules of the three commercial television networks through the upcoming November sweeps, as expected. And there are increasingly solid indications that, for ABC-TV and NBC-TV at least, the pattern may continue indefinitely.

ABC announced late last week a specials schedule from November through May that totals more than 100 hours of pre-emptive programing. NBC, meanwhile, estimates it may air as many as 160 hours

of events for the full 1977-78 season.

For November, almost 60 hours of specials are scheduled on all three networks. In addition, some of the biggest theatrical movies have been saved for the sweeps, such as "Three Days of the Condor" and ABC's "Butch Cassidy and the Sundance Kid." And there will be many souped-up versions of regular series—two-part or extra-length episodes—such as CBS's two-hour *Waltons* on Nov. 3 (which deals with the birth of Mary Ellen's baby, and which CBS is promoting as a "blessed event").

Beyond November, it looks like more of the same, as ABC Entertainment President Fred Silverman told his network's

affiliate board of governors in Puerto Rico last week. "Range and diversity are the essence of broadcasting," he said, "and this unprecedented [specials] schedule is designed to utilize that essence fully.

Those 100 hours entail more than 60 programs, he said, including more than a dozen "superstar hours" with pop music personalities, 14 holiday specials, a four-hour special on ABC's 25th year of television, four Barbara Walters specials, three John Wayne specials, a 10-part *How the West Was Won* and a special on Benji, the popular movie dog.

NBC had already announced a 100-hour events schedule of its own for 1977-78 (BROADCASTING, May 23) and the possibility that the total might go as high as 160 hours is, no doubt, evidence of the network's satisfaction with the ratings

Two points of view on network stunting

This year's strategy of the television networks to "front-load" with special programs and to shift time periods of regular series is evoking a mixed reaction from advertising agencies.

One underlying concern of some agency executives is that these network tactics may be affecting adversely the levels of homes watching television. But even in this area there is scant unanimity of opinion.

One school of agency thought holds that those maneuvers, designed to build up ratings momentum early in the season, disrupt planning and projections made as long as six months earlier.

Other agency officials are less complain-

ing. They recognize the sharp competition among the networks and accept the situation, unsettling as it may be on occasions, as a way of life.

Walter Reichel, senior vice president and executive director of the media and program department of Ted Bates & Co., is of the first school. Among his questions: How are viewers reacting—are they watching less or more? How expensive is it for the networks to schedule special programs, and does this mean advertisers will be paying more money next year? What effect does this scheduling pattern have on the projectability of buys,

Mr. Reichel reported that Bates has commissioned the A. C. Nielsen Co. to

conduct a special study to determine the effects of the heavy schedule of specials and early shifting of series on viewing patterns in prime time ("Closed Circuit," Oct. 24).

Other agency executives who have gone on record as disturbed by the television networks' maneuverings are Lou Dorkin, director of network programing for Dancer-Fitzgerald-Sample, and John Otter, vice president and director of network programing for SSC&B (BROADCASTING, Oct. 17).

Robert Liddel, senior vice president and media director of Compton Advertising, is of the second school: He wonders why all the shouting. "Circulation [ratings] is what this is all about and that's what I want," he said. Nor does he fault the networks, saying "we managed to receive



Klein

its competition by definition changes.

"The same thing applies to best sellers or whatever. Once the advertisers see that we know what we're doing, and we're getting 35 and 36 shares, then they will pay us for it . . . it's as good as baseball. That has happened; this whole business has been reversed."

those events have been bringing in of late. Deanne Barkley, NBC's vice president of motion pictures for television and miniseries, said last week the network already has in production 44 hours of miniseries and between 20 and 30 hours of made-for-TV movies.

CBS has an equally heavy commitment in made-for-TV films, according to head programmer B. Donald Grant. But Mr. Grant said that he prefers to do more of what he calls the "short-burst" dramatic miniseries of a few two- or three-hour episodes, rather than the 10- to 12-hour blockbusters. And Michael Sevareid, CBS's director of miniseries in Hollywood, said CBS may produce in the area of five such miniseries this season, as well as about 25 variety, animation and other specials.

equitable circulation, although it means we have to work a little harder. What's wrong with that?"

Equally conciliatory in his stance was Larry Grossberg, a programming executive with N. W. Ayer ABH International. He said networks had made it known to advertisers and agencies that there would be ample pre-emptions this season and commented, "Forewarned is forearmed. It was the client beware!"

Between the camps stands Richard Low, senior vice president and director of broadcast programming and purchasing for Young & Rubicam. He said he "is not delighted" with the situation, and added: "It's a problem. But the fact of life is that this is a struggle of egos and dollars. We will have to work with this phenomenon, and find ways to adjust to the situation."

The House will let the cameras in

Representatives vote 342-44 to allow coverage; they put off decision on how it will work

The House of Representatives voted last Thursday to open the doors of its chamber to radio and television, but postponed until after Feb. 15, 1978, the decision on how to implement daily live coverage.

The broadcasting resolution, voted out of the Rules Committee only the day before, empowers the Speaker to order immediate extension of a closed circuit system to all of the House office buildings (only one of the three currently is on the system) and orders the Rules Committee to study "alternative methods of providing complete and unedited audio and visual broadcasting" of House proceedings. "As soon as practicable" after receiving the committee's recommendation, the Speaker is to implement a broadcast system, which is to include a live feed available to members of the House radio and TV gallery, and tapes to be stored for historical purposes.

It was a "historic moment in the House," one member said, when the body voted to let cameras and microphones in. It followed years of argument about how daily broadcasts might change the operation of the House and about whether members would look bad to their constituents on TV. Those concerns, raised periodically since the first resolution in the Senate by then-senator, now representative Claude Pepper (D-Fla.) in 1934, seemed to dissolve however, in what turned out to be an overwhelming vote for broadcasting. The final tally was 342-44.

It prompted Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) to comment on the floor, "We are moving one step nearer to full First Amendment freedom for all newspeople—electronic and print."

The resolution offered a slim possibility for the three commercial networks and the Public Broadcasting Service, acting as a pool, to produce a feed. That contrasts with the resolution originally before the Rules Committee last week that made it clear the House would control the system.

Despite the Rules Committee's last-minute change of mind—narrowly passing the substitute resolution by Representatives Trent Lott (R-Miss.) and B.F. Sisk (D-Calif.) calling for further study of the "alternatives" for implementing coverage—it was clear, however, at week's end that odds are against network operation of the system.

In a Friday morning news conference, House Speaker Thomas P. (Tip) O'Neill (D-Mass.), who is empowered in the resolution to make the final decision, said he favors House control of the system, as proposed by Representative Jack Brooks's (D-Tex.) Congressional Operations Committee.

Earlier, Representative Sisk, who feels the Brooks plan holds the potential for government censorship of the news, had

said the substitute resolution keeps alive the possibility of network operation of the system. Mr. Brooks, present at the Rules Committee meeting, fumed that the action was a "foolish" delay.

But after consulting with Speaker O'Neill, Mr. Brooks softened considerably, saying in a speech on the floor Thursday that the Sisk-Lott resolution "will accomplish almost precisely" what his committee recommended.

Representative John Anderson (R-Ill.), long a supporter of letting the networks run the system, admitted defeat in a floor statement Thursday, and Representative James Cleveland (R-N.H.), cosponsor of the original Brooks resolution, asserted that "we are not going to turn this over to a monopoly of the big three TV networks." Mr. Cleveland argued that under network control, small radio stations "would have to pay through the nose" for tapes and feeds of the House proceedings. Under House control, they would get them free.

During floor debate, Representative Van Deerlin inserted a plug for cable television, which unlike the major TV networks, he said, has the capacity for airing complete coverage of the House's proceedings. There are currently two million cable subscribers hooked up to systems with satellite receivers, which could facilitate live coverage, he noted, and predicted that by the early 1980's that number could jump to as many as 12 million.

Other participants in the debate revived some of the classic arguments against TV and radio in Congress. Some said broadcasting would be demeaning to the dignity of Congress. "Can you imagine what our lead-in will be [on TV]—the House of Representatives theme song?" one member asked.

Said another, "We are about to change this place from a forum to a theater." Every time there is a major issue before the House, he said, members will want five minutes to talk so they can be seen by their constituents.

■ One member raised the concern that the public might get the impression that members rarely present on the floor are not working. That would be unfair, he said, because some, especially those on the Appropriations Committee, have to spend most of their time in committee meetings. "We don't want to give people the impression that some members are running the House, while in fact the rest are away doing the work," he said.

Another suggested the cameras might capture some members in embarrassing positions—in slumber for instance. While he spoke one member was spotted dozing.

But as the final vote showed, the vast majority of members concurred with the congressman who said televising House proceedings could not be put off any longer. "We're in an electronic age," he said. "The time has come."

In Brief

Discussing increasing divergence of broadcasters' and advertisers' programing objectives, Archa Knowlton, director of media services for General Foods, told Los Angeles Advertising Club Oct. 26 that General Foods and National Citizens Committee for Broadcasting are working on **qualitative evaluation system** because, he said, **"while broadcasters are still following programing strategies designed to attract the largest audiences . . . advertisers are far more concerned about communicating a sales message."** Qualitative system, he said, "negates some possible actions that might be taken if the current debate [concerning sex and violence] becomes too hot and heavy. It would keep government agencies at bay . . . would forestall unfair economic boycotts by special interest groups . . . would mean that advertisers would not be accused of attempting to usurp editorial prerogative through the weight of their advertising dollars . . . would give concerned parents the information they need—and don't now have—to exercise control over their children's viewing practices."

House of Representatives will debate Wednesday (Nov. 2) revised **bill for consumer protection agency**—renamed Agency for Consumer Representation. Unlike bill pending in Senate, it does not have provision prohibiting proposed agency from intervening in FCC license renewal proceedings. Revised because original version didn't have enough votes to pass, this version gives agency no "interrogatory" powers to force businesses to answer questions about their practices. That and other compromises, however, have not weakened business's opposition to bill.

American Conservative Union has purchased time on 29 TV stations in Texas, Louisiana and Florida to air **half-hour TV documentary** it produced on **Panama Canal**. Program, which features congressmen and other public figures, presents positions against turning canal over to Panama. Union hopes \$20,000 it has spent in TV time will be defrayed by pledges from viewers. Program contains appeal for financial support and toll-free phone number viewers can call to pledge. Program will be shown in rest of country if enough money is raised.

Legislation to permit **federal regulation of cable pole attachment rates** passed House of Representatives last week. Bill differs significantly from one in Senate that imposes federal standards only where there is no state regulation. House bill also does not have Senate bill's provision authorizing FCC to fine cable systems for rule violations. Senate bill is stalled while Commerce Committee awaits word from Interior Department about impact of pole attachment section on Indian reservations.

American Psychiatric Association has filed **fairness doctrine complaint against ABC** with FCC for its May 26 program, *Madness and Medicine*. APA says network failed "to present conflicting viewpoints" and that it "rejected out of hand" requests for redress and for review of materials used in making documentary. Complaint also charges network promoted show in "lurid terms" and that it has "cast cloud over America's psychiatric community."

National Cable Television Association is supporting petition filed with FCC by National Association of Broadcasters requesting commission to issue **tax certificates** to broadcasters who sell station to minority buyer (BROADCASTING, Sept. 5), has urged FCC to apply same plan to sale of cable systems.

Controversy appears to be growing around Corporation for Public Broadcasting's new vice president for human resources development, **Thaddeus Garrett Jr.**, concerning charges that he may have abused power while on Consumer Products Safety Commission. House Subcommittee on Oversight and Investigations, chaired by Representative John Moss (D-Calif.), is studying anonymous letter charging that Mr. Garrett misused CPSC travel funds, was involved in possible conflict of interest regarding his posi-

tion on CPSC and elected office on Ohio State Board of Education, demanded personal favors of his staff, conducted personal business from his office, exaggerated his position in letter to foreign government and used undue political influence to get present \$50,000 per year CPB job. Subcommittee is expected to decide soon whether to proceed with formal inquiry. Mr. Garrett, who is 29 and black, called letter "work of obviously bitter and sick person" and **labeled charges "ridiculous" and "incredible."** On allegation that former Vice President Nelson Rockefeller pressured CPB into hiring him, Mr. Garrett said last week, "That's the kind of crap you have to put up with. Anything that I have ever done I'm proud to say that I have worked for." Mr. Garrett assumed CPB post Oct. 17 (BROADCASTING, Sept. 26).

U.S. Court of Appeals in New York has **reversed decision of lower court** holding that action of WSTC(AM) Stamford, Conn., in "censoring" scripts of mayoralty candidates in 1969 race constituted **state action**. Circuit Judge J. Edward Lumbard, who was sitting by designation, issued that ruling in holding that two candidates claiming to have been censored could sue licensee, Western Connecticut Broadcasting Co., on ground it had violated their First Amendment rights. He was not persuaded by fact that FCC had condemned licensee—it fined Western \$10,000 for violating equal opportunities section of Communications Act and, in separate proceeding, administrative law judge has proposed stripping license from WSTC and giving it to competitor—but appeals court was. Under those circumstances, it said, station's action was private and therefore not subject to First Amendment. Court directed Judge Lumbard to grant Western's motion for summary dismissal of former candidates' suit.

CBS has followed up latest executive reorganization (BROADCASTING, Oct. 24) with number of **office repositionings within 51 West 52d Street** headquarters in New York. President **Eugene F. Jankowski** has established new CBS/Broadcast Group (CBG) headquarters on 34th floor, previously occupied by television network; he has moved into space held previously by Robert D. Wussler as CBS-TV president. With him on that floor: vice presidents Gene Mater, Jack Cowden, Van Gordon Sauter, Frank Smith and Tom Miller. Key TV network officers will now be on 24th floor, formerly headquarters of CBG and (still) of TV Stations Division. **Jack Schneider**, former CBG president now senior VP and general executive of CBS Inc., retains his presidential suite; **James Rosenfield**, new head of CBS-TV, and **Thomas F. Leahy**, new (since late September) head of stations division, and their chief lieutenants will also be on 24th floor.

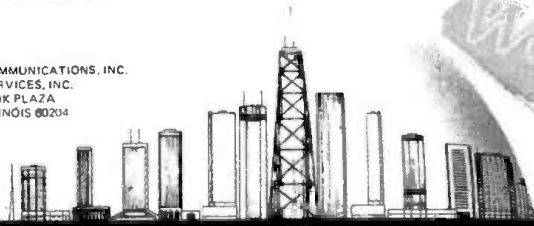
First group new FCC Chairman Charles D. Ferris has managed to **alarm** is FCC employes. With support of other commissioners, Chairman Ferris has ordered change in FCC business hours from 8 a.m.-4:30 p.m. to 9 a.m.-5:30 p.m. Reason, he says, is to bring commission hours in line with those of other government agencies, Congress, and law firms. When word reached employes through their employe representation board members, who were asked to assess feelings, there were in at least some sections expressions of dismay about car-pool arrangements, baby sitters who would be lost and late arrivals at home. However, Frank Lloyd, chairman's administrative assistant, said plan would be implemented in next several weeks. In meantime, he said, employes could make necessary adjustments in their personal arrangements. He also noted individual offices could work out "flex time" arrangements, which enable employes to begin and end hour earlier or later than official hours.

Richard Neustadt, deputy to Barry Jagoda, special assistant to President Carter for media and public affairs, has transferred to White House Domestic Council staff (headed by Stuart Eizenstat), with continuing responsibilities in area of communications. Shift was anticipated as part of President's reorganization plan (BROADCASTING, Aug. 1); Mr. Neustadt will be principal liaison between White House and new assistant secretary for telecommunications in Department of Commerce.

Jacob L. Barowsky, 85, who made fortune and TV advertising history with successful promotion of **Lestoil** liquid household cleaner in 1950's, died Oct. 25 in Holyoke, Mass.

Harris MW-5 Customers Say It All...

BROADCAST COMMUNICATIONS, INC.
BROADCAST SERVICES, INC.
2008 STATE BANK PLAZA
EVANSTON, ILLINOIS 60204
312-869-8904



June 15, 1977

Harris Corporation
Broadcast Products Division
Quincy, Illinois 62301

Gentlemen:

I have noted your accounts of various stations' highly complimentary reactions to their new Harris MW-5 AM transmitters. Those stations probably had, in most cases, an old transmitter that had seen its better days, was fully depreciated, and ready to be retired to pasture, or at best kept for emergency purposes.

Well, our situation was different. We had a good, relatively new transmitter; we thought it was modern and up-to-date. We were not planning to buy a new transmitter, but we suddenly had no choice. We had a fire, and our existing main transmitter was destroyed.

I have already written, expressing our appreciation for the fine help that we got during the emergency, but I have now had an opportunity to evaluate the performance of the transmitter that we did not even want to buy.

Entirely within the FCC rules relating to power, modulation and directional service, the improvement over our preceding transmitter is unbelievable. You can tune across the crowded Chicago dial blindfolded and tell the difference in any of the areas that we formally deemed critical to us.

I haven't the slightest idea why our Harris MW-5 performs so well, but I would like to confirm that, in reality, it does perform.

Sincerely,

Edward A. Wheeler
President

EAW:vr

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John Hancock Center - Chicago • Mercantile Tower - St. Louis • Indiana National Bank - Indianapolis • Peachtree Plaza Hotel - Atlanta • IOS Center - Minneapolis • Independent Square - Jacksonville • BC Tower - Seattle • Hyatt Regency - Nashville • First National Building - Little Rock • U.S.F. & G. Building - Baltimore • First Wisconsin Center - Milwaukee • United California Bank - Los Angeles • Renaissance Center - Detroit

BROADCAST: WOJQ, Evanston-Chicago WEAW, Evanston KMO, Tacoma

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



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

ANA to members: Don't just take what the networks are handing out

Advertisers are urged to get back into the programming process and make their presence known

The Association of National Advertisers, representing most of television's biggest users, threw its weight last week behind the concept that advertisers must become involved in television program content.

Buying "by the numbers" is not enough, the ANA board of directors said, because the public regards TV advertisers as responsible for program content or, at the least, as co-partners with networks and producers in responsibility for content. Therefore, the board said, it would be impractical if not unwise for advertisers to fail to speak out on matters involving the content of programs in which they advertise.

Where possible, the board said, advertisers or their agencies should involve themselves "continuously" in each episode of a TV series in which they advertise, as well as in the broad outlines of the series itself.

However, the board continued, this whole question is one for each advertiser to consider and decide for himself. And the board emphasized that it was not advocating advertiser "censorship."

The board's views were put forth as recommendations to ANA members at a closed meeting of members and agency and media guests at the ANA's annual meeting last week at the Homestead, Hot Springs, Va. One advertiser reportedly asked whether the advertisers couldn't act collectively in response to the recommendations and was told, in effect, "no way."

The recommendations were a switch from ANA's stand last spring when, in response to growing criticism of so-called violence on television, the board suggested that each advertiser develop its own policy on TV program selection or sponsorship and suggested there were at least three alternatives:

(1) To say that advertisers should not meddle in program content and that the company would limit itself to making the most efficient buy—that is, would buy by the numbers; (2) to say that program environment affects the value of commercials and that the company therefore would determine the kind of programs its messages would appear in, or (3) to say that since advertisers pay for it, the advertiser has the ultimate responsibility for programming and must exercise that responsibility.

Last week's recommendation specifically rejected the first of these alternatives—that of buying solely by the num-

bers—and seemed to reject the second by proposing that advertisers not cut themselves off from—and indeed actively involve themselves in—decisions about program content.

Some television representatives at the meeting—which was closed to newsmen, though details leaked out through authoritative sources—said that it didn't seem to them to have produced, as one put it, "much that we hadn't heard before." To others, however, it seemed a clear bid to regain a stronger voice in program matters than advertisers have had in the years since the networks took program control away from advertisers and agencies.

The board's recommendations followed meetings in recent weeks between ANA representatives and representatives of program producers and networks, in which the advertisers reportedly expressed fear of excesses in programming—not only "violence," which they hoped was now a thing of the past, but also, since successful shows often breed imitators, other themes as well, including those with sexual overtones.

The ANA representatives were said to have insisted they were not responding to pressure groups and did not object to occasional shows involving action, sophisticated themes or controversial topics so long as they were done well and presented in reasonable time periods. What they objected to, they said, was a glut of programs that substantial numbers of viewers might

find objectionable and become alienated because there were no acceptable alternative programs they could turn to.

"The problem," one advertiser source said, "may not be individual programs as much as a spate of similar programs. If every station in town is offering action programs at a given hour—or sophisticated, sexy programs or whatever—many viewers may have no programming to watch. The off switch isn't the answer. What we're urging on the networks is a diversity of programming."

Producers and network officials were said to have told the ANA representatives that they agreed on the desirability of diversity but that there is always a risk that one particular type of programming might dominate at a given time. They were also said to have given assurances that they would maintain high standards and stay in line with contemporary values while at the same time undertaking to deal with provocative and even controversial themes.

The networks were especially fearful, according to advertiser sources, that pressure groups might tend to stifle programming, and in effect establish minority control of a medium designed for the majority.

They were also said to be fearful that some advertisers would automatically refuse to be identified with any program that carried a qualifier such as "parental guidance advised." On this point the ANA board said unconsidered rejection of any program would not prove sound in the long run and might support charges of ad-

Green new ANA chairman, Buchsbaum vice chairman

Chester R. Green, Kraft Inc.'s senior vice president for product development, marketing and research, was elected chairman of the Association of National Advertisers last week at the ANA's 68th annual meeting. He succeeds William M. Claggett, vice president and director of advertising and marketing services of Ralston-Purina Co.

Sanford Buchsbaum, senior vice president, advertising worldwide, Revlon Inc., was elected vice chairman. Peter W. Allport was re-elected president.

Four new board members were elected:

H. A. Ericson, Monsanto Co.; William K. Pederson, Eastman Kodak Co.; William Sharp, Coca-Cola USA, and Harry F. Upton, Consumer Products Division of Abbott Laboratories. In addition, John T. McLoughlin of Richardson-Merrell was re-elected to the board to fill an unexpired term, and Michael Roarty of Anheuser-Busch was re-elected to a three-year term.

Retiring directors were R. Ross Garrett of 3M Co., Derek J. Carroll of Thomas J. Lipton Inc., Blair R. Gettig of Aluminum Co. of America and W. M. Morris of Life Savers Inc.



Incoming, outgoing and continuing. Top past and present officers of Association of National Advertisers are pictured following elections last week at ANA's 68th annual meeting: (l to r) Sanford Buchsbaum of Revlon Inc., elected vice chairman; William M. Claggett of Ralston Purina, retiring chairman; Chester R. Green of Kraft, new chairman, and Peter W. Allport, re-elected president.

"Don't Take Our Word For It!"

"An excellent series — we use these spots daily
in the early morning."

KOLR-TV Springfield, Mo

"I feel very deeply that the announcements
make a positive contribution toward easing the
tensions and frustrations of this busy time, and
consider it a privilege to use them on WPIX."

WPIX-TV New York, NY

"May I extend continued success in "THE
WORD" series and pledge our continued
support."

WSBK-TV Boston, Ma

"Since adding your feature to our programming
a couple of months ago, we have been pleased
with the content of THE WORD and have
received some nice comments from our
listenership."

WCMB Harrisburg, Pa

"I just wanted to thank you for the lovely
thoughts in these spots and encourage their
continuance."

KMJ-TV Fresno, Ca

"The Word" is Unity School's public service
series, now being broadcast by over 1,000
television and radio stations across the nation.

Each spot in the series features a major
celebrity and a "word" around which is woven
an inspiring, uplifting, cheerful, hopeful,
human, often touching, never gloomy,
60-second message.

The entire Unity program is available to you
without charge.

So seek a unique and beautiful balance in your
station programming. Write or call for films or
radio tapes today... for "The Word."



A few who have donated their time and talent:

Eddie Albert
Jack Albertson
Steve Allen
Ed Ames
Edward Asner
Richard Bach
Jim Backus
Pearl Bailey
Ned Beatty
Ernest Borgnine
Beau Bridges
Lloyd Bridges
Joe Campanella
Macdonald Carey
Ellen Corby
Charlie Dierkop
Phyllis Diller

Irene Dunne
Henry Gibson
Monty Hall
Shirley Jones
Diane Ladd
Art Linkletter
Emily McLaughlin
Johnny Mathis
Jayne Meadows
Lee Meriwether
Greg Morris
Lou Rawls
Sugar Ray Robinson
Wayne Rogers
Robert Stack
Robert Wagner
Robert Young

UNITY[®]

Unity Radio-Television Department
Unity School
Unity Village, Missouri 64063
Phone: (816) 524-3550, extension 294



vertiser censorship.

The only considerations, the board said in effect, should be whether a show or series meets the individual advertiser's own criteria.

The issue was one of several covered at the closed meeting, with advertising to children (see below) and government regulation among the others. But the programming question topped the agenda, and ANA sources said that, although this was one issue each advertiser must decide for himself, the board's presentation was greeted by "much nodding of heads."

Hold that line on kids' ads, ANA is warned

If efforts to ban TV advertising to children are success, Kellogg's LaMothe says, other groups of consumers may be next; Kristol has other ideas, however

The nation's biggest advertisers were warned last week to protect their right to advertise to children or risk losing the right to advertise to other consumer groups.

The warning came from William E. LaMothe, president of the Kellogg Co., at the opening session of the 68th annual meeting of the Association of National Advertisers, held Monday through Wednesday at the Homestead, Hot Springs, Va.

Earlier in the same session, the 550 ANA members and guests heard another speaker predict that advertising to children on television would be—and should be—eliminated within 10 years.

Irving Kristol, New York University professor, economist, author and adviser to business, said he was "horrified at the thought" of advertising on "children's television." Such advertising, he said, "undercuts parental authority."

"I would not let a salesman into my living room to sell to my child," he declared. "Why should I let him come in on the tube?"

Professor Kristol, stressing the importance of self-regulation, said the advertising community should itself have banned TV advertising to children. Now, he said, the Federal Trade Commission is moving in that direction, however "haltingly," and he said he was confident that "10 years from now there will be no advertising on children's TV."

Mr. LaMothe, who followed him to the podium, disagreed pointedly with Mr. Kristol's position.

"Advertising to children," he said, "is in my judgment only the tip of the iceberg. The critics of advertising to children really dislike advertising in its entirety. They view it as economically wasteful, socially unjustified and therefore it should be abolished.

"I believe every advertiser in this room

should take very seriously—and follow very closely—the issue of our right and our ability to advertise to the child audience. Because if we lose that right, that is the first step toward eliminating our ability to communicate with consumers of different groups—non-English-speaking portions of the population, minority groups, women, men, the aged, the young.

"Once we start dividing our society into groups and deciding which group can be advertised to and which group cannot, advertising as an efficient and economic marketing method will be on its way to oblivion and so will democracy."

Mr. LaMothe noted that the FTC and other groups and individuals seem increasingly disposed to restrict or ban advertising to children. "We do not know of any hard data that would support any kind of ban or restriction of television advertising to any group," he added. The answer for advertisers, he said, is first to make sure of the integrity of their products and then to defend them "in every forum that will listen to us."

"I firmly believe," he said, "that products will not be banned from advertising to any group, so long as the products being advertised can be shown to make a prosocial contribution to our society. But you and I are going to have to prove that. Opinions, judgment, experience are not good enough to quiet the activists and regulators today."

Mr. LaMothe contended that advertising to children would not be an issue "if the only products that were advertised to children were apples and oranges, peaches and pears, dental floss and toothpaste." "The issue exists because a vocal minority of consumerists believe that products that are advertised to children are somehow inappropriate for children. That's the only reason the issue exists."

The solution, he said, "lies in our collective abilities to show that the products we market make an important contribution to either the health, social or physical well-being of the children who consume and use the products. If we can't make that case, then I think that it will be difficult to maintain our right to advertise to the child audience."

Loevinger's analogy

Former FCC commissioner sees 'terrorist' overtones in proposed boycott of 'violent' show sponsors

The National Parent Teachers Association plan to boycott advertisers who place their messages in "violent" television programs was compared last week to the hijacking of airlines by terrorists.

Lee Loevinger, Washington attorney and former FCC commissioner, told the Association of National Advertisers' annual meeting that the PTA "wants to force advertisers to force broadcasters to change their programs."

This is an effort, he said, "to restrain

free speech in advertising in order to restrain free speech in programming," and "it sounds like the terrorist activities that are happening all over the world," in which terrorists take hostages to satisfy their own demands.

In this case, he said, "advertisers are merely passengers on the communications line."

Mr. Loevinger said he would not equate the PTA with the Palestine Liberation Organization, "at least not yet."

"The PTA won't shoot you," he told the advertisers, "but they just may hound you out of the community."

Mr. Loevinger cited the PTA plan as one example of battles that lie ahead for advertisers even though, he said, advertising's "basic constitutional battle," has been won in Supreme Court decisions that broadly accorded First Amendment protection to advertising.

He said many dissatisfactions are focused on television because it is the most "ubiquitous" symbol. "We may soon see television sets being smashed the way slot machines used to be, before the state decided that gambling is not good for you," he asserted.

TV picked apart in ANA session on ways to eliminate media waste

Panelists have some hard raps for television, though admitting their evidence is flimsy; Achenbaum suggests \$2 million budget is lost in prime-time TV, urges a more efficient method to replace gross rating points

A formula approach to reducing waste in advertising campaigns was offered cost-conscious advertisers last week in a clinic on "Weighing Media Alternatives" at the Association of National Advertisers' national meeting.

The formulas—in one case based on admittedly "flimsy" evidence and in others calling for the assignment of subjective, judgmental values to such factors as media and creative differences—will result, one panelist said, in more widespread use of media mixes as opposed to primary concentration on, say, television.

Some TV executives in the audience regarded the presentation as designed primarily to "put the pressure on TV," as one phrased it.

One panelist conceded that he had cast television "in the worst possible light" in order to make a point and also concluded, at another point, that "anyone spending \$2 million or less on an individual brand certainly cannot afford to be in prime time television" even though "I am sorry to say, some national advertisers are."

In general, however, he and his fellow



RKO RADIO SALES

We have a New Name and a New Design

And that is...to place a priority on value.
The value of radio and the value of our stations.

We want an advertiser to get the most for his money, so we have especially equipped ourselves to handle his need for information. We can give him a profile on his customers...his target markets...or his competition. We can help his agency buy a local market or plan a nationwide campaign.

The value of our stations is their ability to sell product...and the value of the RKO Radio Sales force is the help we can provide through the resources of our Research and our Marketing Divisions. So that an advertiser gets the most...value...for his money.

That's why RKO Radio Representatives
is now RKO Radio Sales.



RKO RADIO SALES

NEW YORK WOR/99X. LOS ANGELES KHJ/KRTH. CHICAGO WFYR. DETROIT CKLW-AM/FM.
SAN FRANCISCO KFRC. WASHINGTON, D.C., WGMS-AM/FM. BOSTON WRKO/WROR. DALLAS KLIF. PITTSBURGH
WKTQ/WSHH. MIAMI/FORT LAUDERDALE WAXY. MEMPHIS WHBQ. COLUMBUS WNCI.



Waste hunters. Addressing the session, "Weighing Media Alternatives," at the ANA meeting were (seated, l to r): Alvin Achenbaum of Canter, Achenbaum, Heekin; Jules Fine of Ogilvy & Mather, and (at podium), A.B. (Gus) Priemer of S.C. Johnson & Son.

panelists insisted that they were only trying to help advertisers get the most for their money.

The money involved, at least in television, was stressed by panelist Alvin Achenbaum of Canter, Achenbaum, Heekin: "Next year a television dollar will buy only half the exposure opportunities it bought in 1975."

"It could well be," Mr. Achenbaum continued, "that network television—historically the most efficient national advertising medium—is no longer the golden goose for all brands. Or what may be more bothersome, a bargain compared with other media, but no longer affordable for some advertisers."

Yet he saw no tailing-off in television's share of the advertising dollar. "Although there is talk in the trade that the television market is softening for the first quarter of 1978," he said, "I would still venture a guess that it is based more on hope than on fact and that television will continue to account for approximately 55% of national advertising expenditures in 1978."

He based this guess on several factors, including "a strong emotional bias toward television on the part of advertisers and agencies, and a strong reliance by them on buying gross rating points (GRP)."

To counter the GRP concept, he offered ERP—effective rating points. Where GRP measures "exposure opportunities," he noted, ERP provides a measure of "effective exposure." ERP is based, he explained, on a growing but "flimsy" body of evidence suggesting that "the first few exposures to a television commercial—about two or three—have little value; that after 10 [exposures] little further benefit is gained, and that after 15 the additional exposure could be detrimental."

Thus, he said, an advertiser buying 240 GRP's for example, might in fact get only 172 ERP's, in that case losing almost 30% of his exposure. He conceded that "the evidence on where effective exposure

truly begins and ends is far from definitive," but said that "of one thing you can be sure: Effective exposure will always be less than total exposure"—an especially serious consideration for small-budget brands.

It was on this basis that he concluded that a brand should not go on prime-time TV with a budget of \$2 million or less—and might in fact find magazines a better choice. But he insisted that "I am not here to push magazines or knock television" but rather to push for "recognition that the new media reality calls for an open mind, for a reconsideration of what you are currently doing."

A.B. (Gus) Priemer, director of advertising services for S.C. Johnson & Son, who presided over the session, told the advertisers that "rising media costs will be an even bigger problem in the future" than in the past, and questioned how much farther "miniaturization"—the shortening of commercials—can go.

The time has come, Mr. Priemer said, to begin to "measure the waste in our media programs" by such approaches as Mr. Achenbaum's ERP concept and by assigning arbitrary values, based on judgment, to different media vehicles and such other factors as frequency and creative considerations to evaluate alternative media plans.

The latter approach was described by Jules Fine, executive vice president and director of marketing services of Ogilvy & Mather, who also emphasized, however, that each situation must be judged on its own circumstances.

"It may be discouraging to find there are no simple truths, no universal answers," Mr. Fine said, but "you can start [applying] these disciplines even with crude approximations based on your experiences and existing brand research."

From the audience, William Rubens, NBC vice president in charge of research and corporate planning, challenged Mr.

Achenbaum's suggestion that small-budget advertisers might be better off in other media, saying they could attain their objectives in daytime TV or fringe periods if they could not afford prime-time television.

He also questioned the parameters of the ERP concept, and lead Mr. Achenbaum to concede he had not shown television in its best light.

In response to another question, Mr. Achenbaum said the studies on which the ERP concept was based were done five to 14 years ago and, except for one by Ogilvy & Mather, were "pretty lousy studies."

Anticigarette spots: Where are they now?

According to one study, they're not on television very often

The number of antismoking public service announcements on television is declining, according to a recent study of PSA's in the St. Louis and Baltimore markets by the National Cancer Institute. An analysis by NCI of anticigarette spots appearing on the six network affiliates in those cities during one week of May found that antismoking spots constituted only about 3% of all PSA's broadcast. The study also said that the frequency of antismoking messages has dropped significantly since Congress banned broadcast cigarette ads in 1971.

NCI's Office of Cancer Communications examined PSA's in those two markets to determine the extent to which antismoking spots were being aired. Among the study's findings:

- In Baltimore, health-related PSA's were aired 164 times (second only to announcements for service and charitable organizations), and 23 (14%) of those were antismoking spots. In St. Louis 13 (12%) of 105 health PSA's were anticigarette messages.

- In both markets antismoking announcements accounted for only 2.9% of all PSA's (1,233) broadcast for the week by six network affiliates.

- Roughly two-thirds of all PSA's were broadcast between 7 a.m. and 5 p.m. In St. Louis, 10 (76.9%) of the antismoking messages were aired during that time. In Baltimore, the comparable figure was 15 (65.2%).

- Only one antismoking PSA appeared in prime time in St. Louis in that week. Five were shown in prime time in Baltimore, all by WMAR-TV.

According to NCI, generalizations about the extent of antismoking broadcasts are difficult to draw from the report, but it does state: "Once cigarette advertising was banned... the appearance of antismoking messages on television declined significantly." NCI explains this occurrence on the fact that "broadcasters were no longer legally bound to air them" under the FCC's fairness doctrine.

Television PSA's are considered by the

public to be "an important source of medical and health information," NCI claimed, and among health messages, "one of the most prevalent topics of PSA's carried by the media," antismoking messages were carried "more often" than any other topic.

Mark Garkovich, executive director for the American Lung Association in eastern Missouri, said that he has been "satisfied" with the amount of air time his association's spots have been receiving in St. Louis. The broadcasters "haven't been short-changing us at all," he said, and although he agreed that "compared to 10 years ago" there has been a decline in antismoking spots being aired, "we haven't noticed" any serious decline in recent years. Mr. Garkovich said as well that some of the St. Louis stations have been showing antismoking spots during their local commercial breaks in nationally broadcast sporting events.

John C. Campbell of NCI said the study "confirmed our suspicions" that antismoking PSA's were not as prevalent as they once were. "We're not happy at all," he said, "to see only one antismoking message appear in a major city in prime time."

According to Mr. Campbell, since the cigarette advertising ban went in effect there has been a "continuing decline" in the proportion of the percentage of the adult population that smokes. But at the same time, he said, there has been a rise in over-all consumption.

Airline promotion costs are subject of inquiry

CAB is studying requirement to report lobbying, institutional advertising expenditures

The Civil Aeronautics Board is considering a proposed rulemaking that would require that airlines report the amount of money they spend on lobbying and institutional advertising. The proposal the CAB is considering would prohibit airlines from passing the costs of such efforts along to the public.

A citizen group, the Aviation Consumer Action Project, asked the CAB to consider the proposal. According to ACAP's associate director, Pat Kennedy, the organization's "whole focus is really on the lobbying." It is concerned with advertising primarily "as it is used in conjunction with lobbying." ACAP is attempting to make a distinction between the types of ads that are "used to sell a seat on a plane," said Ms. Kennedy, and "those that ask you to write your congressman."

If the CAB adopts ACAP's proposal, the airlines would not be allowed to include their institutional advertising and lobbying expenses in their operating budgets. The result, according to Ms. Kennedy, would be that the costs of such efforts would have to be borne by shareholders and not by passengers.

According to the CAB, the Federal

Power Commission already "segregates" lobbying expenses and requires them to be treated as nonoperating expenditures in interstate ratemakings. The FCC, too, it said, has "required certain carriers under its jurisdiction to disclose lobbying expenditures."

"Most" airlines advertising, said Ms. Kennedy, is justified, and the ACAP petition does not try to limit "informational or promotional" ads—those that discuss times, cities, rates and the like. Rather, she said, ACAP is attempting only to limit advertising that "urges you to act in a political vein."

The National Passenger Traffic Association has backed ACAP in its petition and has even suggested that the proposal be extended to include "advertising devoted to competitive gimmicks or give-aways."

FTC judge shoots down claims for Poli-Grip, Polident

Brown orders Block Drug to stop saying its denture adhesive makes certain foods easier to eat, and that its denture cleanser is superior to competitors'

A Federal Trade Commission administrative law judge has ordered Block Drug Co. to stop making certain claims in advertising for some of its denture products. Under the ruling, Block can no longer claim that its denture adhesive products will allow wearers to eat "problem" foods, regardless of their particular holding problems.

Judge Miles J. Brown also found that Block's claims that its Extra Effervescent Polident cleanser was significantly better than a competitive product do not have a reasonable basis in fact.

In response to a July 1975 complaint against Block, the judge ruled that the company should stop advertising that its Poli-Grip and Super Poli-Grip adhesives will aid users in eating such foods as apples and corn on the cob. The judge ruled that an adhesive corrects "only one of the various factors that affect a wearer's denture performance, namely retention." Unless that is a wearer's only problem, he said, "an adhesive will not solve the biting or chewing problems."

Judge Brown said that the problems Block claimed its products would remedy are, in part, the result of the "very nature" of denture construction, and many wearers will experience difficulties "with or without the use of an adhesive."

In the second part of his ruling, the judge said that Block's claims that users of Extra Effervescent Polident could, upon comparison with Extra Strength Efferdent, "see a visible and significant improvement in the cleanliness of their dentures" are unfounded.

Although Judge Brown's initial decision may be appealed and is not a consent order, both the FTC and Block agreed to abide by the ruling.

Travels of FCC commissioners: fewer trips, but costing much more

Attendance at sessions outside U.S. runs tab up almost 80%; Lee's \$14,340 is at top of list

Travel got to be a relatively big budget item for the FCC last year—\$45,023. Indeed, that was almost twice the \$25,557 the commissioners spent on travel in fiscal year 1976. The reason: trips abroad. But the commissioners were actually traveling less in fiscal year 1977, which began Oct. 1, 1976—107 trips compared to 118 the year before.

What's more, one commissioner accounted for almost one third of the travel expenses—Robert E. Lee. His 13 trips accounted for \$14,340 of the total. And foreign travel was the principal reason. For a five-week period last January and February, he served as head of the U.S. Delegation to the 1977 World Administrative Radio Conference in Geneva. His expenses for travel, accommodations and per diem—\$7,526. But this tab was picked up by the State Department.

Commissioner Lee, who was abroad more than any other commissioner, also spent 16 days, beginning Sept. 24, traveling to Tokyo, for an international symposium on information utilities, by way of Lake Tahoe, for the Nevada Broadcasters Association convention, and returning to Washington. The cost was \$2,904.

Other foreign trips by commissioners included those that former Chairman Richard E. Wiley and Commissioners Abbott Washburn, Joseph Fogarty and Margita White made to an international meeting on telecommunications facilities in Rome in June. The cost for each varied between \$1,000 and \$1,400. Commissioner Washburn also traveled to Prague for a week last month to address a symposium on communications satellites, at the 28th Congress of the International Astronautical Federation. Total cost to the government: \$1,415.

As for the commissioner who traveled the most, that distinction went last year to Mr. Wiley, as it did every year since he joined the commission in 1972. All told, he made 31 trips between Oct. 1, 1976, and Sept. 30, 1977, to talk to and with industry groups, citizen groups and others in the course of what he saw as an important part of his job. The cost to the government was \$8,866, some \$3,400 more than it spent on the 29 trips he made in fiscal year 1976.

The second most traveled commissioner was James Quello, with 16 trips, at a cost of \$5,401. As for the others, commission records show that, like Commissioner Lee, Commissioners Fogarty and White and



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former Commissioner Benjamin L. Hooks (who resigned in July), took 13 trips each, at costs, respectively, of \$4,308, \$4,507, and \$3,373, while Commissioner Washburn made eight trips at a cost of \$4,858.

For the most part, the commissioners' destinations were less glamorous than Rome or Geneva. There were the usual assortment of Lansings, Birminghams and Portlands travel vouchers, as commissioners addressed broadcaster meetings, cable meetings and telephone company meetings. But there was at least one sentimental Journey—Commissioner White's trip to Redlands, Calif., for a speech to her alma mater, the University of Redlands, which awarded her an honorary degree.

The travel did cut into commissioners' attendance at meetings, though not in the case of former Chairman Wiley, who left the commission on Oct. 17. He didn't miss a regular or scheduled meeting during the fiscal year beginning Oct. 1, 1976. Commissioner Lee was recorded absent 10 times. (His attendance at the 1977 WARC caused him to miss another 11 meetings, but he voted on matters by telephone.) Former Commissioner Hooks was absent from eight meetings, while Commissioners Washburn and Quello missed seven, Commissioner Fogarty four and Commissioner White one.

More nays have their Senate say on USAIC proposal

Ribicoff committee hears number of caveats to President Carter's reorganization of overseas information and cultural service

President Carter's proposed reorganization of the nation's international information machinery ran into more Hill criticism last week, this time in the Senate. And indications were that the White House will be asked to incorporate some amendments in the plan.

Witnesses, some of whom had criticized the plan a week earlier in testimony before the House Government Operations Committee (BROADCASTING, Oct. 24), appeared before the Senate Governmental Affairs Committee, expressing concerns about the plan.

And when they concluded their remarks, the committee chairman, Senator Abraham A. Ribicoff (D-Conn.), said work would proceed on amendments he thought the "President would accept." "These have been very valuable hearings," he said. "The witnesses were knowledgeable and experienced, and made valuable suggestions."

Essentially, the plan envisages the consolidation of the functions of the U.S. Information Agency and the State Department's Bureau of Educational and Cultural Affairs into a new U.S. Agency for International Communications. A principal aim of the plan, in terms of

reorganization, is to combine the Washington offices involved.

However, the President has also talked of the need to broaden the country's informational, educational and social intercourse with the rest of the world and to assure the independence and credibility of the Voice of America, which now operates under the USIA. And critics of the plan said the language of the proposal needs clarification to assure the achievement of those aims.

For instance, a provision stating that the director of the new agency shall carry out his duties "under the direction of the secretary of state" was criticized by representatives of the American Federation of Government Employees, the American Foreign Service Association and the U.S. Advisory Commission on Information as likely to bring the new agency under the domination of the State Department at the expense of the agency's credibility.

Lars H. Hydle of the AFSA added that the language could aggravate what he said is the existing "dilemma" of conflict between VOA's newsgathering activities and the foreign policy role of the ambassadors running foreign missions. If a VOA correspondent is assigned to interview the representative of a group that the U.S. government as a matter of policy does not approve of—say, the Palestine Liberation Organization—the correspondent is either prevented from doing his job, with a consequent loss in VOA credibility, he said, or he is permitted to do it, "raising suspicions that it is really a political signal from American policy makers."

Harrison Wellford, of the Office of Management and Budget, who is in charge of the reorganization effort, said the plan was not intended to place the director of the new agency under the control of the secretary of state. The director, he said, "will have a direct and independent relationship with the President." He said the aim is only to assure consultation. "Where con-

flicts result," he said, "the President will have the last word."

But, said Hobart Lewis, chairman of the U.S. Advisory Commission on Information, "if the agency is to be autonomous, as professed by OMB, then the current phrase becomes an unnecessary contradiction." He suggested the "under-the-control" phrase be rewritten to state that the director "shall receive foreign policy guidance from the secretary of state."

Several of the witnesses also were critical of the proposal to cast the new advisory commission in a nonpartisan mold. They said that unless the commission were limited to a certain number of members of a particular party, the President could select all seven members from one party. Senator Ribicoff agreed that possibility existed, and said he was sure political party members could be found who would operate in a nonpartisan manner.

Among other changes suggested was one offered by Kenneth T. Blaylock, president of AFGE, dealing with the section of the proposed legislation that stated the President "may appoint four associate directors." Mr. Blaylock would make it clear that the President "shall" appoint the associate directors and, what's more, make clear the jobs they are to perform by specifying their respective titles—associate director for the Voice of America, associate director for cultural and educational affairs, one for the office of management and one for the office of planning and program direction.

The administration's name for the proposed agency also came in for criticism. The initials by which it will be known, several witnesses noted, would be AIC—or CIA spelled backwards. Mr. Hydle said he suspects "that, in many foreign languages, the acronym would be the same for both agencies." Mr. Lewis suggested an alternative: Agency for International Understanding.

The hearing also exposed what appeared



Digging in. Taking part in groundbreaking ceremonies for the Outlet Co.'s new broadcast division headquarters in Providence, R. I. (l to r): David E. Henderson, broadcasting division president; Vincent A. Cianci Jr., Providence mayor; Joseph S. (Dody) Sinclair, Outlet board chairman; J. Joseph Garrahy, governor of Rhode Island, and Bruce G. Sundtun, Outlet president and chief executive officer. The \$4-million structure, to be called Broadcast House (BROADCASTING, June 6), also will house Outlet's Providence stations, WJAR-AM-TV.

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to be bad feelings on the part of some witnesses toward the administration, and even toward the President, as a result of the manner in which the plan was drafted and presented. Mr. Blaylock and Mr. Hyde said they had not been consulted on the drafting, at least to the extent they would have preferred. And Mr. Lewis said the President "could not find the time to see us and could not respond to our repeated efforts to obtain an appointment."

Mr. Lewis also made it clear the advisory commission did not appreciate OMB's suggestion, in its testimony, that the USIA engages in a "one-way propaganda exercise to sell a monolithic, rosy view of the U.S." or what he said was presidential "spokesmen's" suggestions that USIA has been a "'one-way' 'me talk—you listen,' 'manipulative,' 'covert' devious character." Actually, it was President Carter, in his message accompanying the reorganization plan, who said, "The agency must not operate in a covert, manipulative or propagandistic way" (BROADCASTING, Oct. 17).

Changing Hands

Announced

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

■ **KGVO-TV** Missoula and satellites, **KCFW-TV** Kalispell and **KTVM(TV)** Butte, all Mon-

tana: Sold by Western Broadcasting Co. to Eagle Communications Inc. for approximately \$6.5 million, plus \$300,000 covenant not to compete. Seller is owned by Dale G. Moore, chairman, and owner of **KGVO(AM)** Missoula and **KCAP-AM-FM** Helena, both Montana; **KSEI(AM)-KRBU(FM)** Pocatello, **KIDO(AM)** Boise and **KMVT-TV** Twin Falls, all Idaho, and **WAPA-TV** San Juan, P.R. Buyer is owned equally by Advance Corp. and by Sullivan Productions Inc. Advance, licensee of **KFBB-TV** Great Falls, Mont., is principally owned by Don Nathanson, former president and chairman of Grey-North, advertising agency. SPI is owned by Robert Precht and his family and is engaged in television production. Mr. Precht was producer of *Ed Sullivan Show* during its long run on CBS-TV and is son-in-law of late Mr. Sullivan. He has interests in cable systems in Illinois, North Carolina and Maryland. All stations are primary affiliates of NBC and have secondary affiliations with CBS. **KGVO-TV** is on ch. 13 with 231 kw visual, 23.2 kw aural and antenna 2,003 feet above average terrain. **KCFW-TV** is on channel 9 with 26.5 kw visual, 5.3 kw aural and antenna 2,794 feet above average terrain. **KTVM** is on ch. 6 with 100 kw visual, 12.6 kw aural and antenna 1,936 feet above average terrain.

■ **KXON-TV** Mitchell, S.D.: Sold by Buford Television Inc. to George N. Gillett Jr. for \$1.5 million. Seller is owned equally by brothers, Robert P., Geoffrey and Gerald Buford, owners of **KFSM-TV** Fort Smith,

Ark., and **KTRE-TV** Lufkin and **KLTV(TV)** Tyler, both Texas. Buyer is vice chairman of Globe Broadcasting Corp., which is to be acquired in \$13.8 million merger agreement announced by Combined Communications Corp. (BROADCASTING, May 2). Mr. Gillett has also purchased, subject to FCC approval, **KJTV(TV)** Bakersfield, Calif., for \$2.2 million and **WAEQ-TV** Rhinelander, Wis., for \$723,625 (BROADCASTING, Aug. 8; Nov. 11, 1976). **KXON-TV** is ABC affiliate on channel 5 with 100 kw visual, 11.5 kw aural and antenna 1,510 feet above average terrain. Broker: Blackburn & Co.

■ **WFGL(AM)-WFMP(FM)** Fitchburg, Mass.: Sold by WFGL Inc. to Golden East Broadcasters Inc. for \$612,000. Sellers are Mr. and Mrs. George Chatfield, who are retiring and have no other broadcast interests. Buyer is owned by Simon Goldman (51%), his wife, Marilyn (29%), and George Cameron (20%) who also own **WVMT(AM)** Burlington and **WSYB(AM)-WRUT(FM)** Rutland, both Vermont. Goldmans are also owners of **WJTN(AM)-WWSE(FM)** Jamestown and **WDOE(AM)** Dunkirk, both New York, and **WLKK(AM)-WLVU(FM)** Erie, Pa. WFGL is on 960 khz with 1 kw full time. WFMP is on 104.5 mhz with 50 kw and antenna 280 feet above average terrain.

■ **WKDN(AM)-WTNQ(FM)** Dickson, Tenn.: Sold by Dickson County Broadcasting Co. to Dickson Communications Inc. for \$500,000. Sellers are William A. Potts (60%) and John H. Bailey and James M. Hayes (20% each). Mr. Bailey owns 22.5% of **WJZM(AM)** Clarksville, Tenn. Neither Mr. Potts nor Mr. Hayes has other broadcast interests. Buyers are Charles S. Hawkins (75%) and Richard Albright (25%). Mr. Hawkins owns Dickson petroleum distributor. Mr. Albright is sales manager of stations. Neither has other broadcast interests. **WKDN** is 1 kw daytimer on 1260 khz. **WTNQ** is on 102.3 mhz with 3 kw and antenna 250 feet above average terrain.

■ **WMRF-AM-FM** Lewiston and **WJUN(AM)** Mexico, both Pennsylvania: Sold separately by Lewiston Broadcasting Co. to Mifflin County Broadcasting Co. and Mid-State Broadcasting Inc. for \$300,000 and \$190,000, respectively. Sale prices will also include value of accounts receivable at time of closing. Seller is owned by Thomas W. Metzger, Ralph S. Parker, who have no other broadcast interests, and Frank P. Troiani. Mr. Troiani and his wife, Eleanore, own Mifflin County Broadcasting, buyer of **WMRF-AM-FM**. Buyer of **WJUN**, Mid-State Broadcasting, is equally owned by Mr. and Mrs. Richard C. Lyons and Mr. and Mrs. William H. Berry Jr. Mr. Lyons is program director of **WKVA(AM)** Lewiston, and Mr. Berry is former sales manager there. Mr. Berry is mass transit consultant. **WMRF** is on 1490 khz with 1 kw day and 250 w night. **WMRF-FM** is on 95.9 mhz with 2.8 kw and antenna 55 feet above average terrain. **WJUN** is 1 kw daytimer on 1220 khz.

■ **WEZY-AM-FM** Cocoa, Fla.: Sold by



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WEZY Inc. to Sound Stage Communications Inc. for \$475,000. Seller is owned by Ted A. Taylor, who has no other broadcast interests. Buyer is owned by Don Clark, Herman Brown, Robert McKenzie, William Gaither, Ron Huff, Doug Oldham and Ron Kerr. Mr. Clark is former vice president and general manager of WDAE-AM-FM Tampa, Fla., and Mr. Brown is Alexandria, Ind., real estate broker. Other buyers are owners and associates of Sound Stage recording studios, Nashville. WEZY is on 1350 khz with 1 kw full time. WEZY-FM is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Reggie Martin.

■ KOYN(AM) Billings, Mont.: Sold by Meyer Broadcasting Co. to Robert J. Robinson, his brother, Michael, and J. Steven Ralls for \$425,000. Seller is principally owned by Marietta M. Ekberg, owner of KOYN-FM Billings and KEIN(AM) Great Falls, both Montana; KFYZ-AM-FM-TV Bismarck, KUMV-TV Williston and KMOT-FM-TV Minot, all North Dakota. Robert Robinson is employe of state of Montana. His brother is Helena, Mont., accountant. Mr. Ralls is former general sales manager of KTCM(TV) Helena. KOYN is 1 kw daytimer on 910 khz. Broker: Richard A. Shaheen Inc.

■ KAIN(AM) Nampa, Idaho: Sold by First National Broadcasting Corp. to Broadcast Inc. for \$300,000. Seller is owned by Brent T. Larson (60%) and Mr. and Mrs. Jack R. Bolton (40%). Mr. Larson owns 50% of KXA(AM) Seattle and KODL(AM) The Dalles, Ore., and 100% of KUZZ(FM) Nampa. Mr. Bolton, who is general manager of KAIN, and his wife own 25% each of buyer. Other buyers are Mr. and Mrs. LeRoy T. Roper (25% each). Ropers own motion picture theaters in Northwest. KAIN is on 1340 khz with 1 kw day and 250 w night.

■ Other station sales announced last week by the FCC include: KDRS(AM) Paragould, Ark.; WTAL-AM-FM Melbourne, Fla.; WVMG-FM Cochran, Ga.; KQCA(FM) Canton, Mo.; WKHJ(AM) Holly Hill, S.C.; WTHJ(FM) Lobelville, Tenn.; KCGL(FM) Centerville, Utah, and KOOT(AM) Bellingham, Wash. (see page 50).

Approved

The following station sales were approved last week by the FCC:

■ KGNS-TV Laredo, Tex.: Sold by Western Communications Inc. to Gulf Coast Broadcasting Co. for \$1 million, plus \$250,000 for property lease. Seller is principally owned by Donald W. Reynolds (98.5%), newspaper publisher and owner of KORK-AM-FM-TV Las Vegas, KOLO-AM-TV Reno, KBRS(AM) Springfield and KFSA(AM) Fort Smith, both Arkansas. Buyer is owned by T. Frank Smith (88%) and five others. They also own KRIS-TV Corpus Christi, Tex. KGNS-TV is affiliated with ABC and NBC on channel 29 with 316 kw visual, 42.2 kw aural and antenna 1,021 feet above average terrain.

■ WBMJ(AM) San Juan, P.R.: Majority

control sold by Mid-Ocean Broadcasting to Gerald Masucci for \$725,190. Sellers are Bob Hope, entertainer (64%), Los Angeles law firm of Gang, Tyre & Brown (10%), estate of James L. Saphier (10%) and Charles L. Pincus (7%). Remaining 9% is held by Robert L. Bennett and James A. Capstaff, who are not selling. Mr. Hope is also principal in applicant for new AM at Pasadena, Calif. Mr. Saphier's estate also has interests in KVEC(AM) San Luis Obispo and KMBY(FM) Monterey, both California. Principals in law firm are Martin Gang and Norman Tyre. Buyer, Mr. Masucci, is New York attorney and principal in record companies there. WBMJ is on 1190 khz with 10 kw day and 5 kw night.

■ WTBO(AM)-WKGO(FM) Cumberland, Md.: Sold by Welborne Broadcasting Inc. to Wooster Republican Printing Co. for \$600,000, plus \$100,000 covenant not to compete. Seller is owned by David P. Welborne, who also owns 50% of WNCA(AM) Siler City, N.C. Buyer is owned by Raymond E. Dix and family, Wooster, Ohio. Dix family owns WWST-AM-FM Wooster and WRAD-AM-FM Radford, Va., and publishes *Wooster Daily Record, Alliance Review, Ashland Times-Gazette, Cambridge Jeffersonian, Defiance Crescent-News, Martins Ferry-Bellaire Times-Leader* and *Ravena-Kent Record Courier*, all Ohio, and *Frankford* (Ky.) *State Journal*. WTBO is on 1450 khz with 1 kw day and 250 w night. WKGO is on 106.1 mhz with 4 kw and antenna 1,400 feet.

■ KPMJ(FM) Oxnard, Calif.: Sold by Paul R. Schneider (77.7%) and his five children to Channel Islands Broadcasting Corp. for \$380,000 plus accounts receivable, notes and assets amounting to \$220,000. Sellers have no other broadcast interests. Buyer is wholly owned subsidiary of Children's Television Workshop, nonprofit corporation based in New York which produces *Sesame Street* and other programming for public television. CTW also owns KACY(AM) Port Hueneme, Calif., and has interests in cable television franchises in Honolulu and Dayton, Ohio. Joan Ganz Cooney is president. KPMJ operates on 104.7 mhz with 2.85 kw and antenna 1,580 feet above average terrain.

■ KAPX(FM) San Clemente, Calif.: Sold by El Camino Broadcasting Corp. to Radio Apex Inc. for \$542,237. Seller is owned by Kirk Munroe (who also owns KAOIFM) Wailuku, Hawaii) and David and Joanne Mathews and Mr. and Mrs. Frank Domenichini, who have no other broadcast interests. Buyer is owned by Cliff Gill (30%), Jack Bell (23%), Martha M. Aspegren (16.5%) and five others. Mr. Gill has various petroleum interests in southern California, was formerly in broadcast ownership. Mr. Bell is general sales manager of KWIZ(AM) Santa Ana, Calif. Miss Aspegren is part owner of Fullerton, Calif., hotel. Group is also applicant for new FM at Pasadena, Calif. KAPX is on 107.9 mhz with 28.5 kw and antenna 490 feet above average terrain.

■ KATY(AM) San Luis Obispo, Calif.: Sold

by Hill Radio Inc. to Riverside Broadcasting Co. for \$409,000, plus \$100,000 covenant not to compete. Seller is owned by Duane E. Hill and his former wife, Dee Anne Hill. Buyer is owned by Victor Armstrong, executive vice president of Riverside; Seymour Berns, Beverly Hills, Calif., movie and television producer; Robert Lewine, program executive with NBC-TV, Hollywood; Robert Heumann, president of Los Angeles clothing manufacturer; William Hallen, Lake Tahoe, Calif., builder, and Dr. Thomas Calcaterra, Palo Alto, Calif., surgeon and husband of actress Sandy Duncan. Riverside also owns KVLG-AM-FM La Grange, Tex. KATY is on 1340 khz with 1 kw day and 250 w night.

■ WGGG(AM) Gainesville, Fla.: Sold by Quality Broadcasting Corp. to Miller Broadcasting Inc. for \$500,000. Seller is principally owned by family of late Frederic M. Ayres (60.2%), Victor M. Knight (24.9%) and five others. They also own WDBF(AM) Del Ray Beach, Fla. Buyer is owned by Howard A. Miller, owner of WRRR(AM) Rockford, Ill. Mr. Miller is also freelance radio and television performer. WGGG is on 1230 khz with 1 kw day and 250 kw night.

■ Other station sales approved last week by the FCC include: WKOG-AM-FM Gordon, Ga.; WREY(AM) New Albany, Ind.; WGRY(AM) Grayling, Mich.; WMBH(AM) Joplin, Mo.; KMYR(FM) Albuquerque, N.M., and WYRU(AM) Red Springs, N.C. (see page 51).

Griffin doesn't cotton to course public broadcasting seems to be taking

Irby nomination hearing provides forum for Michigan senator to sound off about his misgivings, but proposed new CPB board member goes along with much of his thinking

Irby Turner, the former chairman of the Mississippi Authority for Educational Television, took a little heat last week at the Senate Commerce Committee hearing on his nomination to the board of the Corporation for Public Broadcasting. But it wasn't Mr. Turner that Senator Robert Griffin (R-Mich.) was concerned about so much as the direction he saw public broadcasting headed in its handling of controversial issues.

If confirmed, "would you support repeal" of the existing ban on editorializing by public broadcasting stations?" Senator Griffin asked. The Carter administration, in its public broadcasting bill, would repeal the ban. But Senator Griffin made it plain he did not think publicly funded broadcasting stations should editorialize.

And what about the apparent lack of machinery for enforcing the statute requir-

ing "strict objectivity and balance" in programs and series of a controversial nature—the so-called "super fairness doctrine"? The U.S. Court of Appeals has held that the FCC lacks the authority to enforce the requirement.

The questions and the feeling with which they were asked, he indicated, were meant as much for public broadcasting officials in the hearing room—including Henry Loomis, president of CPB, and Lawrence Grossman, president of the Public Broadcasting Service—as for Mr. Turner.

But Mr. Turner generally took a less restrictive approach to those questions. Where stations are licensed to the state, he said, they should not be authorized to editorialize. (Nor does the Carter administration; its bill would not remove the editorializing ban from them.)

But he felt "community stations serving the needs of a community are another matter. Such stations," he said, "could say something about the needs of the community or local corruption." As for the "strict objectivity and balance" matter, Mr. Turner, in effect, ruled it out, as the court did. He said the FCC "should be the one to make sure programs are objective and balanced."

From Senator Ernest Hollings (D-S.C.), chairman of the communications subcommittee, who conducted the hearing, Mr. Turner drew approval when he said: "We're going to have to enforce the fairness doctrine. It's going to have to be done by the FCC."

And Mr. Turner sided with the administration on the role CPB should play in programming. Senator Griffin said, that the Public Broadcasting Service "is trying to make sure CPB will have nothing to say about programming." Mr. Turner replied, "I agree with that view."

"CPB, which transmits federal funds to the public broadcasting system, should remain outside the realm of program selection," he said in a prepared statement he read at the hearing. Public television should not become a "propaganda agency for government," he said. As the administration has proposed, he favors limiting CPB in programming matters. Final program decisions, he said, must be left to the stations and the broadcasters.

Mr. Turner shared Senator Griffin's concern in another area, however. The senator was the author of the bill requiring public stations to keep audio recordings of public affairs for 60 days which the U.S. Court of Appeals in Washington last month declared unconstitutional (BROADCASTING, Sept. 19). The senator called the ruling, which the commission and the Department of Justice have asked the court to rehear en banc, "ridiculous."

Mr. Turner said he thought the requirement that a record be kept of a public affairs program was "reasonable." As far as public broadcasting is concerned, he said, "I see nothing wrong with it. There should be some way to review a program to see if the objectivity and balance requirement has been complied with."

Killed type. One of few radio-only columns in mass circulation newspapers, "Radio Roundup," was discontinued on Oct. 8 by New York *Sunday News*. Column, written by Val Adams, TV critic-reporter for *Daily News* and *Sunday News*, had been appearing weekly for more than five years. Move was protested by William O'Shaughnessy, president of WVOX(AM) New Rochelle, New York, and district two director of National Association of Broadcasters radio board in letters to paper.

Collection. Broadcast Pioneers Library, Washington, has announced receipt of correspondence and library of late Elmo Neale Pickerill, electronics pioneer who died in 1968 at age of 82. Mr. Pickerill was student of Guglielmo Marconi, was taught to fly by Wright brothers and conducted early experiments in air-to-ground radio communication. He was RCA scientist from 1929 until retirement in 1950.

NRBA is working on togetherness plan

Herpe in charge of studying proposal looking to semiannual gathering of broadcasting organizations

The board of the National Radio Broadcasters Association is preparing a plan to present to the broadcast industry for a "congress" of industry associations that would include NRBA and the National Association of Broadcasters.

NRBA Chairman Robert Herpe of WPLR(FM) New Haven, Conn., author of the plan and chairman of a committee that will study it, said it envisions a twice yearly gathering of all broadcast-related associations to talk about and act on problems affecting the industry as a whole.

Associations such as the NAB, NRBA and the Daytime Broadcasters Association would each have a vote and a veto. Organizations such as the Radio Advertising Bureau and the Television Bureau of Advertising would not have votes, Mr. Herpe said, because he sees them as "advertising wings" rather than mainstream broadcast associations, but they would have advisory roles in the congress.

Mr. Herpe said the plan is designed to allow each association to maintain its own autonomy. Rather than having a central force, the association would be headed on a one-year rotating basis by the member associations, and there would be no executive committee.

Mr. Herpe said he was moved to draft the proposal after the industry's cooperative success in defeating proposed restrictions on saccharin advertising in Congress. "There are times when all-industry cooperation is greatly beneficial to all of us," he said. This proposal "would allow everybody to do his own thing, but it would create a platform for communications."

Waiting in the wings at the networks

Program development proceeds at feverish pace at all three; everything points back to series

Two funny things about prime time TV series this year: programmers at all three commercial networks agree that series are "the backbone of the schedule." But with all of the stunting that has taken place this fall, no one has had much of an opportunity to determine for sure just what kinds of programs are working and what isn't, and why.

Nevertheless, the networks say they're committed to a revival of the series-oriented schedule and so have been busily preparing new entries for use immediately, at midseason or next fall. According to Irwin Segelstein, NBC-TV's new executive vice president of program planning (see "Top of the Week"), "Development is at the heart of television."

The fact that there are fewer readable indicators this year to tell the programmers which series should be replaced and with what probably means that those decisions will depend more on instinct than ever before. "It comes down to a very subjective point of view," said CBS's B. Donald Grant. "We have to take a good look at the shows and make some hard decisions—that the show does have legs that can sustain it over a total season, or it doesn't. I would say we're going to have to start making some of those hard decisions, because if we don't we'll never get the replacement on the air. There's a point of no return, and we're getting pretty close to it."

Network programmers, when asked how they determine in advance the directions in which the nation's tastes are heading, all replied in effect, "very carefully." But, especially this year, it seems they have little choice but to try. As NBC's John McMahon put it, "There is no security in this business." Here's a look at what they're betting on:

ABC, currently holding the strongest hand, says it can be more selective; that it's priorities are for pilots as replacements as needed for other mid-seasons

It might have seemed to some that ABC could have gotten by with a minimal development effort for the current season, but Stephen Gentry, ABC Entertainment's vice president of programs on the West Coast, said the network was not so sure that would be the case. Three of its strongest series were threatened during the summer by dissatisfied stars—Farrah



Gentry

Fawcett-Majors of *Charlie's Angels*, Lee Majors of *The Six Million Dollar Man*, and Paul Michael Glaser of *Starsky and Hutch*.

Consequently, Mr. Gentry said, "We had a lot of question marks until the season started. Nothing was taken for granted, so we maintained our [development] pace."

As it turned out, of course, Mr. Majors and Mr. Glaser remained in their series and *Charlie's Angels* remains one of the top five-rated programs on the air despite Miss Fawcett-Majors's departure. Thus, ABC plans no replacements or schedule juggling until midseason, according to Mr. Gentry. He said the network now has a healthy backlog of possible replacements, and that it can now afford to pick and choose between the new projects being offered.

"We feel we don't have to be in the volume business," Mr. Gentry said, "so we can concentrate on projects that have definite applications in the schedule. We feel that's a big advantage."

ABC now has 25 projects either already in production or ready to go into production, two thirds of them comedies and the other third dramas. These include a number of shows that have already been tried out on the air such as *Tabitha*, *Sugar Time*, *Lucan* and *Fantasy Island*. The network's priority at the moment, Mr. Gentry said, is producing pilots for other mid-season possibilities as well as developing ideas for next spring.

In keeping with ABC Entertainment President Fred Silverman's dictum that ABC should attempt to maintain the attitude of the underdog, Mr. Gentry claims that development projects tend to focus on innovative forms and concepts. "The hazard now is to become complacent," he said. "I think you'll continue to see the most innovative development here. We're very concerned about trying to follow trends. You've got to lead, to find something different."

For obvious reasons, Mr. Gentry declined to specify what some of his more innovative projects entail, but he hinted that two hour-long variety projects with some "unique" aspects are in the works, and that several unusual comedies are on

the boards which break away from the "living room" sitcom formula.

When any of these shows will make it onto ABC's schedule is something else again. Both Mr. Gentry and Mr. Silverman said they have confidence in every show on the network's schedule—including those, such as *San Pedro Beach Bums*, *Fish* and *Operation Petticoat*, which seem relatively weak at the moment.

"You have to be very careful before you start throwing things away," Mr. Silverman said. "That's why I say that even the shows that right now could be considered to be in the bottom part of our schedule, that there is great long-term potential in each of them. We have not written these shows off."

Given the feeling, as expressed by NBC's John McMahon, that the strong points in ABC's schedule are likely to stay strong for the foreseeable future, might ABC find itself in a somewhat paradoxical, if enviable, bind between the need to be cautious and the desire to be innovative? "We will continue to try out series throughout the year," Mr. Silverman said, "either on a pre-emptive basis or in miniseries of four or five episodes. These shows will play somewhere."

CBS has aging starters, looks widely for new, young talent; its outlays for program development are 75% bigger than last year

Like NBC, CBS has set for itself a far heavier development schedule than in previous years—in the area of 50 projects—"for the simple reason that we never needed it so much before," according to B. Donald Grant, the network's vice president of programs.

Also like NBC, CBS developed a separate department in charge of made-for-TV movies and miniseries in the last year which turned out about 24 projects (four of which have aired) as compared with three the previous year. The combination of those two factors, Mr. Grant said, resulted in an increase in CBS's development budget of as much as 75%.

A more specific problem with CBS's series line-up is age. Old standbys such as *Carol Burnett* and *The Waltons* have slipped badly in the ratings this year, and if the trend continues, it's a safe bet their days will be numbered. "We do have a number of shows that have undoubtedly passed their peak," Mr. Grant said, "Whether they have another year in them or not—I certainly hope they do. But we're not taking any chances. Our active development program is motivated by the fact that we recognize that we have a number of long-running shows that were in the hit category at one time and that are no longer. The cycle is on the downslide."

But there are other weak spots in CBS's prime-time schedule as well (and one empty spot—Fridays from 9 to 10 p.m.—recently vacated by *Logan's Run*, which shifted to *Young Dan'l Boone's* former position on Mondays from 8 to 9 p.m.). The network's third-place standing in the



Grant

ratings will presumably provide some impetus for going ahead with changes, and Mr. Grant seems willing to make them.

Mr. Grant listed a number of series which are ready to go in the schedule at any time: *Another Day*, a working-class family show; *Szyszyk* with Ned Beatty, which played six times last summer; *Baby I'm Back*, with Demond Wilson, "a hot one" at CBS, Mr. Grant said, since a preview showing on Oct. 22 pulled a 27 share against ABC's *Starsky and Hutch*; *Sam*, a cop-and-dog show from Jack Webb, and *Big City Boys*, a bachelor-father-type program.

Projects in the works for midseason include *Down Home*, a black *Waltons*; *Gypsy Warriors*, a World War II adventure show; *Kentucky Run*, a western about two con men; *Sparrow*, about a young detective in New Orleans; *Spiderman*, a fantasy show; *The Wilds of 10,000 Islands*, about a veterinarian's family in a naturalistic setting; *The World Beyond*, an occult show about a man who finds himself in "rather wierd, rather scary situations on a weekly basis"; *Shields and Yarnell*, the variety show featuring two mime artists, and *Husbands and Wives*, a one-hour comedy for a late-evening time slot.

NBC has as many as 60 pilots in the works, plans that many more for next season, an indication that it will rely more on series

NBC this year is just hitting stride in terms of program development, according to John J. McMahon, the network's vice president of programs on the West Coast.

Mr. McMahon said NBC found itself short of backup material last year, and that its development efforts for this fall, mid-season and next fall have been intensified significantly not only to compensate for the past shortage, but to make sure the same thing doesn't happen in the future.

A big factor in the network's comeback effort is the order for 50-60 pilots for this year and about the same number for next year. Also important has been the establishment and growth of a separate made-for-TV movies and miniseries

department, which has been responsible for many of the "big events" that have buoyed the network's prime time performance thus far this season.

"We were in a transition state last year," Mr. McMahon said. "We have arrived this year. We made sure that we had enough [product] this year—enough for more than just a hot fall quarter. We have the goods, and hopefully it's the kind of stuff the public will like."

One-hour series ready to come to the rescue when needed are *Class of '65*, a where-are-they-now multicharacter show; *Richie Brokelman*, *Private Eye*; *Laugh-In* (six installments are in the can as "events", Mr. McMahon said, but the show could go into series production) and *Buck Rogers*. Two half-hours are also being prepared, *Quark*, a science-fiction comedy, and *Carwash*.

Pilots for possible midseason duty include *Susan*, a female version of *The Fugitive*; *UFO*, a Jack Webb dramatic production on flying saucer sightings; *Arthur Among the Animals*, about a veterinarian at the Los Angeles zoo; *Peter Lundy and the Medicine at Stallion*, a youth-oriented



McMahon

western about the Pony Express; *Stedman*, about a skiing sheriff; *When Every Day Was the Fourth of July*, about growing up in the 1930's; *Lawman Without a Gun* a based-on-fact show about a contemporary black farmer turned sheriff; *Future Cop*, a re-make of the Ernest Borgnine vehicle formerly on ABC-TV; *Peeping Times*, and *Windows, Doors and Keyholes*, two black-out style comedy/variety shows, and *Komedy Tonight*, a black variety show.

That kind of quantity supports NBC-TV President Robert Mulholland's contention that his network will be relying less in the future on events than it has this year (BROADCASTING, Oct. 3). John McMahon agreed, but he didn't slight the longer form either.

"We wouldn't be making 50 pilots and working with shows like *CHiPs* if we were abdicating series," he said. "But if we hadn't done what we have this year [with events], we might have been in third place." And despite what CBS's Bob Wussler says, that's not a good place to be. We've found the events slots to be successful, and we've made a major commitment in that area."

Schorr revisits his own problems and those of CBS

Correspondent's book traces pressures he said were brought to bear on him from both inside and outside the network; he attempts further to document CBS entanglement with the CIA

"It had been self-delusion," writes former CBS Correspondent Daniel Schorr in his newly published "Clearing the Air," "to believe that one could practice old-fashioned no-holds-barred investigative reporting of the government while representing an organization that felt vulnerable to government pressures, its proprietor ambivalent about his conflicting commitments."

In his 333-page work (Houghton Mifflin, Boston, \$11.95), and in a speech kicking off its promotion at the Washington Press Club last week, Mr. Schorr tells of the pressures from outside CBS and sometimes from its own chairman, William S. Paley, that caused the news department to "falter" on some stories in ways newspapers wouldn't.

Some of his material is old, but is told with new twists of his own, such as the CIA-Paley connection back in the 1950's and the CBS News Watergate story that was allegedly cut in half and watered down after pressure was put on CBS by the White House. There is some new material too, such as in Mr. Schorr's account of his forced resignation after admitting to be the source of the secret House intelligence report published last year in the *New York Village Voice*.

The book includes a four-hour interview with "the sole proprietor," Chairman Paley—"his tape recorder alongside mine—once 'taking a feed' from his former employe when he accidentally erased part of the tape."

Among those interviewed, Mr. Schorr at times leaves one wondering which teller to trust.

"Explaining that I was impelled not by vindictiveness but inquisitiveness," he writes, I asked to interview old bosses—and their bosses. All of them talked to me—most of them on tape. Often they were in startling contradiction with each other about the course of events, and about the role of Paley."

An example Mr. Schorr uses:

"It looked as though Paley may have had reason of his own for wanting to bury the past. That was when it had been my lot to go on the Cronkite show with the story (involving CBS and the CIA), based on the disclosure of Sig Mickelson, former president of CBS News, that at least two former part-time correspondents for CBS News in the 1950's had been CIA agents. The story's most startling aspect had been

that Mickelson had learned about one of them, Austin Goodrich, from two CIA officers right in Mr. Paley's office, introduced by Paley, who listened while they identified Goodrich as one of their men.

"Paley denies the story; Mickelson sticks to his guns."

At another point in the book, however, Mr. Schorr quotes the chairman as admitting a personal connection: "I cooperated with them—was helpful to them a few times on a very personal basis and [had] nothing whatsoever to do with CBS... I was approached as somebody who could cooperate with them to their advantage. And this was back in the early fifties, when the cold war was at its height and where I didn't hesitate for a second to say 'Okay, it's reasonable, I'll do it.'"

Mr. Schorr said in his speech last week that he doesn't fault Mr. Paley for lending a hand to the CIA—not when considering the climate of those times.

Other interviews such as one with Mr. Goodrich leave one to believe much of the story remains untold:

"From a continued sense of loyalty, Goodrich would not officially break his



Schorr

own cover—or the cover of anyone else. He had never met Paley. He was sure that Paley had acted out of patriotic motives.

"Maybe, one of these days when Paley retires, I can be of more help," said Goodrich."

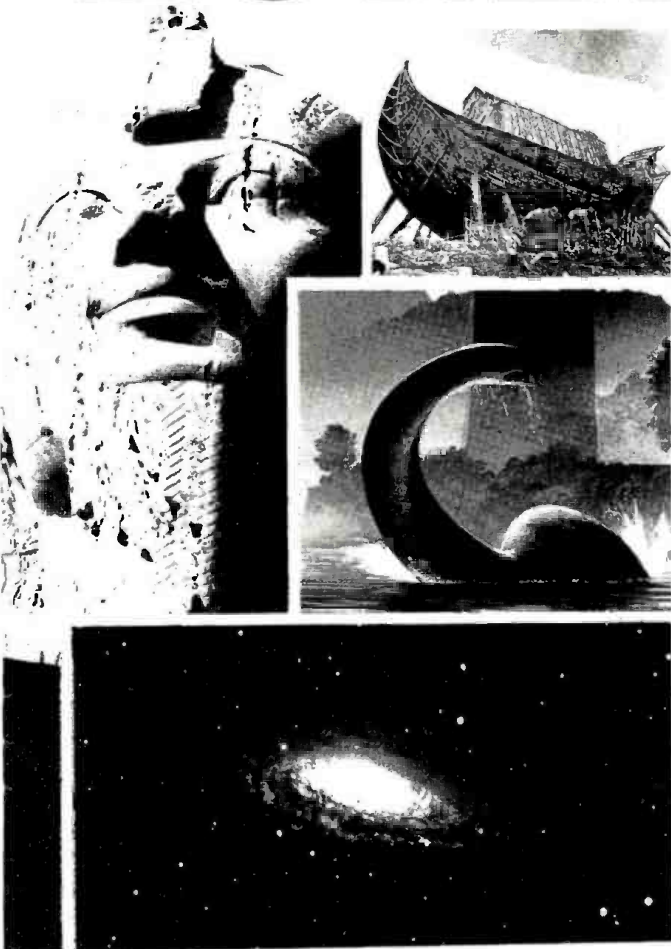
Mr. Schorr said in his speech that his experience at CBS News in incidents such as the one involving the chopped Watergate story taught him that "when you're dealing in a licensed medium and a regulated medium, somehow the stakes are different and the answers come out a little differently" from the way they would in print. His recollection of the Watergate story carried the episode right into Mr. Paley's office. Quoting from the book:

"A few weeks later, at a cocktail party, I ran into Henry Cashen, an assistant to [Charles] Colson. Expansive in triumph, he waggled a finger at me. 'Well, Mr. Schorr, we didn't stop your goddam Watergate spectacular, but we sure cut you down a bit, didn't we.'

"It was my first indication that outside pressure might have been involved in throwing CBS off stride at a climatic moment after so steady a march."

Mr. Schorr pursues a possible link bet-

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ween the fate of his story and pressure applied by Mr. Colson—a link Mr. Paley denied, claiming he used his own judgment. When the story did run, Mr. Schorr says that the chairman chastized his news chief, Richard Salant. He quotes Mr. Salant: "There was a remarkable parallelism between what Colson said and my recollection of some of the things that Paley had said. That was the first time my antennae started getting attuned." Mr. Schorr says that thereafter Mr. Salant kept "his own file on Paley's criticisms and his own possible responses 'in case it ever came to further push and shove.'"

To illustrate the pressure that CBS felt it was under from the Nixon White House, Mr. Schorr writes that it caused former CBS Vice Chairman Frank Stanton "to be 'plenty worried' in a very concrete way. He actively feared a government attack on the economic underbelly of the network. 'The place where we were most vulnerable was in our ownership of stations because of periodic licensing' . . .

"Sometimes Stanton wished he were running a newspaper instead of a network so that he could tell a President to go to hell—and Congress too. 'My job was to make the newspaper feel they could say that,' said Stanton. 'But in my own heart, I knew we could go up to a certain point and we couldn't go any further.'"

Of his departure from CBS, Mr. Schorr admits that "CBS and I were embarked . . . on an uncomfortable cover-up of my forced resignation. CBS sought to have it both ways by telling insiders that I was fired and outsiders that I was not. For my

part I agreed to give public assent to the arrangement" (which was seen generally as suspension). Mr. Schorr talks of a "strange undated resignation" and that "months later, the responsibility [for it] would vanish into the mists of executive suites."

Of Mr. Paley's responsibility in the matter: "Was it then also untrue—as former CBS Inc. President Arthur Taylor had told me—that during the controversy over the Pike report in 1976, Paley had said I should have been fired, as he had wanted, in 1964? 'No, no, I said, I said [quoting Mr. Paley] I've had this thing about Schorr in my mind for a long time. I was a great admirer of yours, but . . . under fire you failed me, so to speak.'"

"Whether Paley specifically talked about firing me in 1964 [involving an incident with Senator Barry Goldwater [R-Ariz.], as Taylor remembers, may, perhaps, not be crucially important. When the chairman says, 'I've got this thing' about someone, no one misses the message."

And as for the reasons he turned to the *Village Voice* to publish the confidential House Intelligence Committee or so-called Pike Report: "In those circumstances, my conclusion that, with CBS part of the problem rather than part of the solution, I had to go elsewhere to prevent suppression of the report turned into an, ultimate showdown between unfettered information and fettered television—and between me and the sole proprietor."

Mr. Schorr explains that issues later surfaced as to whether he had chosen the right vehicle for the report or who owned it or "my initial lack of candor with CBS." He views himself however as personifying "the conflict between the make-believe world of corporate television and the abrasive world of news."

Almost invariably, the alleged bias appears to be pro-left.

AIM, which now has four full-time employees, including Mr. Irvine, operates on a budget of close to \$250,000. The money is said to come from small contributions as well as from subscriptions to the newsletter, which one AIM employe said has a circulation of more than 7,000.

Happy journalism makes Salant sad

Serious news suffers, he says; Mobil official says business news on TV is underplayed or slanted

The trend toward "happy talk" on television news and "happy news" in newspapers was deplored by Richard S. Salant, president of CBS News, in a talk before the Financial Communications Society in New York.

Mr. Salant appeared on a panel with Herbert Schmertz, vice president, public affairs, Mobil Oil Corp., New York, who described Mobil's experience with "advocacy advertising" in printed media and the company's unsuccessful efforts to buy time for such advertising on network TV.

Mr. Salant said "happy" journalism, which has taken hold on a number of TV stations, has now spread to newspapers. He cited the *New York Post*, with its growing emphasis on crime and sensational news, and the *New York Times*, with its new feature sections, ("It carried a full-page article on wicker furniture").

He pointed out that the drive for ratings and circulation were the pivotal factors, but he said this new emphasis tends to reduce the amount of serious and significant news that can be carried on TV and in newspapers.

"I have to be fearful about what's happening when on the night before the World Series began, one TV network's top story was the World Series itself," he said. "And that was a day when developments on the Panama Canal and energy were erupting." He did not identify the network but presumably meant ABC-TV, which also had the World Series TV rights.

Asked about the paucity of financial and business news on network TV, Mr. Salant said it's a question of lack of time.

Mr. Schmertz said Mobil decided in 1970 to speak out on issues affecting business and the oil industry via paid advertising because it felt the media were devoting insufficient attention to the subjects or were providing distorted information.

Mr. Schmertz reeled off three factors that inhibit the presentation of business news on television: there is the time factor which restricts coverage to 10 to 12 major stories on the evening programs; there's a tendency for TV to employ generalists rather than business specialists and "there's been too much of an emphasis in TV news on 'show business' rather than hard news."

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Media watchdog makes it a full-time job

Irvine is retiring to spend all his time as the head of AIM

Reed Irvine, who has been causing representatives of the broadcast and print media headaches while working part time as head of Washington-based Accuracy in Media, is now committing himself full time to his headache-inducing work. He has taken early retirement from his job with the Federal Reserve Board that had paid him \$44,000 a year.

Mr. Irvine is the founder and voice of AIM, the self-styled media watchdog that constantly watches and snaps at what it regards as the pillars of the East Coast media establishment—the networks, *New York Times*, *Washington Post*, *Time* and *Newsweek*.

Mr. Irvine is the author of the *AIM Report*, issued semimonthly, and a weekly newspaper column offered at no cost and taken by some 100 newspapers. In both, Mr. Irvine reports on what he considers to be biased reporting in the major media.

Viacom becomes second by-satellite pay cable network

It announces deal with RCA; hopes to have as many as 300,000 subscribers by end of next year for its Showtime program service

Showtime, Viacom International's pay cable arm, last week confirmed industry speculation and announced its intention to offer program service through satellite networking. If all goes as planned, Showtime would be the first competitor to challenge Time Inc.'s Home Box Office, which pioneered that form of transmission for pay cable two years ago.

Showtime expects to begin satellite feeds next March or April under a six-year, \$7.5 million contract with RCA American Communications (the same carrier used by HBO). Showtime service, currently delivered by cassette and microwave, is now taken by 90,000 subscribers in 50 cable systems in 10 states. Viacom International broke into the pay TV business about a year and a half ago, adding it to its cable (some 335,000 basic subscribers presently) and television syndication operations.

With satellite networking, Showtime President Jeffrey Reiss predicted that the Showtime pay subscriber numbers will triple by the end of next year, and perhaps go as high as 300,000. For the immediate future, he does not expect much head-on competition between Showtime and HBO within the same cable systems (although earth stations directed at the RCA satellite would have the capacity to pick up both packages).

Marketing attention has been directed at introducing non-HBO systems to pay, and cable operators report that approaches have been made by Showtime "on futures" if pay cable contracts already have been signed with other companies.

Home Box Office currently serves more than 800,000 subscribers with its network programming and another 250,000 with its customized Telemation Program Service packages—together representing some 80% of the pay cable industry. On the financial status of Showtime, Mr. Reiss said it has incurred a \$700,000 operating loss this year, absorbed by the parent company, yet despite the expansion, the loss is expected to be lower next year.

Under its satellite contract with RCA, Showtime plans to offer satellite programming on weekdays from 6 p.m. to 2 a.m. and on the weekends from 2 p.m. to 2 a.m.—times that do not vary considerably from HBO's. Like HBO, time zone differences will be accommodated through two satellite feeds.

A major difference between HBO and Showtime, according to Mr. Reiss, rests in the program concept. While HBO owns a



Doing the town. Co-hosts Lauren Hutton, American TV personality and model, and Yves Monrousi, French TV journalist, leave the Lido club in Paris during the production of a two-hour special for pay television, *A Spectacular Evening in Paris*. The show, which focuses on a tour of Paris by the co-hosts, is being co-sponsored by Warner Cable Corp. and Societe Francaise de Production at an estimated cost of \$400,000. Warner's Qube service in Columbus, Ohio, will offer the initial showing of the program during the week of Jan. 15, 1978 for a \$3.50 fee and it will then be offered to other pay systems in the U.S.

multimillion-dollar studio from which it creates about 20% of its programs and transmits its schedule to the satellite, Showtime has no such plans. "Everything's jobbed out," said Mr. Reiss.

The Showtime package—priced at an average of \$9.75 monthly to consumers—consists of about 80-85% films and the remainder specials (news and documentaries are among the forms that Mr. Reiss is pursuing for this category); sports are not included. HBO's package—costing some \$8 to \$10. Next year is anticipated at 75% films, 20% entertainment specials and 5% sports.

In a prepared statement following the announcement of Viacom's plans, HBO Chairman Gerald Levin iterated his earlier words that the company never expected to have "automatic squatters rights. He added that the Showtime plans are "another in a series of proposed satellite uses which we believe continue to demonstrate the vitality of HBO's original concept of cable networking and the increasing strength of the cable TV industry."

FCC asked to give public larger slice of cable-TV pie

Three citizen groups have suggested that a federal regulatory program be established in order to insure that pay-cable revenues

are used to increase local access to cable systems and to assure greater program diversity. Their proposal was contained in a rulemaking request filed at the FCC.

The Office of Communication of the United Church of Christ, Consumers Union and UNDA-USA (the national Catholic communications organization) have asked the FCC to review the cable industry with an eye to: (1) determining how much money is required to make cable television available to a majority of consumers; (2) setting "specific goals" for the delivery of broadcast, public access, local origination, pay television and non-video transmission services, and (3) identifying the financial and cultural contributions pay cable might make to attaining these goals.

The groups contend that pay-cable revenues could be "used to attain the over-all goals" of greater public access and that the FCC should see that the revenues are used for that purpose, "to subsidize the range of community services and program origination."

Cable lines up major addresses for San Diego

Speakers at annual Western Show will include Van Deerlin, Hollings, White and Quello

The annual Western Cable Show and Convention scheduled for Nov. 9-11 at the Town and Country hotel, San Diego, has set a tentative agenda that includes some heavyweight speakers from the communications world.

Those announced so far: Ernest F. Hollings (D-S.C.), chairman, Senate Communications Subcommittee; Lionel Van Deerlin (D-Calif.), chairman, House Communications Subcommittee; Louis Frey Jr. (R-Fla.), ranking minority member, House Communications Subcommittee; Henry A. Waxman (D-Calif.), House Communications Subcommittee member; John E. Moss (D-Calif.), chairman, House Oversight and Investigations Subcommittee; Harrison Schmitt (R-N.M.), Senate Communications Subcommittee member, and FCC Commissioners Margita White and James H. Quello.

Program highlights include sessions on deregulation, pole attachments, fiber optics, pay cable, satellites, the Communications Act rewrite, customer field service, copyright and financial management.

Among industry representatives who will be speaking are Viacom International President Ralph M. Baruch, who will discuss the Communications Act rewrite, and Warner Cable President Gustave M. Hauser, who will talk about cable deregulation.

The convention is jointly sponsored by the California Community Television Association, the Arizona Cable Television Association and the Hawaii Cable Television Association.

ABC profits in first nine months outpace those of all 1976

Increase of 58% means record net income of \$76 million; revenues top \$1 billion

Paced by its broadcast operations, ABC Inc. achieved record net income and revenues for the third quarter and the first nine months of 1977.

In announcing the results last week, Leonard H. Goldenson, chairman, and Elton H. Rule, president, noted that in the third quarter "our broadcast operations were once again the principal contributors to our substantial gains during the quarter."

They said the television network's revenues were 14% higher than a year earlier and profits rose "even more substantially." They added that despite the third quarter softness in national spot and benefits to the company's television station division last year from coverage of the Olympic games, station profits declined only moderately on slightly lower revenues.

"The ABC Radio Division posted exceptional gains in revenues and profits even before the contribution of the WMAL [Washington] stations acquired in March," Mr. Goldenson and Mr. Rule reported. "Our farm and leisure publishing operations also reached record third quarter revenue and profit levels."

They said that net income for the 1977 nine-month period already has exceeded the record results reported for all of 1976, and 1977 "should be fully in line with our

earlier expectations." They said the prospects for 1978 also are "bright" and observed that the outlook "is especially attractive for the television network because of the strong ratings performances already evident in the new fall prime time schedules and sizable advance sales."

For the nine months ended Oct. 1, ABC's net income was \$75 million (\$4.13 per share), an increase of 58% over the \$47.4 million (\$2.69 per share) reported a year ago. Revenues rose 17% to \$1.1 billion from \$951 million in the 1976 period.

Net income for the third quarter was \$22.2 million (\$1.22 per share), a 31% increase over the \$17 million (95 cents per share) in the same quarter last year. Revenues rose 11% to \$357 million from \$321.3 million for the corresponding period of 1976.

Financial Briefs

Cox gains. Cox Broadcasting Corp., Atlanta, reported increase in revenues for first nine months of year amounting to \$135,359,000 compared with \$122,184,000 in 1976 period. Net income climbed to \$18,295,000 (\$3.02 per share) from \$14,163,000 (\$2.41 per share) in corresponding nine months of 1976. All divisions of company were said to have shared in revenue increases.

Capcities up. Capital Cities Communications, New York, reported net revenues for first nine months of year climbed to \$218,918,000 from \$153,875,000 last year, while net income rose to \$30,032,000 (\$4.01 per share) from \$25,238,000 (\$3.25 per share) in 1976 period. Company said business booked for fourth quarter continues to show increases in all areas except national spot TV, which is

now about even with last year's record performances.

Taft too. Taft Broadcasting Co., Cincinnati, reported second-quarter results higher than any other fiscal quarter in Taft history, pushing six-month results to new highs as well. For six months ending Sept. 30 net revenues rose 19% to \$78.6 million, operating profit 16% to \$23.6 million, net earnings 23% to \$12.2 million and per-share earnings 23% to \$3. Broadcasting division also set records.

Buying in. Metromedia Inc., New York, said its board of directors has authorized purchase of up to 500,000 shares of its own common stock to be used for employee stock options or for general corporate purposes. Metromedia's shares have been traded on New York Stock Exchange in \$28 range.

Blair's net zooms. John Blair & Co., New York, registered record net income for nine months ended last Sept. 30 of \$6,081,000 (\$2.51 per share), up 78% from \$3,419,000 (\$1.42 per share) last year. Revenues for nine months amounted to \$100,697,000, up 26% from \$79,890,000 in comparable period last year. Company said its net income from broadcast representation rose in first nine months but dipped in third quarter because of increased operating expenses and industry-wide softness in national spot television.

Interpublic record. Interpublic Group of Companies Inc. reported record net income for first nine months of year totaling \$8,154,000 (\$2.26 per share) as against \$6,230,000 (\$1.75 per share) for same period last year. Revenues rose 22% to \$172,137,000 from \$141,081,000 in first nine months of 1976. Interpublic agencies are McCann-Erickson Worldwide, Campbell-Ewald Worldwide, Erwin Wasey Inc. and Marschalk Co. Inc.

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

Company	Period/Ended	Current and change				Year earlier			
		Revenues	% Change	Net Income	% Change	Revenues	Net Income	Per Share	
American Television & Communications	3 mo. 9/30	15,105,513	+27.1	1,973,389	+ 51.7	.51	11,888,116	1,277,045	.33
Cohu	9 mo. 9/30	12,972,048	+15.2	443,503	+161.6	.25	11,105,583	169,825	.09
Combined Communications	9 mo. 9/30	180,286,000	+17.1	13,777,000	+ 39.7	2.06	153,934,000	9,862,000	1.58
Dun & Bradstreet	9 mo. 9/30	470,369,000	+ 6.5	40,790,000	+ 17.3	1.55	441,651,000	34,788,000	18.3
Four Star	Year 6/25	1,811,160	-137.5	42,138	- 55.6	.06	2,895,313	94,931	.14
General Instrument	26 wks. 8/28	247,244,000	+10.3	11,762,000	+ 44.5	1.34	224,239,000 ¹	8,147,000	.94
Globe Broadcasting	9 mo. 9/30	6,225,900	+ 9.2	384,300	- 93.6	.14	5,700,500	6,066,100	2.18
Harris	3 mo. 9/30	186,573,000	+47.2	11,312,000	+ 50.0	.89	126,770,000	7,594,000	.60
Marvin Josephson	3 mo. 9/30	7,174,200	-11.6	835,200	- 35.6	.42	8,117,200	1,296,500	.70
LIN	9 mo. 9/30	30,793,000	+15.3	5,474,000	+ 37.0	1.90	26,712,000	3,995,000	1.44
McGraw-Hill	9 mo. 9/30	469,157,000	+12.0	35,550,000	+ 30.3	1.44	419,032,000	27,289,000	1.10
Media General	9 mo. 9/30	146,671,000	- 6.8	11,523,000	+ 2.3	1.58	157,387,000	11,270,000	1.51
Meredith Corp.	3 mo. 9/30	65,035,000	+17.6	3,391,000	- 5.6	1.10	55,285,000	3,591,000	1.17
BM	9 mo. 9/30	2,972,000,000	+ 5.8	304,000,000	+ 21.8	2.63	2,639,000,000	249,600,000	2.17
Multimedia	9 mo. 9/30	65,750,972	+17.2	8,188,632	+ 20.0	1.86	56,016,956	6,824,463	1.55
Scientific-Atlanta	3 mo. 9/30	14,660,000	+31.6	762,000	+ 40.0	.46	11,140,000	544,000	.33
Storer Broadcasting	9 mo. 9/30	96,679,000	+ 7.5	7,513,000	-66%	1.42	89,957,000	17,037,000	2.79
United Cable TV	3 mo 8/31	4,907,000	+15.1	382,000	*	.20	4,262,000	(87,000)	.25
Viacom	9 mo. 10/1	41,452,000	+21.6	3,931,000	+42.8	.98	34,084,000	2,754,000	.72
Warner	9 mo. 9/30	745,893,000	+23.0	50,914,000	+ 8.0	3.56	565,014,000	47,159,000	2.80

*Change too great to be meaningful.

¹Includes income from sales of operations discontinued in 1977.

The Broadcasting Playlist Oct 31

Contemporary


Last week	This week	Title □ Artist	Label
1	1	<i>You Light up My Life</i> □ Debby Boone	Warner Bros.
2	2	<i>Theme from "Star Wars"</i> □ Meco	Millennium
3	3	<i>Nobody Does It Better</i> □ Carly Simon	Elektra/Asylum
5	4	<i>Boogie Nights</i> □ Heatwave	Epic
6	5	<i>I Feel Love</i> □ Donna Summer	Casablanca
4	6	<i>Keep It Comin' Love</i> □ K.C./Sunshine Band	TK
7	7	<i>That's Rock 'N' Roll</i> □ Shaun Cassidy	Warner Bros.
15	8	<i>Don't It Make My Brown Eyes Blue</i> □ C. Gayle	United Artists
16	9	<i>Just Remember I Love You</i> □ Firefall	Atlantic
11	10	<i>Brick House</i> □ Commodores	Motown
8	11	<i>On and On</i> □ Stephen Bishop	ABC
10	12	<i>It's Ecstasy</i> . . . □ Barry White	20th Century
14	13	<i>Baby, What a Big Surprise</i> □ Chicago	Columbia
14	15	<i>Heaven on the Seventh Floor</i> □ Paul Nicholas	RSO
19	15	<i>We're All Alone</i> □ Rita Coolidge	A&M
9	16	<i>Cold as Ice</i> □ Foreigner	Atlantic
23	17	<i>How Deep Is Your Love</i> □ Bee Gees	RSO
16	18	<i>Strawberry Letter 23</i> □ Bros. Johnson	A&M
20	19	<i>You Make Lovin' Fun</i> □ Fleetwood Mac	Warner Bros.
22	20	<i>Swaying to the Music</i> □ Johnny Rivers	Big Tree
21	21	<i>She Did It</i> □ Eric Carmen	Arista
25	22	<i>Blue Bayou</i> □ Linda Ronstadt	Asylum
26	23	<i>It's So Easy</i> □ Linda Ronstadt	Asylum
31	24	<i>Daybreak</i> □ Barry Manilow	Arista
13	25	<i>I Just Wanna Be Your Everything</i> □ Andy Gibb	RSO
27	26	<i>We Just Disagree</i> □ Dave Mason	Columbia
28	27	<i>Isn't It Time</i> □ The Babys	Chrysalis
27	28	<i>Don't Stop</i> □ Fleetwood Mac	Warner Bros.
35	29	<i>Help Is on Its Way</i> □ Little River Band	Capitol
24	30	<i>Signed, Sealed and Delivered</i> □ Peter Frampton	A&M
29	31	<i>Send in the Clowns</i> □ Judy Collins	Elektra
37	32	<i>Swingtown</i> □ Steve Miller Band	Capitol
32	33	<i>It Was Almost Like a Song</i> □ Ronnie Milsap	RCA
36	34	<i>Best of My Love</i> □ Emotions	Columbia
38	35	<i>We're the Champions</i> □ Queen	Elektra
33	36	<i>Do You Wanna Get Funky with Me</i> □ Peter Brown Drive/TK	TK
47	37	<i>Gone Too Far</i> □ England Dan & John Ford Coley	Big Tree
-	38	<i>Draw the Line</i> □ Aerosmith	Warner Bros.
46	39	<i>Back in Love Again</i> □ LTD	A&M
30	40	<i>Telephone Line</i> □ Electric Light Orchestra	United Artists
45	41	<i>Baby Come Back</i> □ Player	RSO
-	42	<i>Your Smiling Face</i> □ James Taylor	Columbia
41	43	<i>The Greatest Love of All</i> □ George Benson	Arista
-	44	<i>Dusic</i> □ Brick	Bang
50	45	<i>Slip Sliding Away</i> □ Paul Simon	Columbia
-	46	<i>Sentimental Lady</i> □ Bob Welch	Capitol
40	47	<i>Smoke from a Distant Fire</i> □ S. Townsend	Warner Bros.
34	48	<i>Higher and Higher</i> □ Rita Coolidge	A&M
42	49	<i>Jungle Love</i> □ Steve Miller Band	Capitol
39	50	<i>Handy Man</i> □ James Taylor	Columbia

Playback

Love unLTD. *Back in Love Again* (A&M) by LTD is already a top 10 success on R&B charts and it's heading that way on contemporary. The tune (from the *Something to Love* LP) bolts on "Playlist" for the second time in a row: It entered the chart last week at 46 and moves to 39 today. Paul Sebastian of WAPE(IAM) Jacksonville, Fla., predicts "it will be a top 10 record," while Dave Benson of WINR(IAM) Binghamton, N.Y., is not playing it because "it detracts from the older part of our audience." But Tim Watts of WRVO(FM) Richmond, Va. says this record is a plus for stations that play it: "It's a good ARB record [i.e., for sweep periods, when stations tend to play it safe on sounds] because it's untempo, positive sounding. It's about a positive thing: love." **Manilow magic.** From *Barry Manilow Live* (Arista), *Daybreak* is now a live single version of the same tune that appeared on *This One's for You*. It's up to 24 on "Playlist" this week and has bolted every week since it entered the chart three weeks ago. In Hamden, Conn., Ken Devoe of WCDQ(IAM) says the record is a mover because "this is Barry Manilow territory. Even his stiffies have done well here." In Asheville, N.C., Ray Williams of WISE(IAM) calls *Daybreak* an "instant" and Terry Nelson of KROY(IAM) Sacramento, Calif. says "anybody could play that record and not be hurt by it." **Watch this space.** *Come Sail Away* (A&M), a single from *The Grand Illusion* by Styx, is "shaking the market" in Little Rock, Ark., reports David Hamilton of KAAY(IAM). Bob Goode of WROK(IAM) Rockford, Ill., is also playing this rocker, but he claims the single is not the winner. It's the album version: "the single is shorter. If you don't play the long version, it won't make it."

Country

Last week	This week	Title □ Artist	Label
1	1	<i>Heaven Is Just a Sin Away</i> □ Kendalls	Ovation
6	2	<i>More to Me</i> □ Charley Pride	RCA
4	3	<i>I'm Just a Country Boy</i> □ Don Williams	ABC/Dot
9	4	<i>Once in a Lifetime Thing</i> □ John Wesley Ryles	ABC/Dot
24	5	<i>Let Me Down Easy</i> □ Christy Lane	GRT
15	6	<i>Love Is Just a Game</i> □ Larry Gatlin	Monument
12	7	<i>Blue Bayou</i> □ Linda Ronstadt	Asylum
-	8	<i>Fools Fall in Love</i> □ Jacky Ward	Mercury
7	9	<i>Eastbound and Down</i> □ Jerry Reed	RCA
8	10	<i>Shame on Me</i> □ Donna Fargo	Warner Bros.
10	11	<i>The Wurlitzer Prize</i> □ Waylon Jennings	RCA
5	12	<i>Daytime Friends</i> □ Kenny Rogers	United Artists
2	13	<i>We Can't Go on Living Like This</i> □ Eddie Rabbitt	Elektra
3	14	<i>Y'all Come Back Saloon</i> □ Oak Ridge Boys	ABC/Dot
17	15	<i>A Working Man Can't Get Nowhere</i> □ M. Haggard	Capitol
-	16	<i>Roses for Mama</i> □ C.W. McCall	Polydor
11	17	<i>Hold Me</i> □ Barbara Mandrell	ABC/Dot
13	18	<i>I Got the Hoss</i> □ Mel Tillis	MCA
19	19	<i>What a Way to Go</i> □ Bobby Borchers	Playboy
20	20	<i>The Old Man and His Horn</i> □ Gene Watson	Capitol
-	21	<i>You Ought to Hear Me Cry</i> □ Willie Nelson	RCA
-	22	<i>One of a Kind</i> □ Tammy Wynette	Epic
-	23	<i>From Graceland to the Promised Land</i> □ M. Haggard	MCA
23	24	<i>Eres Tu</i> □ Johnny Rodriguez	Mercury
-	25	<i>Here You Come Again</i> □ Dolly Parton	RCA

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. A  indicates an upward movement of five or more chart positions between this week and last.

Fates & Fortunes[®]

Media



Pompadur

I. Martin Pompadur, senior VP of Ziff Corp., New York publishing firm that has entered agreement to purchase Rust Craft broadcast stations, and formerly assistant to president to ABC Inc. and VP of its broadcast division, named president of Ziff, replacing **William Ziff**, who becomes board chairman.

Jack Minkow, VP and general manager, WRIF(FM) Detroit, appointed VP and general manager, WDAI(FM) Chicago. Both are ABC-owned stations.

Doyle Peterson, marketing and sales development manager, Starr Broadcasting, Kenner, La., named general manager of Starr's KMGC(FM) Dallas.

Thomas M. Reed Jr., VP, Braun & Co., Los Angeles, named director, corporate and investor relations, Metromedia, New York.

Charles L. Stanford, attorney, ABC Inc., New York, named assistant general attorney.

Patrick J. Nugent, national sales manager, KLBJ-AM-FM Austin, Tex., and executive VP of licensee, LBJ Co., appointed general manager. He succeeds **J. C. Kellam**, 77, who died there Oct. 11 after extended illness (see "Deaths," page 50).

Appointments made as part of reorganization of NBC's employe relations department: **Bernard Gold**, VP-law, West Coast, named VP-employe relations and law, West Coast; **Eugene McGuire**, director of employe relations, Washington, named VP-labor relations; **Robert A. Hurford**, VP-personnel, appointed VP-staff labor relations; **Sue-Ann Krakower**, employment director, named compensation director, and **Frank Osborn**, director of organization development, appointed director, organization development and employment.

Beth Burrows, traffic manager, WJAR-TV Providence, R. I., named information systems supervisor for owner, Outlet Co.

Susan Eggleton, administrative coordinator, WEAW(AM)-WOJO(FM) Evanston, Ill., joins WIND(AM) Chicago as public affairs director.

Karen Bedrosian, lease officer, State Street Boston Leasing Co., Boston, joins SIN, U.S. Spanish Television Network, New York, as VP and chief financial officer.

Robert I. Mart, general sales manager, KTVU(TV) Oakland, Calif., assumes additional duties as station manager.

James J. Ridings, news director, WRJZ(AM) Knoxville, Tenn., promoted to general manager and VP of licensee, Basic Media Ltd.

Dona Lee Davenport, general manager, non-commercial WTVI(TV) Charlotte, N.C., ap-

pointed executive director of WTVI Inc., "non-profit corporation established to guide and support WTVI(TV)'s community-oriented programming, promotion and operations."

Richard E. Jackson, from WSAL(AM) Logansport, Ind., joins WALM(AM) Albion, Mich., and co-owned WELL-FM Marshall, Mich., as general manager.

Herb Deremer, regional sales manager-assistant station manager, KXXX-AM-FM Colby, Kan., appointed manager.

Barbara Silverman, account executive, WKST(AM) New Castle, Pa., named general manager.

Diane Curtiss, from Letters Inc., printing company in Wichita, Kan., joins noncommercial KPTS(TV) there as director of community relations. **James McBride**, professor of Asian studies, Air University, Maxwell Air Force Base, Ala., joins KPTS as research coordinator.

Sandy Daughters, traffic manager, KVH(AM) Seattle, joins KDKB-AM-FM Mesa, Ariz., in same post.

Ken Fielding, sports producer/director, non-commercial KWSU-TV Pullman, Wash., named station manager. **Rochelle Lulow**, associate producer-special projects department, appointed promotion director.

Linda Brown, manager of public relations for Tracy-Locke, advertising and public relations agency, Dallas, joins noncommercial WGBH-TV Boston as director of national program promotion.

Broadcast Advertising

Jerome Dominus, VP, Eastern sales, CBS-TV, New York, appointed VP-national sales manager. **Herbert Gross**, director, CBS Sports, New York, named VP-sales planning there.

Ronald B. Weston, account executive, ABC Radio network, New York, joins National Black Network as sales VP.

Robert Kennedy, treasurer, and **Thomas Bohan**, executive VP-management director, Dancer-Fitzgerald-Sample, New York, named to board of directors.

John J. McNamara, client services director, Young & Rubicam, New York; **Sid Marshall**, manager, Y&R, West, Los Angeles, and **Joseph J. Seregny**, manager, Y&R, Detroit, appointed executive VP's. **John D. Pare**, VP, area manager, Asia/Pacific operations, international division, Young & Rubicam, Hong Kong, and **Clark Warren**, VP, area manager, Brazil, Mexico and Venezuela, based in New York, named senior VP's.

David K. Levington, partner, Kent Wakeford and Associates, TV commercial production company, Los Angeles, elected president.

Burt Flounders, VP-account manager, McCaffrey & McCall, New York, named senior VP-account manager. **Martin Bowen**, senior VP-account manager, appointed senior VP-administration. **W. Michael Keenan**, account ex-

ecutive, Benton & Bowles, New York, and **Barry M. Weltraub**, director of advertising, Aurora Products, West Hempstead, N.Y., join McCaffrey & McCall as VP's-account supervisors.

Thomas P. Hanft, **Herb Kemp**, and **Edward N. Saunders**, account supervisors, J. Walter Thompson, New York, named VP's. **Len Hall**, account supervisor, Arthur Meyerhoff Associates, Chicago, joins J. Walter Thompson there in same capacity.

Robert J. Savard, management supervisor and partner, Tatham-Laird & Kudner, Chicago, assumes additional duties as director of agency's executive development program. **Chris McCormick**, art director, Leo Burnett, Chicago, joins Tatham-Laird & Kudner there in same post.

Dennis M. Vocson, account supervisor, Burger Chef, account, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named account executive on Pontiac account. **Clarence J. Moehl Jr.**, account executive, Kelly, Zahardt & Kelly, St. Louis, joins DM&M there in same capacity. **Richard F. Zempel**, intern with DM&M, St. Louis, appointed copywriter for Anheuser-Busch Natural Light beer and Red Lobster restaurants accounts. **Ira Arnold**, senior copywriter, Young & Rubicam, New York, named to same post, DM&M, San Francisco.

Richard L. Buck, account executive, Christal Co., New York, joins Blair Television, New York, as account executive, ABC red sales team, New York.

L. A. Sturdivant, sales manager, KOA-TV Denver, named general sales manager. **Gene V. Grubb**, salesman, promoted to local sales manager.

John D. Livotti, national sales manager, WLWT(TV) Cincinnati, named general sales manager, WIS-TV Columbia, S.C.

Ed Keane, local sales manager, WRKO(AM) Boston, named general sales manager.

Rob Hasson, account executive, Tacher Co., Seattle, joins KMPS(AM) there as sales manager.

Alan K. Fendrich, salesman, WCHV(AM) Charlottesville, Va., named sales manager, co-owned WWWV(FM) there.

Keith Meyer, from Hy-Crest Developers & Target Tennis, Cincinnati, joins WLW(AM) there as national marketing coordinator.

Jerry Hellman, local sales manager, WITI-TV Milwaukee, named to same post, WTMJ-TV there.

Bill Embry, director of marketing, WDBO-TV Orlando, Fla., joins WDEF-TV Chattanooga as local sales manager.

Gloria Brauer, research analyst and promotion specialist, TVAR, sales division of Westinghouse Broadcasting, New York, joins WSBK-TV Boston as account executive.

Frederick C. (Skip) Painton, account executive, WDAE(AM) Tampa, Fla., joins WLCY-TV Largo, Fla., in same capacity.

Programing



B. Frank

Five current executives in CBS Sports and one from CBS-TV Network named to new posts in newly created CBS Sports division: **Barry Frank**, VP, to senior VP-programs; **Harold Classon**, associate director of operations, to VP-operations and production; **Martin Cohen**, director of planning and administration, to VP-finance and administration; **Kevin O'Malley**, director of program planning to VP-communications; **Neal Pilson**, director of business affairs, to VP-business affairs, and **Richard T. Robertson**, account executive, CBS-TV Network, to VP-sports marketing.

Richard H. Frank, vice president, Paramount Pictures Corp., Los Angeles, named president, Paramount Television Distribution there. Mr. Frank continues his responsibilities for Paramount Television Services, Hughes Television Network, research, cable and pay cable sales and takes on additional duties for nonnetwork domestic and international syndication.

Sally Hunter, reporter-producer, Newsweek Broadcasting, New York, appointed senior producer there. **John Peaslee**, film editor, named associate producer, new projects unit.

William Josey, assistant professor of broadcast and film at University of Alabama, Tuscaloosa, joins ABC-TV's West Coast contracts department as program attorney.

Jonathan D. Shapiro, from Time-Life Films, New York, joins Worldvision Enterprises there as assistant to Jerry Smith, executive VP-marketing.

Buddy Scott, regional manager, Drake-Chenault, radio format syndicator, Canoga Park, Calif., appointed VP-general sales manager. **Denny Adkins**, member of programing department, appointed director, of D-C Productions, newly created division to handle development and marketing of special feature programing. **Jeff Pollack**, program director, KYNO-FM Fresno, Calif., joins Drake-Chenault as director of program services.

Mariana H. Pirri, public service director, WPEN(AM)-WMGK(FM) Philadelphia, promoted to director of public affairs. **MaryJane Ovecko Norris**, assistant to program director, WMGK, promoted to music operations coordinator for WMGK and co-owned Magic Music syndication firm.

Joel Katz, president, Andras Enterprises, independent production company, joins MGM Television, Culver City, Calif., as business affairs VP.

John Benedict, program director, WVIP(AM) Mt. Kisco, N.Y., named to same post, Radio Arts Inc., program producer/distributor, Burbank, Calif.

James Arnold, field producer for *Evening Magazine* program at Group W's KPX(TV) San Francisco, joins co-owned WBZ-TV Boston as producer of *Impact*, monthly, prime-time public affairs program.

Robin Vierbuchen, news assistant, WMAL(AM) Washington, named public affairs manager,

responsible for researching, writing and production.

Ford Colley, music director, music research director and air personality, WLUP(FM) Chicago, joins WIND(AM) there as music director and weekend air personality.

Louis M. Wexner, involved in distribution and administrative work on syndicated TV series and feature movies for Filmways Inc., Los Angeles, named manager of sales services for Filmways subsidiary, Rhodes Production, syndication firm there.

Mark Friedman, operations assistant, WEFM(AM) Chicago, joins KPSI(AM) Palm Springs, Calif., as production director, public service director and air personality.

Susan Franko, promotion director, noncommercial KWSU-TV Pullman, Wash., appointed program manager.

Greg Panattoni, program director, WBYG-FM Kankakee, Ill., named program director, KVON(AM)-KVYN(FM) Napa, Calif.

Broadcast Journalism

Don Budd, Washington news bureau chief, Mutual Broadcasting System, named news director.



Budd



Rickards

Edward S. Rickards Jr., news director of WINS(AM) New York, named executive editor of station. His successor will be announced shortly.

Martha Teichner, general assignment reporter, WMAQ-TV Chicago, joins CBS News, Atlanta, as reporter.

Melinda Nix, freelance TV reporter and radio reporter, CBS News, Tokyo, joins WABC-TV New York as new correspondent.

Bill Brown, on staff of U.S. House Committee on Energy, Washington, joins WPLG(TV) Miami as managing news editor.

Fred Caesar, assistant news director, KSD-TV St. Louis, named news director of co-owned KSD(AM) there. In related moves **Michael Murrie**, KSD-TV news producer, becomes assistant TV news director and **Rick Govers**, news producer from WCKT(TV) Miami, joins KSD-TV in same capacity.

Deborah Lee, news writer, associate producer and weekend reporter, WLS-TV Chicago, joins KING-TV Seattle as reporter.

Ross Becker, reporter-photographer, WFRV-TV Green Bay, Wis., joins WTHR(TV) Indianapolis in same capacity. Also joining WTHR news department are **Paul Page**, voice of Indianapolis 500, as motor sports specialist and **Joe Waldman**, former air personality at WIBC(AM) there, as movie critic.

Steve Jacobs, news producer, Post-Newsweek's WTOP-AM-TV Washington, joins co-owned WFSB-TV Hartford, Conn., as executive

news producer. **Pamela Cross**, reporter from WDRB(AM) Hartford, and **Jan Kimbrough**, reporter-anchor from WTHR(TV) Indianapolis, join WFSB-TV as reporters.

Dave Busiek, co-anchor, WHO(AM) Des Moines, Iowa, named managing editor.

Noble R. Gravelin, general manager, WXOX(AM) Bay City, Mich., named anchorman, WEYI-TV Saginaw, Mich.

Nelson Kirkwood, from WIL(AM) St. Louis, joins KLAZ(AM)-KALO(FM) Little Rock, Ark., as news director.

Herb Morgan, newscaster, WKST(AM) New Castle, Pa., promoted to news director. **Mary Carcase**, graduate of Pennsylvania State University, joins WKST as newscaster.

David A. Louie, reporter, ABC's KGO-TV San Francisco, joins co-owned WXYZ-TV Detroit as assistant director of news. He replaces **Doug McKnight**, who goes to KGO-TV as news special projects producer.

Cable

Iris Dugow, associate producer, ABC-TV, New York, joins Warner Cable Corp., New York as director, premium program development. **Laing (Ned) Kandel**, associate producer, Home Box Office, New York, joins Warner Cable as director, sports programing.

Stephen Powell, member of corporate affairs department, Philip Morris, New York, joins Home Box Office there as director of sports programing.

Gary C. Campbell, Viacom technician, and

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WILLIAM B. Tanner COMPANY, INC.

Douglas G. Smith, in systems management with Warner Cable Corp., join CATV equipment & installation operation of GTE Sylvania Inc., El Paso, as senior sales representatives.

Leonard C. Gregory, Highlands district manager for Teleprompter, with responsibility for cable systems in Ohio, Pennsylvania, Virginia and West Virginia, named VP-general manager, Cable Communications Operations Inc., owner-operator of cable system in Lima, Ohio.

Kenneth D. Simmons, manager of Good News postal service, Tiffin, Ohio, joins Continental Cablevision as manager of its operation there. **Michael J. Beat**, in Continental's electronics training program, named chief engineer, Fostoria, Ohio, system.

John Tabor, general manager of Austin (Tex.) Symphony Orchestra, joins Communications Properties Inc., as manager of Hill Country Cablevision, Kerrville, Tex.

Newly elected officers, Pennsylvania Cable Television Association: **George F. Gardner**, TV Cable of Carlisle, president; **Samuel A. Buffone**, Westmoreland Cable, New Kensington, VP; **Samuel M. Altoerffer**, Cable Associates, Lancaster, treasurer; **Yolanda G. Barco**, Meadville Master Antenna, secretary.

Equipment & Engineering

Larry Kaplan, video sales engineer, Tektronix Inc., Rockville, Md., assumes responsibility for all sales and engineering support to broadcast television networks in Manhattan area. **Denny Chamberlin**, video sales engineer, named pro-

gram manager for specialized video products, based in Beaverton, Ore. **Bland McCartha**, video sales engineer, Dayton, Ohio, promoted to radio frequency specialist, marketing spectrum analyzers and time domain reflectometry equipment.

Vincent R. Clawson, graduate of master's degree program in telecommunications, University of Colorado, joins Harte-Hanks Communications, San Antonio, Tex., as manager of communications technology.

Donald Edelman, VP, CATV division, RMS Electronics, Bronx, N.Y., elected to board of directors.

Charles Fritzt, assistant chief engineer, WPEN(AM)-WMGJ(FM) Philadelphia, named acting chief engineer.

Allied Fields

Tony R. Baird, spot television planner-buyer, Planning Board, New York, joins Nielsen Station Index there as client service executive.

Lisa J. Stevenson, trial attorney in hearing division, FCC, Washington, becomes associate of communications law firm of Koteen & Burt there.

Steve Lee, from Jerre R. Todd & Associates, Fort Worth, joins Keress, Chapman, Bera & Norsworthy, advertising and public relations agency, Dallas, as PR account executive.

Barry Grief, art director, advertising, A&M Records, Los Angeles, joins ABC Records, Los Angeles, in same position.

Deaths



Kellam

J.C. Kellam, 77, general manager, KLBJ-AM-FM Austin, Tex., died at his home there Oct. 11 after lengthy illness following stroke. Friend and business associate of late President Lyndon B. Johnson, he joined LBJ Co. in 1946 when it was known as KTBC Co., as general manager, later becoming minority owner. He

is survived by two daughters.

Arthur Schroeder, 68, partner with late Neville Miller (one-time president of National Association of Broadcasters) in Washington law firm of Miller & Schroeder, died of cancer Oct. 25 at Veterans Administration hospital there. Mr. Schroeder was president of Federal Communications Bar Association from 1966 to 1967. He is survived by his wife, Josephine, and two daughters.

Thomas R. Elliston, 58, retired foreign service officer, U.S. Information Agency, died of apparent heart attack Oct. 20 at his home in Lima, Peru. He joined USIA in 1953 and worked as news writer for Voice of America, covering Washington. Survivors include his wife, Gisela, one stepdaughter, three daughters and one son.

Alexander Kovacs, 47, writer and announcer for Hungarian service of Voice of America, died in Alexandria, Va., after long illness Oct. 21. He joined VOA in 1974. He is survived by his wife, Maria.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 17 through Oct. 21.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—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.

cant is nonprofit corporation. Ann. Oct. 17.

■ *Corpus Christi, Tex.—Spindizzy PubCom seeks 90.3 mhz, 99.5 kw, HAAT 323 ft. P.O. address: Box 18311, Corpus Christi 78418. Estimated construction cost not given; first-year operating cost \$86,150. Format: educational. Applicant is nonprofit corporation. Ann. Oct. 17.

■ *Wichita Falls, Tex.—Midwestern State University seeks 90.5 mhz, 2,893 kw, HAAT 300.9 ft. P.O. address: 3400 Taft, Wichita Falls 76308. Estimated construction cost \$63,693; first-year operating cost \$12,000. Format: educational. Applicant is state university. Ann. Oct. 17.

Ownership changes

Applications

■ KDRS(AM) Paragould, Ark. (1490 khz, 1 kw-D, 250 w-N)—Seeks transfer of negative control of KDRS Inc. from T.M. Self (30% before; none after) to Timothy Max Rand (20% before; 50% after). Consideration: \$37,500. Principals: Mr. Self, 81, is selling stock to grandson, Mr. Rand, general manager of station. Remaining stock is owned by Maxine Rand-Bishop, mother of buyer. Ann. Oct. 19.

■ WTAI-AM-FM Melbourne, Fla. (AM: 1560 khz, 5 kw-D; FM: 107.1 mhz, 3 kw)—Seeks transfer of control of Cape Canaveral Broadcasters Inc. from Robert and Winnie Vaughn (25.20% before; none after) to Thomas R. Hanssen (24.34% before; 50.08% after). Consideration: assumption of \$48,580 note. Principals: Sellers have no other broadcast interests. Mr. Hanssen, president of licensee, has not other broadcast interests. Remaining stock is held by John W. Donahy Jr. (46.48%) and seven others. None has other broadcast interests. Ann. Oct. 19.

■ WVMG-FM Cochran, Ga. (96.7 mhz, 3 kw)—

Seeks assignment of license from Happy Acres Broadcasting Co. to Georgia Communications Corp. for \$150,000. Seller is principally owned by Raymond B. Forehand, who also owns WVMG(AM) Cochran and WSOJ(FM) Jesup, Ga. Buyer is owned by E.W. John Johnson and F. Hunt Sanders (50% each). Mr. Johnson is former employe of WCEH-AM-FM Hawkinsville, Ga. Dr. Sanders is Warren-Robins, Ga., physician. Ann. Oct. 19.

■ KAIN(AM) Nampa, Idaho (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from First National Broadcasting Corp. to Broadcast Inc. for \$300,000. Sellers are Brent T. Larson (60%) and Mr. and Mrs. Jack R. Bolton (40%). Mr. Larson owns 50% of KXA(AM) Seattle; 51% of KODL(AM) The Dalles, Ore., and 100% of KUUZ(FM) Nampa. Boltons own 25% each of buyer. Mr. Bolton is general manager of station. Other buyers are Mr. and Mrs. LeRoy T. Roper (25% each), owners of motion picture theaters in Northwest. Ann. Oct. 19.

■ WFGL(AM)-WFMP(FM) Fitchburg, Mass. (AM: 960 khz, 1 kw-U; FM: 104.5 mhz, 50 kw)—Seeks assignment of license from WFGL Inc. and Music Service Corp. to Golden East Broadcasters Inc. for \$612,000. Sellers are owned by Mr. and Mrs. George Chatfield, who have no other broadcast interests. They are retiring. Buyer is owned by Simon Goldman (51%), his wife, Marilyn (29%), and George Cameron (20%). They also own WVMT(AM) Burlington and WSYB(AM)-WRUT(FM) Rutland, both Vermont. Goldmans are also principals of WJTN(AM)-WWSE(FM) Jamestown and WDOE(AM) Dunkirk, N.Y., and WLKK(AM)-WLVU(FM) Erie, Pa. Ann. Oct. 19.

■ KQCA(FM) Canton, Mo. (102.3 mhz, 3 kw)—Seeks assignment of license from Decatur Broadcasting Inc. to Lewis and Clark Broadcasting Inc. for \$65,000. Sellers: Donald Squires, president, and five others (16.6%). Remaining stock is held by company treasury. None of sellers has other broadcast interests. Buyer is owned by Robert E. Ayers, president of Midwest oil

New stations

AM applications

■ Greybull, Wyo.—KMMZ Broadcasters seeks 1140 khz, 5 kw-D. P.O. address: Box 466, Wray, Colorado 80758. Estimated construction cost \$68,550; first-year operating cost \$60,030; revenue \$67,312. Format: C&W, MOR. Principals: Robert and Marjorie Zellmer, owners of KVSL(AM) Show Low, Ariz., and applicants for new AM at Wray. Ann. Oct. 20.

FM applications

■ *Evansville, Ind.—Southwest Indiana Public Television Inc. seeks 88.3 mhz, 44.67 kw, HAAT 510.13 ft. P.O. address: 9201 Petersburg Rd., Evansville 47111. Estimated construction cost \$281,400; first-year operating cost \$175,800. Format: educational. Appli-

firm in Canton. He has no other broadcast interests. Ann. Oct. 19.

■ **WMRF-AM-FM Lewiston, Pa.** (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 95.9 mhz, 2.8 kw)—Seeks assignment of license from Lewiston Broadcasting Co. to Mifflin County Broadcasting Co. for \$300,000 plus value of accounts receivable at closing. Seller is principally owned by Thomas W. Metzger and Ralph S. Parker, who are also selling WJUN(AM) Mexico, Pa. Buyer is owned by present 28.3% owner of stations, Frank P. Troiani and his wife, Eleanor. They have no other broadcast interests. Ann. Oct. 19.

■ **WJUN(AM) Mexico, Pa.** (1220 khz, 1 kw-D)—Seeks assignment of license from Juniata-Perry Broadcasting Co. to Mid-State Broadcasting Inc. for \$190,000, plus value of accounts receivable at closing. Seller is principally owned by Thomas Metzger and Ralph Parker, who are retiring. They are also selling WMRF-AM-FM Lewiston, Pa. (see above). Buyer is owned equally by Mr. and Mrs. Richard C. Lyons and Mr. and Mrs. William H. Berry Jr. Mr. Lyons is program director of WKVA(AM) Lewiston, and Mr. Berry is former sales manager there. Mr. Berry is mass transit consultant. Ann. Oct. 19.

■ **WKHJ(AM) Holly Hill, S.C.** (1440 khz, w kw-D)—Seeks transfer of control of Radio Holly Hill Inc. from J. Ardell Sink (71% before; none after) to G. Wayne Koons (29% before; 100% after). Consideration: \$100,000. Principals: Mr. Koons is brother-in-law of Mr. Sink, who also owns WKYK(AM) Burnsville and WCSL(AM) Cherryville, both North Carolina. Mr. Koons has no other broadcast interests. Ann. Oct. 19.

■ **WCKN(AM)-WTNQ(FM) Dickson, Tenn.** (AM: 1260 khz, 1 kw-D; FM: 102.3 mhz, 3 kw)—Seeks transfer of control of Dickson County Broadcasting Co. from William A. Potts and others (100% before; none after) to Dickson Communications Inc. (none before; 100% after). Consideration: \$500,000. Principals: Mr. Potts (60%), John H. Bailey and James M. Hayes (20% each). Mr. Bailey owns 22.5% of WJZM(AM) Clarksville, Tenn. Neither Mr. Potts nor Mr. Hayes has other broadcast interests. Buyers are Charles S. Hawkins (75%) and Richard Albright (25%). Mr. Hawkins owns Dickson petroleum distributor. Mr. Albright is sales manager of stations. Ann. Oct. 19.

■ **WTHJ(FM) Lobelville, Tenn.** (94.3 mhz, 3 kw)—Seeks assignment of license from Mid-South Professional Services Inc. to George H. Buck Jr. and Patrick J. Hogan Sr. for \$45,000. Seller is William T. Helton Jr., who has no other broadcast interests. Buyers are equal owners. Mr. Buck owns WHVN(AM) Charlotte, N.C.; WCOS-AM-FM Columbia, S.C.; WYZE(AM) Atlanta, and WMGY(AM) Montgomery, Ala. Mr. Hogan owns Decatur, Ga., cable system. Ann. Oct. 19.

■ **KCGL(FM) Centerville, Utah** (105.5 mhz)—Seeks assignment of CP from Lois I. Pingree to Harold S. Schwartz & Associates for \$25,881.31. Seller, acting as executrix of estate of her deceased husband, Howard W., has no other broadcast interests. Buyer is owned by Harold S. Schwartz, who bought KLRK(AM) Centerville for \$62,000 this year (BROADCASTING, Jan. 17). He also owns KXEN(AM) Festus, Mo., and 25% of WTHE(AM) Mineola, N.Y. Ann. Oct. 19.

■ **KOQT(AM) Bellingham, Wash.** (1550 khz, 1 kw-D)—Seeks assignment of license from Hillcrest Chapel Inc. to HELP Ministries Inc. for \$175,000, plus assumption of liabilities. Seller is church with no other broadcast interests. Buyer is religious organization headed by Reverend Richard Ellison. Ann. Oct. 19.

Actions

■ **KPMJ(FM) Oxnard, Calif.** (104.7 mhz, 2.85 kw)—Broadcast Bureau granted transfer of control of Oxnard Broadcasting Corp. from Paul R. Schneider (77.7%) and his five children to Channel Islands Broadcasting Corp. for \$380,000 plus accounts receivable, notes and assets amounting to approximately \$220,000. Sellers have no other broadcast interests. Buyer is wholly owned subsidiary of Children's Television Workshop, nonprofit corporation based in New York which produces *Seesame Street* and other programming for public television. CTW also owns KACY(AM) Port Hueneme, Calif., and has interests in cable television franchises in Honolulu and Dayton, Ohio. Joan Ganz Cooney is president (BTC-8433). Action Oct. 20.

■ **KAPX(FM) San Clemente, Calif.** (107.9 mhz, 20.5 kw)—Broadcast Bureau granted transfer of control of El Camino Broadcasting Corp. from David and Joanne Mathews and others (100% before; 3% after) to Radio Apex Inc. (none before; 97% after). Consideration: \$542,237. Principals: Mr. and Mrs. Matthews, Kirk Munroe and Mr. and Mrs. Frank Comenichini. Mr.

Munroe owns KAOI(FM) Wailuku, Hawaii. Other sellers have no other broadcast interests. Buyer is owned by Cliff Gill (30%), Jack Bell (23%), Martha M. Aspegren (16.5%) and five others (none with more than 10% interest). Mr. Gill has various petroleum interests in Southern California. Mr. Bell is general manager of KWIZ(AM) Santa Ana, Calif. Ms. Aspegren is part owner of Fullerton, Calif., hotel. Group is also applicant for new FM at Pasadena, Calif. (BTC-8379). Action Oct. 11.

■ **KATY(AM) San Luis Obispo, Calif.** (1340 khz)—Broadcast Bureau granted assignment of license from Hill Radio Inc. to Riverside Broadcasting Co. for \$400,000, plus assumption of \$9,000 advertising trade agreements and \$100,000 covenant not to compete. Seller is Duane E. Hill, who has no other broadcast interests. Buyer is owned by Victor Armstrong (23%), Seymour Berns, Robert Lewine, Bernard Heuman (21% each) and two others (7% each). They also own KVLG-AM-FM La Grange, Tex. (BAL-9093). Action Oct. 14.

■ **WGGG(AM) Gainesville, Fla.** (AM: 1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Quality Broadcasting Corp. to Miller Broadcasting Inc. for \$500,000. Seller is principally owned by members of family of late Frederick M. Ayres (60.2%), Victor M. Knight (24.9%) and five others. They also own WDBF(AM) Del Ray Beach, Fla. Buyer is owned by Howard A. Miller, who also owns WRRR(AM) Rockford, Ill. Mr. Miller is freelance radio and television performer (BAL-9113). Action Oct. 14.

■ **WKOQ-AM-FM Gordon, Ga.** (AM: 1560 khz, 5 kw-D, 1 kw-CH; FM: 107.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Piedmont Broadcasting Co. to Vanco Broadcasting Inc. for \$180,000. Seller is owned by Cyler D. Garner (29%), Alfred Dienert, Walter Bennett (25.5% each) and Loren F. Bridges (20%). Messrs. Dienert and Bennett also own WPKO-AM-FM Waverly, Ohio. Buyer is owned by Dale E. Van Cantfort and his wife, Tara. Mr. Van Cantfort is general manager of WDKD(AM)-WKWT(FM) Kingstree, S.C. (BAL-9112, BALH-2549). Action Oct. 14.

■ **WIXN-AM-FM Dixon, Ill.** (AM: 1460 khz, 1 kw-D; FM: 101.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Farm Belt Radio Inc. from Harry Campbell and others (100% before; none after) to FR.B. Inc. (none before; 100% after). Consideration: \$425,000. Principals: Mr. Campbell (66.8%), Joseph E. Moen (11.19%), Robert O. Moran (11.19%) and Russell G. Salter (9.75%). Mr. Salter owns WKKD(AM)-WVFR(FM) Aurora, Ill., and WBEL(AM)-WRWC(FM) Beloit, Wis. Buyer is wholly owned by Gazette Printing Co., Janesville, Wis., which publishes *Janesville Gazette* and owns WJVL(FM) there; WCLO(AM) Janesville, WBKV-AM-FM West Ben, all Wisconsin and KIJV-AM-FM Huron, S.D. Principals are Robert W. Bliss and Josephine B. Ross (one-third each), brother and sister. Remaining stock is divided among members of their families (BTC-834-3). Correction of earlier item. Action Sept. 16.

■ **WREY(AM) New Albany, Ind.** (1290 khz, 500 w-D)—Broadcast Bureau granted assignment of license from New Albany Co. to Stuart K. Lankford for \$62,000. Sellers: Mr. Lankford's brothers Ray and George and Wilma Kennard. Ray and George Lankford own WRAY-AM-FM Princeton, Ind. Stuart Lankford owns WAKO-AM-FM Lawrenceville, Ind. (BAL-9064). Action Oct. 11.

■ **WTBO(AM)-WKGO(FM) Cumberland, Md.** (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 106.1 mhz, 4 kw)—Broadcast Bureau granted assignment of license from Welborne Broadcasting Inc. to Wooster Republican Printing Co. for \$600,000, plus \$100,000 covenant not to compete. Seller is owned by David P. Welborne, who also owns 50% of WNCA(AM) Siler City, N.C. Buyer is owned by Raymond E. Dix and family, Wooster, Ohio. Dix family owns WWST-AM-FM Wooster and WRAD-AM-FM Radford, Va., and publishes *Wooster Daily Record*, *Alliance Review*, *Ashland Times-Gazette*, *Cambridge-Jeffersonian*, *Defiance Crescent-News*, *Martins Ferry-Bellaire Times-Leader* and *Ravena-Kent Record Courier*, all Ohio, and *Frankfort (Ky.) State-Journal* (BAL-9110, BALH-2548). Action Oct. 14.

■ **WGRY(AM) Grayling, Mich.** (1590 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Grayling Broadcasting Co. to Alpine Broadcasting Co. for \$167,500, plus \$50,000 covenant not to compete and \$15,500 engineering consultant fee. Seller is owned by James E. Sylvester (52%) and his father, Truman F. and Alvin H. Perkiss (24% each). They have

sold, subject to FCC approval. WQON(FM) Grayling. Buyer is owned by John D. DeGroot (45%), and five others (11% each). They also own WRRM(FM) Gaylord, Mich., and WKZF(AM) Escanaba, Mich. (BAL-9096). Action Oct. 5.

■ **WMBH(AM) Joplin, Mo.** (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Big Chief Broadcasting Co. of Missouri Inc. from Lowell Beasley and M.A. Eichorn (100% before; 33 1/3% after) to Mr. Beasley, William Searle, and Edwin Percival (50% before; 100% after). Consideration: \$15,000. Principals: Mr. Beasley, who retains one-third interest, owns interest in KFAY(AM) Fayetteville, Ark. He also has various real estate and retail interests in Oklahoma City. Mr. Searle is general manager of WMBH, and Mr. Percival has Oklahoma banking and insurance interests (BTC-8422). Action Oct. 19.

■ **KMYR(FM) Albuquerque, N.M.** (99.5 mhz, 19.5 kw)—Broadcast Bureau granted assignment of license from Fontana Media Corp. to Sunbelt Communications Inc. for \$415,000, plus \$10,000 covenant not to compete. Seller is principally owned by Walter Weir and his wife, Janet (58.2%). They have no other broadcast interests. Buyer is owned equally by: Michael Rovell, Chicago lawyer; Daniel L. Lassman, Chicago dentist; Carl T. Robinson, investor; Michael B. Hesser, investor; William C. Moyes, former consultant with Frank N. Magid Associates; Murray Rosenberg, Chicago physician; Gerald Wine, Chicago dentist; Pasquale DeMarco, Chicago physician; Rose Kobermick, Mr. Lassman's mother-in-law, and Robert O. Magruder, Dallas media broker. All except Mr. Magruder own KSLY(AM)-KUNA(FM) San Luis Obispo, Calif. (BALPH-218). Action Oct. 19.

■ **WYRU(AM) Red Springs, N.C.** (1510 khz, 5 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from K&R Broadcasting Corp. to Carolina Sunbelt Radio Inc. for \$135,000. Sellers are Frederick R. Keith Jr. and Thomas J. Rogers. Mr. Keith owns 35.1% of WZOO(AM) Asheboro, N.C. Mr. Rogers owns WTGR(AM)-WKZQ(FM) Myrtle Beach and one-third of WSSC(AM) Sumter, both South Carolina. Buyer is owned by William E. Morgan (60%) and Helen E. Sansone (40%). They also own 16.67% and 8.33%, respectively, of WPON(AM) Pontiac, Mich. (BAL-9114). Action Oct. 18.

■ **WBMJ(AM) San Juan, P.R.** (1190 khz, 10 kw-D, 500 w-N)—Broadcast Bureau granted transfer of control of Mid-Ocean Broadcasting Corp. from Bob Hope and others (93% before; none after) to Gerald Masucci (none before; 100% after). Consideration: \$725,190. Principals: Mr. Hope (64%), Gang, Tyre & Brown (partnership), (10%), estate of James L. Saphier (10%) and Charles L. Pincus (7%). Remaining shares are held by Robert L. Bennett (7.7%) and James A. Capstaff. Mr. Masucci is New York attorney with interests in record companies there (BTC-8391). Action Oct. 18.

■ **KGNS-TV Laredo, Tex.** (ch. 29)—Broadcast Bureau granted assignment of license from Western Communications Inc. to Gulf Coast Broadcasting Co. for \$1 million, plus \$250,000 for property lease. Seller is principally owned by Donald W. Reynolds (98.5%), newspaper publisher and owner of KORK-AM-FM-TV Las Vegas, KOLO-AM-TV Reno, KBRN(AM) Springfield and KFSA(AM) Fort Smith, both Arkansas. Buyer is owned by T. Frank Smith (88%) and five others. They also own KRIS-TV Corpus Christi, Tex. Action Oct. 4.

Facilities changes

TV actions

■ **WOWL-TV Florence, Al.**—Broadcast Bureau granted license covering permit for changes (BLCT-2560). Action Sept. 30.

■ **KUAT-TV Tucson, Az.**—Broadcast Bureau granted request for authority to operate trans. by remote control from: Modern Languages building, University of Arizona, Tucson, Az. (BRCETV-105). Action Sept. 30.

■ **KERO-TV Bakersfield, Ca.**—Broadcast Bureau granted license covering permit for installation of an aux. trans. at main trans. and ant. location (BLCT-2563). Action Sept. 30.

■ **WTNH-TV New Haven, Ct.**—Broadcast Bureau granted license covering permit for changes: ERP 166 kw; max. ERP 166 kw; ant. height 1210 feet (BLCT-2555). Action Sept. 30.

■ ***WETA-TV Washington**—Broadcast Bureau granted request for authority to operate trans. by

remote control from: 3620 27th Street, South Arlington, Va. (BRCETV-104). Action Sept. 30.

■ KITV Honolulu—Broadcast Bureau granted license covering permit for changes: ERP 100 kw; max. ERP 100 kw; ant. height 50 feet (BLCT-2552). Action Sept. 30.

■ WSBK-TV Boston—Broadcast Bureau granted license covering permit for changes: ERP 1170 kw; max. ERP 3160 kw; ant. height 1160 feet (BLCT-2556). Action Sept. 30.

■ WWLP Springfield, Ma.—Broadcast Bureau granted CP to replace expired permit for changes (BPCT-5082). Action Sept. 30.

■ *WLIW Garden City, N.Y.—Broadcast Bureau granted license covering permit for changes: ERP 562 kw; max. ERP 1580 kw; ant. height 380 ft. (BLET-417). Action Oct. 17.

■ *WCNY-TV Syracuse, N.Y.—Broadcast Bureau granted CP to change ERP to vis.: ERP 2750 kw; max. ERP 5000 kw; change type trans.; change type ant.: ant. height 1380 ft. (BPET-568). Action Oct. 17.

■ WSyr-TV Syracuse, N.Y.—Broadcast Bureau granted license covering permit for changes (BLCT-2281). Action Oct. 17.

■ WNEP-TV Scranton, Pa.—Broadcast Bureau granted license covering permit for changes: ERP 661 kw; max. ERP 1260 kw; ant. height 1670 ft. (BLCT-2564). Action Oct. 17.

■ WCSC-TV Charleston, S.C.—Broadcast Bureau granted license covering permit for changes: ERP 100 kw; max. ERP 100 kw; ant. height 1000 ft. (BLCT-2528). Action Oct. 17.

■ WDBJ-TV Roanoke, Va.—Broadcast Bureau granted license covering permit for changes (BLCT-2562). Action Oct. 17.

■ WEZF-TV Burlington, Vt.—Broadcast Bureau granted license covering permit for changes in ant. system: ERP 309 kw; max. ERP 537 kw; ant. height 2740 ft. (BLCT-2557). Action Oct. 17.

■ *KYVE-TV Yakima, Wa.—Broadcast Bureau granted license covering permit for changes: ERP 550 kw; max. ERP 646 kw; ant. height 920 ft. (BLET-419). Action Oct. 17.

■ WITI-TV Milwaukee—Broadcast Bureau granted license covering permit for changes: ERP 100 kw; max. ERP 100 kw; ant. height 1000 feet (BLCT-2565). Action Sept. 30.

■ WITI-TV Milwaukee—Broadcast Bureau granted license covering permit to install alternate main trans. (BLCT-2566). Action Sept. 30.

AM actions

■ WVAK Paoli, In.—Broadcast Bureau granted CP to change ant. trans. location; operate trans. by remote control from studio location (BP-20,853). Action Oct. 17.

■ WESL East St. Louis, Il.—Broadcast Bureau granted CP to utilize full efficiency of radiator for authorized 250w nighttime operation only (BP-20,875). Action Oct. 17.

FM actions

■ WHKC Henderson, Ky.—Broadcast Bureau granted CP to install new ant.; ERP: 3 kw (H&V); ant. ht. 300 ft. (H&V) (BPH-10696). Action Oct. 17.

■ WRSV Rocky Mount, N.C.—Broadcast Bureau granted mod. of CP to extend time to Feb. 3, 1978 (BMPH-15254). Action Oct. 4.

■ KUDO Las Vegas—Broadcast Bureau granted mod. of CP to extend time to January 14, 1978. (BMPH-15261). Action Oct. 4.

■ WLNG-FM Sag Harbor, N.Y.—Broadcast Bureau granted mod. of CP to extend time to April 7, 1978 (BMPH-15244). Action Oct. 4.

■ WCTL Union City, Pa.—Broadcast Bureau granted mod. of CP to extend time to March 31, 1978 (BMPH-15251). Action Oct. 4.

■ *WVPR Rock Hill, S.C.—Broadcast Bureau granted mod. of CP to extend time to April 30, 1978 (BMPED-1522). Action Oct. 4.

■ WCOS-FM Columbia, S.C.—Broadcast Bureau granted mod. of CP to extend time to March 31, 1978 (BMPH-15263). Action Oct. 3.

■ KJAK Slaton, Tx.—Broadcast Bureau granted mod. of CP to change trans. location to 1 mile southwest of U.S. Highway 1, just north of Posey; specify studio location at trans. location; delete remote control;

change trans.; ant.; ERP: 3 kw (H&V); ant. ht. 300 ft (H&V) (BMPH-15233). Action Oct. 4.

■ WKGI New Martinsville, W. Va.—Broadcast Bureau granted mod. of CP to extend time to April 30, 1978 (BMPH-15265). Action Oct. 4.

■ *WCCX Waukesha, Wi.—Broadcast Bureau granted mod. of CP to extend time to March 31, 1978 (BMPED-1525). Action Oct. 4.

■ WEZW Wauwatosa, Wi.—Broadcast Bureau granted mod. of CP to extend time to March 31, 1978 (BMPH-15256). Action Oct. 4.

In contest

Designated for hearing

Acting Chief ALJ Chester F. Naumowicz Jr. made following assignments on dates shown:

■ Little Falls, Mn., **FM proceeding**: mutually exclusive applications of Little Falls Radio, and Little Falls Broadcasting Co. for new FM station (Docs. 21169-70)—designated for hearing to determine efforts made by Little Falls Broadcasting to ascertain community needs and means by which applicant proposes to meet those problems; which of the proposals would, on comparative basis, better serve public interest; and which of applications should be granted. Action Oct. 14.

■ Richmond, Va., Roy H. Park Broadcasting of Virginia (WTVR-AM-FM-TV) **renewal proceeding**: designated ALJ Reuben Lozner to serve as presiding judge; scheduled prehearing conference for Dec. 1 and hearing for Jan. 16 in Richmond or vicinity. Action Oct. 17.

Procedural rulings

■ Burbank and Pasadena, Ca., George E. Cameron Jr. Communications (KROQ) Et Al., **AM and FM proceeding**: (Docs. 20629-31)—ALJ John H. Conlin granted motion by Cameron and Burbank Broadcasting and extended to Nov. 15 time to file oppositions to motion for enlargement of issues filed by San Marco Broadcasting Company. Action Oct. 14.

■ Healdsburg, Ca. North Coast Communications, and Healdsburg Broadcasters, **FM proceeding**: (Docs. 21232-4)—ALJ Joseph Stirmer granted motion by Healdsburg Broadcasters and extended to Oct. 18 time to file reply to opposition to motion to enlarge issues filed by North Coast. Action Oct. 14.

■ Stockton, Ca. Barnes Enterprises, Et Al., **FM proceedings**: (Docs. 20925-7)—ALJ Walter C. Miller scheduled further prehearing conference for Oct. 20. Action Oct. 13.

■ Rifle, Co., **renewal proceeding**: Oil shale licensee of KWSR (AM), (Doc. 20231)—commission scheduled oral argument for Dec. 6, 10:30 a.m. on exceptions to initial decision by ALJ Walter C. Miller. Action Oct. 20.

■ Miami, Bartell Broadcasting of Florida WWJX (FM), **renewal proceeding**: (Doc. 20826)—ALJ Thomas B. Fitzpatrick granted motion by Broadcast Bureau and extended to Oct. 21 time for filing proposed findings of fact and conclusions of law and to Nov. 11 time for filing replies. Action Oct. 14.

■ Vero Beach, Fla., Robert T. Rowland, Et Al., **FM proceeding**: (Docs. 20922-4)—ALJ Reuben Lozner scheduled prehearing conference for Oct. 13. Action Oct. 18.

■ Springfield, Il., Springfield Advertising Co., Et Al., **FM proceeding**: (Docs. 21338-41)—ALJ Thomas B. Fitzpatrick set procedures governing prehearing conference scheduled for Nov. 30. Action Oct. 17.

■ Bardstown, Ky., Nelson County Broadcasting Co., Et Al., **FM proceeding**: (Docs. 21241-3)—ALJ Lenore G. Ehrig granted motion by Old Kentucky Home Broadcasters and extended to Oct. 25 time for preliminary exchange of engineering exhibits. Action Oct. 14.

■ Boston RKO General, (WNAC-TV), Et Al., **TV proceeding**: (Docs. 18759-61)—granted request by RKO and extended to Oct. 28 time to respond to Broadcast Bureau's supplement to comments on petition to reopen record, enlarge issues and remand. Action Oct. 14.

■ Gaithersburg, Md., Radio Gaithersburg Et Al., **AM proceeding**: (Docs. 21219-26)—ALJ John H. Conlin granted request by Broadcast Bureau and extended to

Oct. 18 time to respond to petition for leave to amend filed by Montgomery Communications. Action Oct. 13.

■ Berlin, N.H., **renewal proceeding**: Berlin Communications licensee of WBRL (Doc. 20457)—commission scheduled oral argument for Dec. 6, 9:30 a.m. on exceptions to initial decision. Action Oct. 20.

■ Lakewood N.J., Mid-State Broadcasting Company (WHLW), **renewal proceeding**: (Doc. 20610)—ALJ James F. Tierney granted motion by Broadcast Bureau and extended to Oct. 28 time for filing proposed findings and conclusions and to Nov. 8 time for filing reply findings. Action Oct. 14.

■ Greenville, Oh., Lewel Broadcasting (WDRK (FM) **renewal proceeding**: (Doc. 21267)—ALJ John H. Conlin granted request by the Broadcast Bureau and extended to Oct. 21 time to respond to reply and motion for leave to file supplemental pleading filed by Lewel. Action Oct. 14.

■ Antigo, Wis. and Hart, Mich., **FM proceeding**: John D. Degroot (Doc. 21357)—Chief, Broadcast Bureau granted extension from Oct. 11 to Oct. 25 time to file reply comments on amendment of Section 73.202(b) FM table of assignments. Action Oct. 14.

Dismissed

■ Davenport, Ia., **TV proceeding**—commission dismissed petition of Palmer Broadcasting licensee of WOC-TV, for reconsideration of commission's June 9 action granting without hearing application of Moody Bible Institute of Chicago, for new noncommercial educational FM station in East Moline, Ill. Action Oct. 13.

■ Berlin, N.H., **renewal proceeding**: White Mountain Broadcasting's application for renewal of licenses for WNOU and WXLQ (FM) (Doc. 20456)—commission dismissed an application for review of license renewal denied because of station's fraudulent billing practices. Action Oct. 13.

Initial decisions

■ Mechanicville and Cornwall-on-Hudson, both N.Y., **AM proceeding**: WMVI and WWLE respectively, (Docs. 20591-2)—ALJ Thomas B. Fitzpatrick granted license for WMVI and denied renewal of WWLE. Action Oct. 20.

Review board decisions

■ Gainesville, Fla., **FM proceeding**: Docs. 20622-24)—Review Board adopted order granting motion for extension of time, filed Oct. 14, 1977, by Gainesville Broadcasting. Action Oct. 17.

■ Newark, N.J., **AM proceeding**: Docs. 20407-10)—Review Board adopted order granting petition for extension of time, filed Oct. 17, 1977, by Broadcast Bureau. Action Oct. 19.

Complaints

■ A total of 7,361 broadcasting complaints from public was received by commission during August, decrease of 1,970 over July. Other comments and inquiries to Broadcast Bureau for August totalled 2,166, increase of 256 over previous month. Commission sent 529 letters in response to these comments, inquiries and complaints. Ann. Oct. 17.

Fines

■ KTLA Los Angeles—Broadcast Bureau ordered licensee to forfeit \$250 for repeated failure to show weekly waveform calibrations. Action Oct. 6.

■ KTRT Truckee, Ca.—Broadcast Bureau ordered licensee to forfeit \$500 for repeated failure to operate at times, or with modes or powers, other than those specified in basic authorization instrument. Action Oct. 7.

■ KROS, KSAY Clinton, Ia.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$100 for violation of rules requiring application for license renewal be filed with commission not later than first day of fourth full calendar month prior to expiration date of license. Action Sept. 28.

■ KQWC, KQWC-FM Webster City, Ia.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$100 for repeated violation of rules requiring

application for license renewal be filed with commission not later than first day of fourth full calendar month prior to expiration date of license. Action Sept. 28.

■ WMJS(FM), Prince Frederick, Md.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for apparent repeated violation of rules for failing to maintain the power output of the station authorization. Action Oct. 4.

■ KFRU Columbia, Mo.—Broadcast Bureau ordered licensee to forfeit \$500 for repeated violation of parameter reading rules. Action Oct. 5.

■ KPRS(FM), Kansas City—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$25 for violation of rules requiring application for license renewal be filed with commission not later than first day of fourth full calendar month prior to expiration date of the license. Action Sept. 28.

■ KFOR, Lincoln, Neb.—Broadcast Bureau denied application for mitigation of \$500 for repeated violation of station nighttime power rules. Action Oct. 5.

■ WBEX, WBEX-FM Chillicothe, Oh.—Broadcast Bureau ordered licensee to forfeit \$2,000 for repeated failure to enter commercial duration in program logs. Action Oct. 6.

■ WGGS-TV Greenville, S.C.—Broadcast Bureau ordered licensee to forfeit \$350 for repeated failure to perform required power calibrations. Action Oct. 5.

■ KCLE Cleburne, Tx.—Broadcast Bureau ordered licensee to forfeit \$500 for failure to maintain operating logs by competent station employee. Action Oct. 5.

Allocation

Petition

FCC received following petition to amend TV table of assignments (ann. Oct. 19):

■ Boise, Idaho—State Board of Education and Board of Regents of University of Idaho requests assignment of ch. 5 to Lewiston, Idaho as noncommercial.

Rulemaking

Petition

■ Beverly Hills, Ca.—California Association of the Physically Handicapped requests inquiry and rulemaking to include Rehabilitation Act of 1973 in commission's nondiscrimination requirements to insure licensees and applicants do not discriminate against physically handicapped in hiring (RM-2978). Ann. Oct. 19.

Translators

Actions

■ K06CE Hayden, Co.—Broadcast Bureau granted CP to change type of trans. of VHF TV translator station; increase output power to 10 w and make changes in ant. system (BPTTV-5870). Action Oct. 3.

■ K09GC Sterling, Soldotna, Kasilor and Kenai, Ak.—Broadcast Bureau granted CP to add amplifier of VHF TV translator station to present equipment and increase output power to 10 w (BPTTV-5904). Action Sept. 30.

■ K10JN Kongiganak & Cape Newenham, Ak.—Broadcast Bureau granted CP to change trans. location of VHF TV translator station to Tern Mountain, Kongigank, Alaska; change type of trans.; decrease output power to 5 w and make changes in ant. system (BPTTV-5876). Action Oct. 3.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Oct. 18 (stations listed are TV signals proposed for carriage):

■ Sullivan Cable of North Carolina, for Hendersonville, Laurel Park, Henderson, all North Carolina

(CAC-08983-5): to delete: WYAH-TV Portsmouth, Va.

■ Robins Telecable, for Houston, Warner Robins, both Georgia (CAC-10257-8): WANX-TV Atlanta, to delete: WALB-TV Albany, Ga.

■ Transvideo Corp., for Carpinteria, Montecito, Goleta Valley, Isla Vista, all California (CAC-10806-10): interim authorization for existing operation.

■ Winner Cable TV Service, for Winner, S.D. (CAC-10811): certificate of compliance for existing operation.

■ Midcontinent Cable Systems, for Beadle, S.D. (CAC-10812): KDLO-TV Florence, KESD-TV Brookings, both South Dakota, KWGN-TV Denver, WTCN-TV Minneapolis, KXON-TV Mitchell, KABY-TV Aberdeen, both South Dakota, KBTV Denver.

■ Tower Communications, for Napoleon, Greenfield, both Ohio (CAC-10813-4): interim authorization for existing operation.

■ Television Cable Service, for Weirton, W.V. (CAC-10815): interim authorization for existing operation.

■ Florence Cable TV, for Florence, Dunes, both Oregon (CAC-10816-7): interim authorization for existing operation.

■ Karlen Communications, for Barton, Ks. (CAC-10818): KCKT Great Bend, KAYS-TV Hays, KPSS Hutchinson, KAKE-TV Wichita, both Kansas, KBMA-TV, WDAF-TV both Kansas City, WIBW-TV Topeka, Ks., KCMO-TV Kansas City, KTVH Hutchinson, Ks. KMBC-TV Kansas City.

■ Haystack Cable Vision, for Sharon, Norfolk, both Connecticut (CAC-10819-20): WFSB-TV, WHCT-TV, WEDH all Hartford, WTNH-TV New Haven, WHNB-TV New Britain, all Connecticut, WCBS-TV, WNEW-TV, WPIX, WOR-TV all New York, WNET Newark, N.J., WATR-TV Waterbury, Ct.

■ Warner TVC Corp., for Bradford, Pa. (CAC-10821): WPSX-TV Clearfield, WTAJ-TV Altoona, WJAC-TV Johnstown, KDKA-TV, WIIC-TV Pittsburgh, all Pennsylvania, WNEW-TV, WOR-TV, WPIX, all New York, WTAE-TV, WQED, both Pittsburgh.

■ Community Telecommunications, for Riverton, Wyo. (CAC-10822-3): WYAH-TV Portsmouth, Va.

■ Jal CATV Corp., for Eunice, N.M. (CAC-10824): WTCC Atlanta, WYAH-TV Portsmouth, Va.

■ Teleprompter Southeast, for Huntsville, Al. (CAC-10825): WZTV Nashville, to delete: WATL-TV Atlanta.

■ Plainfield Cablevision, for Plainfield, North Plainfield, South Plainfield, all New Jersey (CAC-10826-8): interim authorization for existing operation.

Certification actions

CATV Bureau granted following operators of cable TV systems certificates of compliance:

■ Butte Cable TV, for Butte, Mt. (CAC-08869); Valley Vision, for El Dorado, Ca. (CAC-06175); Suffolk Cable of Smithtown, for Branch, N.Y. (CAC-

08396); Falcon Communications, for San Benito, Ca. (CAC-08430); Cablevision of Fredericksburg, for Fredericksburg, Stafford, Spotsylvania, all Virginia (CAC-08623-5); Twenty CATV, for Carrollton, Ga. (CAC-08711); Cable View of Albert Lea, for Albert Lea, Mn. (CAC-08773); Ottawa Cable TV, for Ottawa, Ks. (CAC-08842); Iola Cable TV, for Iola, Ks. (CAC-08844); Butte Cable TV, for Walkerville, Mt. (CAC-08870); Community Tele-Communications, for Billings, Mt. (CAC-08874); Helena Cable TV, for Helena, Mt. (CAC-08876); TV Pix, for Carson City, Nev (CAC-08879); Chilton Cablevision, for Clanton, Al. (CAC-08885); J and E Cable, for Decorah, Ia. (CAC-08915); Hearne Cablevision, for Hearne, Tx. (CAC-08947); Burnside CATV, for Ferguson, Pulaski, both Kentucky (CAC-09074-5); Sammons Communications, for Penn Yan, N.Y. (CAC-09084); American Cablevision, for Cleveland, Tx. (CAC-09093); Valley Cable Vision, for Ansonia, Oxford, Naugatuck, Shelton, Derby, Beacon Falls, Seymour, all Connecticut (CAC-09094-100); Sullivan Cablevision, for Marion, Clinton, both Illinois (CAC-09176-7); Harlan TV, for Harlan, Loyall, Baxter, Grays Knob, all Kentucky (CAC-09193-6); Westmoreland Cable, for O'Hara, Pa. (CAC-09223); O and D Cable Ltd., for Orion, Newburn, Trimble, Troy, all Tennessee (CAC-09228-31); Wrightsville Beach Cable TV, for Wrightsville Beach, N.C. (CAC-09237); South Florida Cable Television, for Bonita Springs, Estero, Collier, Fort Myers Beach, North Fort Myers, all Florida (CAC-09238-42); Mott Media Cable, for Manistee, Filer, both Mississippi (CAC-09246-8); Alpine Cable TV, for Pineville, La. (CAC-09256); Kentland TV and Kable, for Goodland, Kentland, Sheldon, all Illinois (CAC-09274-6); Suburban Cable TV, for Sellersville, Pa. (CAC-09289); Rockingham-Hamlet Cable-vision, for Rockingham, Hamlet, both North Carolina (CAC-09294-5); Gulf Coast Cable Television, for Hedwig Village, Tx. (CAC-09348); Cablevision Systems Long Island, for Bayville, Farmingdale, North Hempstead, Mineola, Roslyn, Oyster Bay, Hempstead, Laurel Hollow, Roslyn Estates, all New York (CAC-09737-45); Cablevision of New Jersey, for New Milford, Tenafly, Cresskill, Dumont, all New Jersey, Yonkers, N.Y. (CAC-09752-6); Cablevision Systems Suffolk Corp., for Lindenhurst, Babylon, both New York (CAC-09771-2); Northern Valley Cable, for Bergenfield, N.J. (CAC-09775); Cablevision of Fredericksburg, for Stafford, Va. (CAC-09818); Telecable Associates, for Abbeville, La. (CAC-08567); Hannibal Cable TV, for Hannibal, Mo. (CAC-08840); Simmons Communications, for Amity, Andover, Belmont, all New York (CAC-08895-978); Northeast Georgia Broadcasting, for Gainesville, Hall, both Georgia (CAC-08995-09045); Edmond Cablevision, for Edmond, Ok. (CAC-09167); Suffolk Cable of Smithtown, for Smithtown, N.Y. (CAC-09323); Micro-Cable Communications, Pasco, Kennewick, both Washington (CAC-09477-80); Community Television of Utah, for Ogden City, South Ogden, Washington Terrace, Roy City, Ogden Canyon, Ogden, Salt Lake, South Salt Lake, Orem, Provo, all Utah (CAC-09489-500); Liberty TV Cable, for Orange, West Orange, Pinehurst, all Texas (CAC-09734-36); Texas Telecable, for Conroe, Panorama Village, Willis, Montgomery, all Texas (CAC-09781-4); Sierra Vista CATV for Sierra Vista, Az. (CAC-09800).

Summary of broadcasting

FCC tabulations as of Sept. 30, 1977

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,485	6	17	4,508	47	4,555
Commercial FM	2,901	1	71	2,973	128	3,101
Educational FM	893	0	20	913	87	1,000
Total Radio	8,279	7	108	8,394	262	8,656
Commercial TV	721	1	3	725	49	774
VHF	513	1	0	514	8	522
UHF	208	0	3	211	41	252
Educational TV	242	3	14	259	6	265
VHF	93	1	7	101	3	104
UHF	149	2	7	158	3	161
Total TV	963	4	17	984	55	1,039
FM Translators	198	0	0	198	69	267
TV Translators	3,448	0	0	3,448	369	3,817
UHF	1,066	0	0	1,066	204	1,270
VHF	2,382	0	0	2,382	165	2,547

*special temporary authorization

**includes off-air licenses

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Attorneys

LAUREN A. COLBY
Attorney-at-law
15 N. Court Street
Frederick, Md. 21701
Tel. 301-663-1086
Specializing in matters involving the Federal Communications Commission

Services

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RADIO

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Religious broadcast station manager. Must be sincere and dedicated with broadcast experience. Southern location. Equal Opportunity Employer. Send resume and references, Box N-71.

Southern California Class A FM. Station seeking aggressive manager experienced all phases radio including sales. Renumeration open for right person. Send resume to Box N-72.

Radio station manager—Professional, full time manager for WXPX University of Pennsylvania FM Radio Station. Experience in educational and/or commercial programming directed to wide range of listeners. Academic interest and qualifications desirable. Opportunity to work with students, faculty and community and share in shaping high quality university broadcasting. Send resumes to: Andrew J. Condon, Director of Student Life, University of Pennsylvania, Houston Hall, Philadelphia, PA 19104. Equal Opportunity Employer.

Sales Manager for Fresno's hottest radio station. Who would believe a new Adult Contemporary FM, licensed to Hanford, would "rip up" the Fresno "biggies" in just 3 1/2 months. Ground floor opportunity for successful Salesperson to move up to management with a real winner! We've got it all! Super coverage, excellent dial position and format for the "eighties". Call Gary Willson-Owner/Manager-K104, 12592 South Cedar, Fresno, CA 93725. 209—834-5904.

HELP WANTED SALES

Learn To Sell at a professional Midwest radio station. Box H-107.

Missouri: Experienced salesperson wanted. AM/FM operation. Salary plus commission. Send resume to KSIS/KCBW, Sedalia, MO 65301.

Sales Manager—Midwest medium market. 24 hour AM easy country with major college sports. Must be outstanding local sales person and motivator. Call Charlie Powers, 415—376-0397 or write Box 68, Moraga, CA 94556. EOE/MF.

KCEY—2 sales people for new Contemporary FM. 2 sales people for AM Modern Country expansion. Good working conditions in complete new plant and facilities. Resume to Gen. Mgr, Box 979, Modesto, CA 95354.

We are developing our 50 kw FM's and need qualified people to grow with our ten station group. Guaranteed salary plus commission. Company pays all benefits. Experience necessary. Send complete resume to Gary Burns, Rust Communications Group, P.O. Box 1747, York, PA 17405. E.O.E. MF.

Sales Person Needed. Excellent opportunity to be eventual Sales Manager. Will train. Resume to Jerry Hennen, KDMA, Montevideo, MN 56265.

Madison, Wis. Excellent career opportunity for bright young problem-solving salesperson on the way up. Strong on creativity with ability to build and sell campaigns. 13-station group seeks individual with management potential. Our people earn far more. Madison offers superior living. You'll have an opportunity to earn management and equity. WISM, Madison, Wis. A Mid-West Family Station. EOE.

Rapidly expanding company is looking for self-motivated Sales Manager for 100,000 watt A.O.R. FM in Southern Medium Market. Excellent advancement opportunity, benefits and working conditions. Box N-80.

Excellent opportunity for experienced, RAB-oriented salesperson to replace successful salesperson moving on to own business. Immediate. Confidentiality respected. Contact Burt Levine, WROV Roanoke, VA. EOE.

Can you sell the No. 1 18-34 year old station from 10AM to 7PM in a six station market? We're building a sales staff from scratch. The account list is wide open. Send resume and salary requirements. Equal Opportunity Employer. KNUW, Box 2427, Great Falls, MT 59403.

WJDM Radio, seeking an aggressive, experienced sales person. Great opportunity at young, growing station. Want to make a move, want to make more money. Resume to Andy Santoro, WJDM Radio, 9 Caldwell Place, Elizabeth, NJ 07201. EOE/MF.

Fast growing Southern California AM/FM needs aggressive sales person now! Guarantee against liberal commission. EOE. Call Chuck Fritz 714—688-1570.

HELP WANTED ANNOUNCERS

Immediate opening for announcer. First Tickets only. Write KPOW, Box 968, Powell, WY 82435. EOE.

Immediate opening for super Production Director and air personality combined. Modern Country in Medium mkt. South. Contact Rick Warren, PD, WBHR PO. Box 547, Huntsville, AL 35804. 205—534-3521.

Midwest medium market group station will accept confidential resumes for possible future openings from air personalities. Decent dollars and excellent company benefits with a darn good bunch of broadcasters, in a neat place to live. Resumes to Box N-47.

Big Talker Wanted for South Florida Station opening person. MOR format. Must be strong on news and production plus good personality. 13—15,000 year. Equal Opportunity Employer. Send resume, starting salary to Box N-50.

Large Midwest chain looking for a professional one to one communicator. Good money. Send tape and resume to Leighton Enterprises, Box 1458, St. Cloud, MN 56301. Send in care of Jack Hansen or JJ Justin.

South Florida Coast—Personality Morning D J for Country Music station. Personality air show and production ability of first importance. At least 2 years fulltime experience in country music required. 3rd class license with Broadcast endorsement necessary. Salary open but equivalent to large metro market. Send complete resume and audition tape to PO. Box 216, Fort Myers, FL 33902. An equal opportunity employer.

Florida MOR soft format with standard pop fills, seeks personality morning person to open 6AM, also second announcer for day shift, strong on production. Minimum two years experience with Third. No floaters. Opportunity for advancement with small public company. Excellent medical program. Delightful living by ocean. Send resume, tape and salary requirements, Randolph Miller, WIRA, Fort Pierce 33450, Equal Opportunity Employer.

Operations Manager for Schafer equipped KalaMusic Greater Media station in Huntington, West Virginia. EOE M/F. Will consider announcer ready for advancement. WHEZ, 25701.

Immediate Opening. Talented and dependable adult air personality for Adult Contemporary Country station. Please send air check, resume and salary requirements to WPOC, 711 W. 40th St., Baltimore, MD 21211. An equal opportunity employer under group ownership of Nationwide Communications.

Air personality with PD. potential. Experience a must. Voice quality and delivery of primary importance. Send resume, salary requirements and tape to Tom Casey, WRTA, Box 272, Altoona, PA, an equal opportunity employer.

Experienced person local news or play by play ability. Opportunity growing group. West Texas. M/F EOE. CSRG, Inc. 12118 Landlock, Dallas, TX 75218.

Announcer opening for good voice and sparkling personality. Daytime shift. Growing SMSA Texas market. Box N-61.

Immediate opening for afternoon drive-time personality. Experience and third class endorsed needed. Send resume & tape: Duncan Dewar, WHEB, Portsmouth, NH 03801.

News and Production announcer-salesperson for Northeast automated small market station. Salary and travel allowance totals \$150/wk. Plus commission. EOE. Box N-57.

Maryland Small Market station has announcer opening. Good opportunity for a beginner. Box N-60.

First Phone, Announcer wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. E.O.E. Box D-125.

Advance: into a full time, 7 to mid shift. Tape and resume. WKIK, Box 346, Leonardtown, MD 20650.

DJ wanted. Our last lady DJ now reportedly makes \$115,000 a year in New York. Do you think you can fill her shoes at WMAQ in Chicago? We are looking for a potential superstar who likes country music. Send tapes and resumes (no phone calls please) to: Bill Hennes, WMAQ Radio, Merchandise Mart, Chicago, IL 60654.

Wanted: Experienced disc-jockey needed for English-speaking radio station in Tehran, Iran. Excellent salary and benefits. Send cassette air check and resume with personal background information to Iran National Radio and Television, 2600 Virginia Avenue N.W., Suite 206, Washington, DC 20037 or call 202—333-3014.

Opportunity knocks!... group broadcaster has immediate opening for afternoon drive disc jockey at its flagship station. Potential and willingness to learn more important than experience. Call Mr. Larry Conti at WPAZ, Pottstown, PA. 215—326-4003.

Upper Midwest Skw, Adult Contemporary station expanding. Seeking experienced, mature communicator. Production and personality a must. Equal Opportunity Employer. Tapes and resumes to: Program Director, PO Box 1638, Grand Forks, ND 58201.

Immediate Opening for announcer, male or female for air shift, production, news, EOE. Tape and resume to Ralph Smith, PO. Box 249, Rutland, VT 05701.

Immediate openings for announcers at promotion minded station in mountains of Southwest Virginia. 703—964-2502.

Experienced, warm Beautiful Music announcer needed for morning live and production. Third ticket required. Good pay, good benefits, good facility. Tape and resume to John Davidson, WKEZ, 720 Boush St., Norfolk, VA 23510, or phone 804—446-2700 before noon. Equal Opportunity Employer.

Wanted—Personality morning announcer for North Alabama Modern Country Station. Seeking person with gift of gab who can attract and hold No. 1 rating. We also have need of Program Director. Fine if you can do both jobs, but personality morning person is our prime requirement. No floaters. At least 2 years experience required. Must know country music. Opportunity for advancement with small public company. Excellent starting salary. Equal Opportunity Employer. Send resume Box N-109.

HELP WANTED TECHNICAL

Come To Cape Cod. We have one of New England's most modern and attractive facilities, and we're located in New England's favorite vacation area. We need an engineer with some previous experience to serve as our Chief. A fine opportunity. Ray Brown, Operations Manager, WCOD-FM, Hyannis, MA 02601. 617—775-6800.

Chief Engineer for Midwest Major Market FM. Good equipment. Must be experienced and strong on maintenance. EOE. Reply to Box N-85.

HELP WANTED TECHNICAL CONTINUED

Northwestern College Radio Network Station needs professional engineer who can also do some announcing. This could be your chance to plan new facilities from the ground up, in about 2 years. Equal Opportunity Employer. Send tape, resume and salary requirements to: WNBC (Northwestern College Radio), 3250 Gammon Rd., Route No. 2, Madison, WI 53711.

Chief Engineer, New Jersey Daytimer. Must have working knowledge of directional arrays, studio and transmitter maintenance, Rules and Regulations. Must be able to handle any type of engineering assignment, including remotes. Five years broadcasting experience required. E.O.E. Box N-78.

Wanted: Experienced chief engineer capable maintaining group AM FM stations. Good salary, pension, life hospital insurance. Telephone collect. Harold Sudbury, 501-762-2093.

Assistant Chief AM, 50KW FM stereo, experienced in STL, Schafer 902, remote control, heavy solid state. E.O.E. Resume to Chief Engineer, WTRC/WYEZ Box 699, Elkhart, IN 46515.

Great Opportunity for progressive, creative, hard-working chief engineer at relatively new, very successful FM in medium-sized Mid-Western city. Excellent pay and benefits. Transmitter, studio equipment, preventive maintenance, and operational duties required. Position requires a career person. Reply in confidence to Box M-171.

HELP WANTED NEWS

Wanted-News Director with administrative ability for three person Midwest local news operation. Box M-55.

People reporter whose talents to interview and investigate will enlighten listeners on the people and events behind the hard news. We're expanding our AP award-winning news department with a unique position. If you have unusual creativity, proven abilities to deal with people from every field, and a track record to demonstrate, write now. The challenge involves some investigative reporting, and an on-air anchoring. WDF, PO. Box 524, Marion, OH 43302.

News Director. West-central AM. Start \$8400. Good digger, creative, aware. Authoritative delivery. EOE. Write Box N-33.

The States Leading News Department in the states leading News Market is looking for a veteran Broadcast Journalist, who can anchor morning drive, and leave the competition breathless on the street. No place for a beginner. We talked to many, but have hired none. Award winning, stable, good salary, good area. Send tape and resume to Scott White, WKIX Radio, Box 12526, Raleigh, NC 27605. An Equal Opportunity Employer.

Medium Market AM/FM College Community needs experienced newscaster. Contact Manager, KRUS/KXKZ, Box 430, Ruston, LA 71270. EOE.

Afternoon Newscaster, cover night meetings for New England small market. Cat, Endorsed Third required. \$8500-9000. Box N-62.

Upper Midwest 5kw, Adult Contemporary station expanding. Seeking NAFB Farm Director with experience and knowledge. Equal Opportunity Employer. Tapes and resumes to: Program Director, PO. Box 1638, Grand Forks, ND 58201.

News/Public Affairs Coordinator for 50kw public station affiliated with AA/EOE University. Responsibilities include producing news, sports and public affairs programs; community ascertainment activities; supervision of student news producers. Professional delivery and ability to work with students required. BA and 3 years experience (one public). Send tape and resume to WEKU-FM, Eastern Kentucky University, Richmond, KY 40475.

Experienced News Person wanted to gather, write and broadcast local news. An exciting opportunity. Send tape and resume to Bob Catlin, Program Director, WUPE AM & FM, Pittsfield, MA 01201.

Afternoon news reporter for Ohio medium market leader. Send tape and resume to Bob Long, WMOH, 220 High Street, Hamilton, OH 45011. EOE/MF.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Air personality with PD. potential. Experience a must. Voice quality and delivery of primary importance. Send resume, salary requirements and tape to Tom Casey, WRTA, Box 272, Altoona, PA, an equal opportunity employer.

Programmer-Producer for Texas Public Station. Duties will include hosting morning music program which features interviews, both in-studio and telephone. Person will also assist in development of news and public affairs programming and in the development of student broadcasters. Production ability a must. Degree and experience required. Send tape, resume and salary requirements to: Station Manager, KETR, Box BB, E T Station, Commerce, TX 75428. EOE/Affirmative Action Employer.

News and Public Affairs Producer/Announcer for fine arts station. Responsibilities: Producing newscasts, features, announcing, interviewing, working on-air shift. Requirements: Bachelor's Degree, 3 years experience in Broadcast Journalism, FCC 3rd with endorsement. TV on-camera experience preferred. Send tape, resume, salary requirements to: Director of Broadcasting, WYSU-FM, Youngstown State University, Youngstown, OH. Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Public Affairs Director: Bright, creative, innovative Public Affairs Director with proven ability to produce "tune-in" programming. Excellent working knowledge of FCC ascertainment, rules & regulations. Impeccable references upon request. Box N-11.

Operations Manager of most successful small market station in Mid-America. Seeking GM or Operations Mgr. Experience in sales, programming, engineering, 12 yrs. John Carlile, PO Box 182, Walloon Lake, MI 49796. 616-547-4653.

Aggressive Sales-Oriented profit builder seeks Midwest medium market. 12-year broadcast veteran experienced in news, sales & management. Box N-86.

Trouble Shooter Consultant total concept radio, specializing medium/small markets. Automation, sales, promotion, organization. Fee by day or project. Available after present assignment, track record, references. Limited availability, call today 808-395-4516.

13 years experience from DJ to GM, wants GM position with equity at new acquisition or station that is short of its potential. Strong on management, sales, promotion. Family man with ambition, ability, references. Dean Craun, 402-727-6163.

SITUATIONS WANTED ANNOUNCERS

Third Phone DJ, good production, news, commercials, will relocate—some experience, hard worker. Box M-124.

Broadcast School Grad wants first job. 3rd endorsed ticket. Money secondary to training opportunity. Box M-113.

Lady DJ, 1st Phone, BA, 1-1/4 years Top 40 experience, good voice, news, production. Prefer SF to Monterey Area. PO Box 535, Daly City, CA 94017.

Country experience at top rated station. First phone. Left last job March 1977 to get out of radio—I've changed my mind. I want to work for you. No nonsense, just hard work. Excellent references. Box N-1.

4-1/2 years experience—Music Director, production, news, MOR, EZ, Married. BS, Pennsylvania area or Maine. Box N-10.

Announcer, 22, seeks MOR, AOR, or Beautiful Music format. Good resonant voice, news, commercials. Prefer California, Arizona, Upstate New York, New Jersey, Connecticut, Pennsylvania. Box N-29.

Female Announcer looking for stability in the East. Experienced in live, automation, production, and news. Box N-37.

Jock 3rd Endorsed, tight board. 4 yrs Top 40 experience. Contact Lloyd Mitchell 212-735-5133 after 6:30 PM.

Bright, Articulate, loyal AOR—Progressive personality, currently employed but available. Experienced, college grad, 3rd endorsed. Good interpretative reader, strong background in Rock, Folk, News, Telephone Talk, and Sports. Provide a challenging opportunity and I'll provide a true asset to your station & locale. Box N-49.

Exiled WNBC Personality craves major market air shift, stability. 32, First Phone. Box 1011, Englewood, FL 33533.

Experienced Top 40, Disco and Contemporary. 3rd Phone. Worked with the best in New York. Living in Maryland, will relocate anywhere. Call Paul at 301-942-2614, collect.

Experienced Announcer/DJ, Third Phone, currently free-lancing, wants full-time shift at MOR/Modern Country/Beautiful Music station in California/Northwest. Good communicator, tight board, good news & production. Have PD background, available now! Will relocate. Call Frank Cordell 714-658-1094.

Bring Jazz Back to Radio. 7 yrs. comm'l jazz—jazz oriented experience. Help! Currently working Contp. M.O.R. Will consider comm'l or public radio. Open up (1) one shift fulltime for good jazz—jazz crossover music. Have own library in mint condition. Prefer 'round midnight. 30, single, 1st Phone. If you believe in jazz, you'll respond. Box N-53.

3 yrs Experience as SD, PBP & sports talk programming. Also 3 yrs experience as DJ. Will re-locate anywhere. South preferred. Available now 413-967-3094 or Broadcasting Box N-64.

First Phone, College degree, two years experience MOR, C&W, AOR, mellow voice, presently employed but looking to move up. Box N-75.

Situation Wanted, radio & TV, announcer. News, reporter, comm. announcer, talk shows, sales, interviews. Music; rock, pop, Soul & Jazz. D.J., weather reporter. Esterline S. Owens, Chicago, 312-651-1251.

Top Rated Personality seeks medium market, AC/MOR, any shift, Midwest/Mid Atlantic States. 814-948-4825 after 12 Noon.

Insanity reigns supreme! I am a creative madman with professional experience. I have only one weakness. I enjoy eating baked aardvark. If you can live with that, then contact me. All markets considered. Salary negotiable. After 4 PM call 212-867-2165.

Rock DJ, 3rd Endorsed, B.A. Mass Communications, 3 yrs. college Radio experience. Tape & resume available. Phil Gnesin, 69 N. Lake Drive, W. End, NJ 07740. 201-229-2079.

Top 40 Personality—energetic and creative. Seeking contemporary medium market. Relocate anywhere. 412-833-2740 after 5 PM.

Polished, mature, communicative second generation announcer seeks contemporary, or MOR station in a large or good medium market, preferably in West. 2 1/2 years experience, good to strong production, tight board. Interested? Call Tim Higgins 602-865-2971.

Educated Morning Personality, professionally trained, 1 year experience, seeking adult contemp. or top 40 format. East or Midwest Med. Market. Good pipes, 3rd Endorsed, very enthusiastic. Phone 301-791-0515 after 2 PM E.D.T.

SITUATIONS WANTED TECHNICAL

Experienced, Capable First Phone seeks permanent job with good, active radio station. Box N-7.

Engineer, 2nd Class, college. Will work any shift: stable or fluctuating. Will relocate. Available immediately. Contact: Felix Smith, Colonial Park Station, RO. Box 38, NYC 10039. 212-926-0358.

SITUATIONS WANTED NEWS

Phyllis George lookout! Experienced all phases of station operation. AM/CATV-D.J., news, play-by-play sports, copy, production, traffic, TV. show hostess. Available immediately. Mary Muldoon 415-328-2886.

Four-year broadcasting veteran. Thirty-years old, Brown graduate, three years college. Box N-56.

SITUATIONS WANTED NEWS CONTINUED

Small market News/Sports Director desires full or part-time position on News Team. Excellent interviewer/writer. Charles Tatter, Box 95, Fort Dodge, IA 50501, 515-573-5143.

Broadcast news/feature writer with two years experience including some air work, desires news position. 3rd endorsed. Call Stan Froelich 212-526-1831 day/night.

Eager, experienced newswoman wants writing/production oriented job. Columbia MSJ, 3rd endorsed. Box N-58.

Black Female, Broadcast Journalism degree. Seeking entry level position: Newscaster; announcer. Well-trained. 3rd Endorsed. Adaptable. Box N-67.

Sports and Sales: Former PBP/Interview/Report Personality with some sales background. Looking to get back behind Sports Mike. Thirty years old. Married. Responsible. With BA. Will relocate for stable position in medium to major market. Box N-77.

Female News Director seeks change. Experience in administration, reporting, on air work and public affairs. Box N-84.

Brainy Gal Broadcaster—Velvet voiced female D.J., "thinking" newsgal, heavy writing skills—journalist background, excellent detail person, solidly broadcast trained—Tape-resume available. All markets—opportunity primary; salary secondary. Box N-87.

Sports Director: desire Comprehensive and Creative sports director position in Competitive market. Six years PBP experience of college & high school football, basketball, hockey, plus morning sports and talk shows. All these harmonized with "intangibles". Presently Sports Director & Sales in small market. Appreciate thorough interview. Peter Cooney 802-388-6077, evenings.

Attention All Phila. Area radio stations, including South Jersey and Delaware. Experienced sports reporter covering all Phila. Flyers and 76ers games at the Spectrum will feed your station complete coverage including interviews and actualities all designed to fit your stations format. For further info, write PO. Box 25062, Phila., PA 19147.

12 yrs in radio, seek serious news operation in medium or major market—Lynn Babo, 618-532-8171.

Young Ivy-League Grad, now with Metro NY station, seeks advancement in news/sports. Experience with automated equipment. Good production, interviews. Professional references. Box 138, Crompond, NY 914-528-3887.

Sports and Sales: Former PBP/Interview/Report Personality with some sales background.... Looking to get back behind Sports Mike. 30 years old. Married. Responsible. With BA. Will relocate for stable position in medium to major market. Box N-102.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Program Operations Director with 6 years experience in every phase of radio. First phone looking to program for Adults. Good Production and "Bottom Line" oriented. Box N-15.

My copy is hot. Two years medium market copy/production experience, seeking move up. Southwest or anywhere. Box N-43.

Communications Graduate. Experienced non commercial Radio and Television. Seeks assistant level position any location U.S. or Canada. Production, announcing, or any combination of duties. Eliot J. Greenberg, Seven The Loch, Roslyn Estates, NY. 11576 or call collect 516-621-7683.

Automation Specialist! Top pro in the automation business with dynamite record of achievement wants to get results for you. Send details to: Box N-81.

From nothing to major market pro in 3 years. Ready to build a Contemporary Country winner. Leader with talent, ideas desires PD slot with station that wants action. Knows production, promotions, music. Gary Smith, 116 Essex Drive, Staunton, VA. 703-886-0418.

TELEVISION

HELP WANTED MANAGEMENT

Sales Manager—Aggressive medium market ABC affiliate. Must be achiever and possible future GM. Box N-26.

General Manager—Major Southwest affiliate. Proven applicants only. Box N-28.

Promotion Manager—with solid on-air promotion experience and knowledge of other media promotion. Seek aggressive individual capable of planning creative promotion campaign. Equal Opportunity Employer. Contact Ian Harrower, WTAJ-TV, Altoona, PA. 814-944-2031.

HELP WANTED ANNOUNCERS

Staff announcer with excellent commercial production voice, plus on-air experience. Potential for news position. Equal Opportunity Employer. Contact Jeffrey Hark, WTAJ/TV Altoona, PA. 814-944-2031.

HELP WANTED TECHNICAL

Chief Engineer. Heavy Maintenance PC-70, VTR-1200, TCR-100, Sony ENG, Grass Valley Switcher—Excellent Shop Facilities. Minimum 5 years studio experience. Location in the Beautiful Black Hills of South Dakota. Excellent fringe benefits with a progressive company. Director of Engineering, PO. Box 1760, Rapid City, SD 57709... EOE.

Maintenance Engineer. Expanding South Texas television station seeks experience broadcast maintenance engineer. Experience in all areas of television engineering is preferred, including small format and portable VTR equipment. First Class FCC license also required. Great climate and benefits. An Equal Opportunity Employer. Send resume, including list of references, and salary requirements, to Box N-24.

Executive Engineer. Expanding major Radio-Television Group seeks Senior Engineer for projects involving new construction, transmitters and supervision in multi-station engineering operations. Provide resume of experience, education, technical qualifications and salary requirements. An equal opportunity employer. Box N-39.

Chief Engineer or Chief Technician needed immediately. Network affiliated VHF TV and clear channel 10 kw Radio. Looking for Chief or hotdog tech who wants to make more money but can't stand the paperwork headache that goes along with being Chief. If this describes you, we can work something out. Salary to \$29,000. Call or write Henry H. Hove, V.P. & General Manager, KTVF-KFRB, P. O. Box 950, Fairbanks, AK 99707. 907-452-5121.

Television Maintenance Engineer for Miami Market. Minimum three (3) years experience in maintaining 2" VTR's or UHF transmitters. Apply directly to Director of Engineering, WLRN-TV, 1410 N.E. 2 Avenue, Miami, FL 33132. 305-350-3163.

TV Broadcast Maintenance Engineer—Must be completely familiar with computer technology as used in TV broadcast automation system. Top pay, top working conditions. Send resume to PO. Box 6236, Washington, DC 20015. EEO M/F

Camera and VTR Maintenance Engineer for TV Station/Production House in major market. E.O.E. Box N-66.

Director of Engineering. All new transmission (110 KW) and studio facilities to be built for non-commercial Channel 20, Chicago. Director of Engineering will supervise the procurement and installation of all technical equipment and subsequently will be responsible for its maintenance and the management of daily technical operations. Preferred qualifications: First-class FCC license, extensive experience in all TV broadcasting technical areas: microwave STL, transmitters, antenna systems, automation and digital systems, quadplex VTR's, plus demonstrated administrative, supervisory and budgetary ability. EOE/AA. Salary: Negotiable with attractive benefits. Reply by November 30 to Box N-68.

Chief Engineer Hands on Administrator. UHF transmitter and translator Color studio, ENG, 3/4 video and quad. Opening due to expanding group owner-ship Northeast independent. Salary open. Box N-70.

Assistant Chief Engineer of Maintenance, independent video-tape production facility. Emphasis on digital controlled equipment. Send resume and salary requirements to Box N-74.

We are looking for a first rate experienced technician capable of caring for a wide range of modern equipment in a large network affiliate. Must have a solid technical background and be heavy on Experience in most of the following: cameras, switchers and production facilities: transmission equipment and microwave; quad and helical VTR; audio mixing and recording equipment; digital devices; E.N.G.: etc. 1st Phone required. Swing and some night shifts. Send full resume to Bob Plummer, KOMO-TV, 100-4th Ave. No., Seattle, WA. 98109. 206-223-4027. Equal Employment Opportunity Employer.

Video and Audio Engineers needed immediately for expanding tele-production facility. Experience with remote, commercial and sports productions preferred. Submit resumes to Box N-79.

HELP WANTED NEWS

Feature reporter: Need someone with experience in consumer type reporting. You'll be helping people every day. Send resume. Salary depends on qualifications. Box N-25.

Farm Director for upper Midwest television network. Must have solid agriculture background and television production experience. Reply Box N-31.

Combo anchor/field reporter. Strong on air/journalism oriented background required. Minimum two years experience. Prior applicants need not apply. Equal opportunity employer. Send resume/tape to WCKT-TV News, Miami, FL 33138.

Reporter Photographer for fast growing news department in Augusta, Georgia. Send tape and resume to Chris Clackum, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

Two immediate openings—anchor and ENG camera person/editor for strong news-oriented Wyoming station. Send tape and resume to John Field, KYCU-TV, 2923 East Lincolnway, Cheyenne, WY. 82001. An Equal Opportunity Employer.

Weathercaster who understands weather's important impact on viewers and who enjoys work. NBC affiliate in Lubbock, Texas, is seeking a Weathercaster/Science reporter. We offer our own weather radar, the services of "Accu-Weather" and one of the most challenging climates to predict in the United States. Send air check and salary requirements to Dick Benedict, News Director, KCBD-TV, P. O. Box 2190, Lubbock, TX 79408, Equal Opportunity Employer.

Emmy Award winning news station looking for experienced television news graphic artist. Must be fast and versatile. Send resume and examples to Dick Weise, Art Director, KTVU-Channel 2, One Jack London Square, Oakland, CA 94607, An Equal Opportunity Employer.

Top 70's Market needs a general assignment reporter who is experienced and creative. Send writing samples, resume now. Box N-65.

Wanted... co-anchor for medium market in Beautiful Southwest. Must be journalist with some field and studio experience. Equal Opportunity Employer. Box N-88.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Creative Service Mgr.—must have knowledge of all production. Emphasis on continuity, promotion. Major Southwest affiliate. Box N-27.

Creative services director—opening for a working and involved Creative Services Director that is both creative and well organized. Must be thoroughly experienced with television production and must work well with clients. Medium size Southeast affiliate. Salary open. E.O.E. Reply to PO. Box N-32.

Producer/Director. Experienced person needed to direct news and commercials for small Eastern market. Experience necessary. Equal Opportunity Employer M/F Box N-41.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Producer/Talent for PTV station. Produces and host series about local Black community and other duties. Bachelor's degree from 4-year college or university. One successful year's professional broadcast production experience. e.g. Producer, Director, Talent, Asst. P/D. Send resume and request for application form and other minimum qualifications to H. S. Hendricks, Classified Personnel, 232 Pryor St., SW, Atlanta, GA 30303, so as to be received no later than 4:30 p.m. Friday, November 11, 1977. Equal Opportunity Employer.

Public TV Network needs creative lighting designer/director. Minimum 3 years TV experience. Contact Ken Horseman, Production Manager, Connecticut Public Television, 24 Summit Street, Hartford, CT 06106. 203-278-5310. An Equal Opportunity Employer.

Commercial Producer/Director with extensive experience needed immediately for expanding tele-production facility. EOE, M/F, Affirmative Action Employer. Send Resume and salary requirements to Box N-73.

TV Promotion Director—Minimum 3-5 years TV promotion experience required with strong copywriting and production experience essential, plus a total understanding of film/graphics and marketing media mix. Must be able to plan and implement radio, print and billboard campaigns; plan and work within budgeted guidelines. Send resume: Don Saraceno, General Manager, KCRA-TV, 310 Tenth St., Sacramento, CA 95814.

Staff artist—Versatile graphic artist, strong in illustration with TV graphics experience for full time position. Call Larry Viviano 313-222-2040 or send samples and resume to: Art Director, WWJ-TV, 622 Lafayette Blvd., Detroit, MI 48231.

SITUATIONS WANTED MANAGEMENT

General Manager with outstanding credentials! Television 20 years; Radio 12 years; Management 17 years. Thoroughly experienced all aspects: acquisitions, ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in broadcast industry. Very competitive. Produced sales and profits records, plus prestige. Achieved revitalization and rapid turn-arounds. Can build group. Can produce outstanding ratings, sales, profits and prestige! Box N-54.

SITUATIONS WANTED ANNOUNCERS

First Phone. Broad radio experience, television productions training (college course). Seek weekend work near California, Arizona, Nevada State Colleges. Bernie Bacon 716-343-6604.

SITUATIONS WANTED TECHNICAL

Engineering/Operations management position in station or group. VHF and UHF construction and management experience. Four years with major manufacturer. "Can do" attitude and performance. References. Box N-36.

Director, asst. Director, stage Mgr, Engineer, 1st phone, 17 years experience, major/minor mkt., seeks to join small group for creative television. Resume avail. Box N-21.

Experienced Technical/Production 1st Phone is confident my energies and abilities can effectively be applied to make an excellent addition to your staff. Seeking challenging position in top 50 market. Box N-59.

I'm tired of 'spin and grin' First Phone, college degree, two years radio experience with some TV switching, would like to expand into all areas of TV production, start as switcher and learn all fields. Box N-76.

SITUATIONS WANTED NEWS

Award winning anchor/producer with reporting, writing and ENG experience seeks right move, Box N-9.

Sportscaster, 6½ years medium market television experience. B. A. 26. Know film, ENG. Seeking a new challenge in larger market. Reply Box N-40.

Young experienced news anchor/talk host, medium market, seeks bigger challenge. Prefer Northeast. Box N-46.

Female Started 21 Mkt. Yr exp. Asst. Producer, Writer/Researcher. Seeking news position anywhere. Tape available. Box N-55.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Producer director—Excellent credits, news, sports, documentaries, "Emmys", relocate to Top 30, pay own move, need challenge. Box N-23.

Need strong production creative services manager? I'm No. 2 man in top 40 market looking for advancement. Young, aggressive, strong producing, directing, administrative background. Box N-38.

Creative writer—Producer-Director. If news, documentary, magazine, public affairs, is your station's strong suit, I may be your ace in the hole, 4 years O&OTV, 8 years documentary and commercial experience both on line and management. Seeking greater challenges. Award. Top references. Will relocate for right opportunity. Call I. Miskin, 312-787-8545. Write: 211 W. St. Paul Ave. Chicago, IL 60614.

CABLE

HELP WANTED NEWS

Innovative News Director needed by Cable TV System to manage news team. Located on a U.S. Pacific Island with one commercial station as competition. Now producing daily local/world news, election coverage, TV magazine show and other specials. Journalism degree or on air experience. \$10K-14K salary, stock and other benefits. Reply to Box N-63.

WANTED TO BUY EQUIPMENT

Wanted: Ampex VR2000, 1200, 1100 or AVR series to rent for at least six months or to buy. We will move, install and return machine. Mr. Lindsey, One Pass Video, Inc., 900 Third Street, San Francisco, CA 94107. 415-777-5777 collect.

FOR SALE EQUIPMENT

Color Studio Camera: Three G.E. 350 best offer: Telemation Film Multiplexer Model Imm-203 best offer: 35mm slide proj. Selectoslide Model 332c best offer. 704-536-3636.

Save 40% on a complete Harris Systems 90 Automation. Unit is mono, 15 months old consisting of six carousels, stack three, logger, recorder-encoder and 250-10 1/2 carts. The new cost \$34,000. The answer to your AM-FM non-duplications problems. 904-356-1366.

Norelco PC-70 Color Camera with 10 to 1 Servo Zoom Lens—Excellent Condition, 2, IVC-500A Color Cameras, Norelco LDH-20 Color Camera with 25 to 1 Zoom Lens, Plus Camera Pedestals. Call R. Hippler—General Television Network, 313-548-2500.

(1) Schafer 902; (1) I.G.M. 750. Immediate delivery. Call or write: Eastern Broadcast Supply; 419 Boylston St., Boston 02116, 617-534-8987.

Stereo Generator Harris 994 6533 001 TE-3 New \$900. TBM-2200A monitor, new \$600. W.F.A.R. Farrell, Pa.

For Sale: Collins 820 E/F1 5 KW. New in 1969, excellent condition. Ken Bailey 601-544-8800.

2-Marconi Mark 7 Color Cameras with Power Zooms, COHV Encoders, Field Tripods Dolly's & Heads, Plus 1 spare camera & lens for parts \$5000. Mike Lincoln, 415-956-5101.

340 Feet 3-1/8" Transmission line RCA type MI-27791-D1B T/L complete with connectors, clamps and spring hangers and 6 Type MI-27791-D2A elbows. Never uncrated. Price \$3,000. Townsend Associates Tel: 413-562-5055.

IGM 500 Stereo Automation, excellent condition with spares. Ten Voice And Music Channels, Two Carousels, 48 tray Mono Instacart, Memory, Logger and Encoder, Time Announcer, Silence Sensor. Price, \$12,500 or best offer. Must Sell. Contact KIFM, San Diego, 714-560-9836.

Harris Mono random access 4 Carousel automation system. Used successfully since 1973. P.O. Box 660, Greenville, SC 29602. 803-242-4660.

For Sale: Collins 20V, 1000 Watts transmitter. Contact: Fred Webb, WNOO Radio, Chattanooga, TN. 615-698-8617.

Thomson-CSF FM Volumax 4111, and Thomson-CSF Audimax 4450A. Excellent. Also Gates Dualux Stereo Console plus more. 712-792-4321. Ask for Ted.

IVC-960 w/IVC, TBC. Broadcast quality, excellent condition, \$5500. Mike Lincoln 415-956-5101.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Hundreds Renewed Again! Guaranteed funnier! Current issue \$4.00. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

FRUITBOWL: world's leading weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. Dept. "C", Box 382, Fair Oaks, CA 95628.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Hundreds of Jobs open now! Exclusive listings! The "World's Best Jobsheet" is not the most advertised. Free Sample! "Hot Tips," Box 678, Daytona, FL 32017.

Weekend radio commentary program for sale. Two programs weekly, (Saturdays/Sundays) Available starting January 1, 1978. Write for cassette audio presentation, brochure for sales presentation, and order form. Easily sells! Banzer Productions, Box 3143, Wichita, KS 67201.

Trouble Shooter Radio consultant. Small medium markets. Total concept, automation, organization. Daily fee, project. Assignment ending. References. 808-395-4516.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin October 24, January 3. 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.

"Tests-Answers" for FCC First Class License. Plus "Self-Study Ability Test." Proven! \$9.95. Free Brochure. Command, Box 26348-B, San Francisco 94126.

1st class FCC, 6 wks, \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Don Martin School—40th Yr. providing training in FCC 1st Class License. 4 mo. course—Jan., May, Sept. 8 wk. course—Jan., July, Nov. Complete XMTR., studio. Radio & TV courses start every mo. 7080 Hollywood Blvd., LA 90028, 213-462-3281.

Free booklets on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

INSTRUCTION CONTINUED

1st phone test preparation. Free information. V.A. benefits. Financial Aid. A.A.B. 726 Chestnut, Philadelphia 19106. Phone 215-922-0605.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

RADIO

Help Wanted Technical

SANTA BARBARA

Cetec Broadcast Group, including Schafer, Sparta, Jampro, is a leading manufacturer of broadcast equipment. We have openings for highly motivated project engineers with experience in RF products, audio electronics, and microprocessor systems design.

Experienced engineers will have the opportunity to get involved at the ground floor level with your success being rewarded by excellent opportunity, good salary, and a fine benefit package. Please send resume with salary history to:

Cetec Broadcast Group

75 Castilian Drive (Santa Barbara Research Park)
Goleta, CA 93017
ATTN: Engineering Manager

**Help Wanted Programing,
Production, Others**

Broadcast Journalist

Ohio University's School of Journalism needs a teacher of broadcast journalism and/or advertising. If you like to work with young minds, have an advanced degree and media experience, you're qualified. Send letter and resume by November 4 to: Ralph Izard, CU School of Journalism, Athens, Ohio 45701

Help Wanted Sales

**MONEY
TRAINING
ADVANCEMENT**

If you're ready to move up to the 28th market, that's what we have to offer. We have just one opening. Tell us why it's yours. Sales experience required, minorities encouraged to apply. Write to David Gerard, General Sales Manager.

WBNY
2500 Rand Building
Buffalo, New York 14203

**Help Wanted Sales
Continued**

**RADIO
Sales Manager
NYC**

We are seeking an innovative results-oriented individual to handle all sales management functions. Must be strong in conceptual sales skills. Candidates must demonstrate leadership and administrative abilities to provide sales staff motivation.

Salary plus override.
Excellent benefits.
Position available early 1978.
Send resume including salary history to:

Box N-69.

An Equal Opportunity Employer M/F

**Corporate Sales
Executive
9 Stations**

Creative sales ideas, the ability to train and to motivate, the desire to reach goals, and a proven track record will earn you \$60,000 in your first year with our Company. Call collect 215-836-4900.

Help Wanted Announcers

AFTERNOON DRIVE

**Personality
Personality
Personality
Personality
Personality
Personality**

**Tape and resume to:
Dave Hammond
Program Director
WBEN**

**2077 Elmwood Avenue
Buffalo, New York 14207
An equal opportunity employer**

Situations Wanted Management

GENERAL MANAGER

with outstanding record in achieving high profits, sales and ratings with successful radio stations in competitive major markets looking for position. Can offer talent and loyalty. Reply in utmost confidence. Box M-155.

TAKE-CHARGE MANAGER

Dynamic leader with background including sales, promotion, programming, operations, and bottom-line profitability, will help make your station work! Five years with present Company. Send details of your opportunity to Box N-82, today.

CONTROLLER

10 years experience with major groups and now looking for opportunity in top 10 market. Extremely bottom-line oriented. C.P.A. with excellent track record and references. Reply Box N-89.



THE CBS SOUND EFFECTS LIBRARY IS THE BEST YOU CAN BUY.

OVER 8 HOURS OF SOUND EFFECTS: fire engines and fire-works . . . wind and waves . . . birds and sea lions . . . horses & buggies and racing autos . . . explosions and avalanches . . . airports . . . stadiums . . . courts of law . . . factories . . . orchestras . . . parties . . . sirens . . . fighting . . . kids at play
407 CUTS IN ALL -- AND ALL IN A 16-LP RECORD SET FOR ONLY \$150. COMPLETE!

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please ship the 16-LP CBS Sound Effects Library to:

Name _____

Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

I agree to purchase this set for \$150.

My check (payable to BROADCASTING BOOK DIV.) is enclosed.

TELEVISION

Help Wanted News

TOP 15 MARKET

Weekend Weather
Feature Reporting/Personality

We're looking for an experienced weatherperson who is ready for a Major Market challenge that can include feature reporting, hosting and interviewing. A top station . . . an exciting opportunity . . .

Send resumes and inquiries to:
P.O. Box 9638
Friendship Station
Washington, D.C. 20016
EQUAL OPPORTUNITY EMPLOYER

Help Wanted Technical Continued

ISI is a leading manufacturer of radio and TV broadcasting and other electronic equipment. We are recognized for encouraging and supporting creativity and are looking for a person who values this type of independent, innovative atmosphere to work in our Research and Development department. This position requires a minimum of 5 years general design experience or 2 years of switching system associated experience. Must be familiar with analog and digital visual circuitry with experience in micro processors an asset. We are a M/F Equal Opportunity Employer. Reply in complete confidence to P.O. Box 1495, Gainesville, FL 32602.

Help Wanted Sales

TV REP SALES

A leading national Rep has a Chicago opening for an experienced time sales person. Work is demanding, rewarding, exciting and fun! Send resume to Box N-90.

All replies considered confidential.

EOE

Help Wanted Programing, Production, Others

Director, Public Broadcasting

Section, Fla. Dept. of Ed. Coordinates and Directs Dept. of Education responsibilities in all matters relating to public broadcasting in State of Florida. Requires high level managerial and technical skills. Minimum of master's degree and 7 years directly related professional experience. Salary range \$19,397 to \$26,287. Send resume to DOE Personnel Office, Knott Building, Tallahassee, FL 32304.

PRODUCER FOR THE MIDDAY NEWS

WCVB, TV (Channel 5 in Boston) seeks an individual who will be responsible for the format, timing, pacing and overall content of the newscast. Duties will include the assignment of writing chores, monitoring the wires and network feeds for the purpose of story selection, ordering graphics materials, completing talent sheets and supervising the overall production of the news program while it is on the air. The producer must also proof read and approve all news copy to be read in the news program.

Candidates should have 3-5 years major market TV news producing experience. Qualified applicants should send resume (no telephone calls please) to the Personnel Department, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192. An Equal Opportunity Employer M/F

Help Wanted Technical

TELEVISION ENGINEERING SUPERVISOR

At least 5 years experience in TV/Radio technical field (including transmitter, digital and management).

Send resume to: Libby Stevens
V.M.A.R.-TV/FN
6400 York Road
Baltimore, Maryland 21212
ECE-N/F

Engineer

CHIEF ENGINEER

Ball State University has an immediate opening for a Chief Engineer in the center for Radio and Television. Responsibilities include the supervision of Broadcast Engineers; operating and maintaining GE-PE 250 colored television cameras, Quad VTR and related electronic equipment. Six years experience with first class FCC license preferred. Excellent fringe benefits. 24 days paid vacation. Educational opportunities. Application deadline: 11/18/77. Send resume to:

Personnel Services Office
BALL STATE UNIVERSITY
Muncie, Indiana 47306
An Equal Opportunity Employer

Consultants

Plastic "charge-card" ups station's revenues 25%. Send for free report! Powerful merchandising tool!

HOTCHKISS-OLIVER, INC.
Radio Management Advisors

P. O. Box 5124
Boise, Idaho 83705
(208) 376-4088

Washington News Service

WASHINGTON BUREAU

Let us stimulate your audience and image with low cost coverage of the nation's capital. A people-oriented approach to your delegations, visitors, and regional issues. Local call letters and actualities. Atlas News Service, 923 National Press Building, Washington, D.C. 20045; (202) 347-8653.

Employment Service

EXCLUSIVE RADIO JOB OPENINGS



The "World's Fastest Weekly Jobsheet" is
● GUARANTEED BEYOND the 1st issue
● TELEPHONE CENTRALIZED (24 hrs!)
● EXCLUSIVELY RADIO
(55-75 NEW jobs per WEEK!)

13 issues (3 months) \$12
50 issues (full year) \$30. Free sample.
STATIONS!! YOUR LISTINGS ARE FREE!
904-252-3861
Box 678, Daytona Bch. FL 32017

Job Leads

YOUR MONEY BACK...

If the first issue doesn't give you a head start on the jobhunting competition. **EXCLUSIVE RADIO & TV OPENINGS: DJ's...News...Technical...Sales...Everyone**

\$10 for 7 weeks \$15 for 12 weeks

Name _____

Street _____

City _____ State _____ Zip _____

JOB LEADS: Suite 1113-CU
1680 Vine Street, Hollywood, CA 90028

Free Golf/Car Rental

FLORIDA FREE GOLF

Completely furnished deluxe condominium apartments for two \$30 per day until December 14 with greens fee included at nearby top-rated Deer Creek CC Rent-A-Car available through Apex-Courtesy Car Rental WE FEATURE FORDS
Write or call

VILLA LAGO APARTMENTS

3910 Crystal Lake Drive
Pompano Beach, Fla 33064 (305) 782-3400
SORRY, NO PETS

Radio Programing

The GREEN HORNET

Radio Mystery Series
IS BACK ON THE AIR!

Now available for local purchase:

CHARLES MICHELSON, inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212-(213) 278-4546



Wanted To Buy Stations

PUBLIC COMPANY

interested in acquisitions and/or mergers.
T.V. - Radio.
Profitability not a factor.
Reply Box E-69.

PRINCIPAL

Looking for Radio Property
\$850,000
cash or terms
Turn around OK
Present financials and values on first offering
Write
Bayard M. Grant
920 Board of Trade
Kansas City, MO 64105

For Sale Stations

- Fulltimer. Small town in Northwest. No competition. Profitable. \$180,000. Terms.
- Daytimer. Greater Grand Rapids Metro area. \$250,000.
- AM/FM. Utah. Only station in county. 30,000 pop. trade area. \$230,000. Terms.
- Class "C" Stereo. Central Texas. 30,000 pop. trade area. Good billing. \$260,000.
- Class "C" Stereo covering Jackson, Miss. \$435,000. Liberal terms.
- Fulltimer within 50 miles of Orlando. Only fulltime AM in 30,000 pop. trade area. Real Estate. Billing about \$140,000. \$395,000. \$70,000 d.p.
- Stereo station metro area of Oklahoma City. Collected about \$250,000. \$585,000. Terms.
- Fulltimer in Northcentral Calif. A good buy. Terms.
- Fulltimer. Major metro area of Tenn. Good billing. A bargain at \$580,000. Extremely liberal terms.
- \$95,000 for FM in small town in Mo. Possibility of powerful AM. Terms.
- Fulltimer with real estate. Billing about \$100,000. About 50,000 Pop. in county. Southern W.Va. \$230,000.
- Good buy for \$725,000 in N.M.
- Daytimer. Within 25 miles of Albany, Ga. Billed \$85,000 with no salesmen. \$265,000. Terms.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS

NOW AVAILABLE!



A MUST BOOK TO MAXIMIZE LOCAL SALES AND PROFITS

BROADCAST CO-OP, THE UNTAPPED GOLDMINE provides an in-depth look at co-op with plenty of proven sales approaches. It details the how, when, and why of:

- Gathering co-op leads
- Building co-op sales presentations
- Producing co-op spots
- FTC Guides/legal precautions
- Newspaper competitive co-op information
- Retailer in-store co-op system
- Retailer-to-resources presentations
- Organizing dealer associations
- Proof-of-performance & merchandising
- Suggested broadcast co-op plan ingredients, topped off with a **Step-By-Step Station Action Plan To Help You Get Started Now!**

If you have anything to do with co-op, you need this book!

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please send me _____ copies of **BROADCAST CO-OP, THE UNTAPPED GOLDMINE.**

@ \$14.45 ea. (1-4 copies)

@ \$12.45 ea. (5-9 copies)

@ \$10.45 ea. (10 or more copies)

My payment for \$ _____ is enclosed.

Name _____

Company _____

Address _____

City _____

State _____ Zip _____

For Sale Stations Continued

MEN OF ACTION.
MEN OF EXPERIENCE.
MEN OF THEIR WORD.

THE KEITH W. HORTON CO., INC.
Post Office Box 948
Elmira, NY · 14902
(607) 733-7138



Kenneth R. Chapin
1100 Malden Road
Syracuse, New York
13211
(315) 454-4144



William S. Cook
Box 425
Newark, Delaware
19711
(302) 737-4772



Keith W. Horton
Elmira Office



Robert I. Kimef
Box 270
St. Albans, Vermont
05478
(802) 524-5963



Richard L. Kozacko
Elmira Office

BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.



CHAPMAN ASSOCIATES®
nationwide service

STATIONS

MW Small	FM	\$135k	Terms
S Small	AM/FM	\$350k	\$101k
MW Medium	Power	\$380k	\$111k
WI Medium	Daytime	\$160k	Terms
W Metro	FM	\$950k	\$323k

CONTACT

David Kelly	(414) 499-4933
G. Paul Crowder	(615) 298-4986
David Kelly	(414) 499-4933
David Kelly	(414) 499-4933
Ray Stanfield	(213) 467-5764

To receive offerings of stations within the areas of your interest, write to Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Georgia, 30341

BROADCASTING'S
CLASSIFIED RATES

Payable in advance. Check or money order only (Billing charge to stations and firms \$100)

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing (No telephone copy accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING. *Blind Box* numbers: Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

WEST COAST: 1204 HUBB BUILDING, SAN FRANCISCO, CALIFORNIA 94104
415/673-4474

EAST COAST: 210 EAST 53RD ST., NO. 6D, New York 10022
212/258-0757

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

FOR SALE:

Full-time Texas AM.
Twice gross.
Principals only.
Box N-83.

MEDIA BROKERS
APPRAISERS

RICHARD A.
SHAHEEN INC.
435 NORTH MICHIGAN · CHICAGO 60611
312-467-0040



BOOKS

- 417. **GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING** Robert C. Siller. A practical, self study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. **\$9.95**
- 405. **BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. **\$12.95**
- 419. **HOW TO BECOME A RADIO DISC JOCKEY** by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. **\$9.95**

Please send me book(s) numbers _____
my check in the amount of _____ is enclosed.

Broadcasting Book Division
1735 DeSales St., NW
Washington, DC 20036

Name _____

Address _____

City _____ State _____ ZIP _____

Stock Index

Stock Symbol	Exch.	Closing Wed.		Net change in week	% change in week	1977		PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
		Oct. 26	Oct. 19			High	Low				
ABC	N	36 3/4	37 7/8	- 1 1/8	- 2.97	46 3/4	36 3/4	7	18,107	665,432	
CAPITAL CITIES	CCB	N	51 3/8	50 1/2	+ 7/8	+ 1.73	57	44 3/4	10	7,481	384,336
CBS	N	47 1/4	47 1/8	+ 1/8	+ .26	62	47 1/8	8	28,100	1,327,725	
CDX	CCX	N	27 3/4	27	+ 3/4	+ 2.77	33 5/8	25 1/2	8	5,878	163,114
GRCS TELECASTING	GGG	A	14 1/2	14 3/4	- 1/4	- 1.69	15 1/2	13 5/8	7	800	11,600
KINGSTIP COMMUN.	KTVV	C	5 3/4	5 3/4			5 3/4	3 7/8	10	461	2,650
LIN	LINE	C	18 1/2	18 3/8	+ 1/8	+ .68	20 3/8	16 1/2	7	2,745	50,782
MCONEY	MCCN	C	2 5/8	2 5/8			2 5/8	1 7/8	9	425	1,115
RAHALL	RAHL	D	18 1/2	18 3/4	- 1/4	- 1.33	19	8 5/8	22	1,291	23,698
SCRIPPS-HOWARD	SCRP	D	33	35 1/2	- 2 1/2	- 7.04	37	31 1/2	8	2,599	85,437
STARR** *	SPG	M	6 1/4	6 1/4			7	3 1/2		1,418	8,862
STCRER	SEK	N	19 3/4	20	- 1/4	- 1.25	26 7/8	19 3/4	5	4,876	96,301
TAFT	TFR	N	26 5/8	26 1/2	+ 1/8	+ .47	33 7/8	24 5/8	7	4,070	108,363
TOTAL									78,231	2,929,415	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 3/4	6	- 1/4	- 4.16	6	3 3/4	7	1,232	7,084
AVCO	AV	N	13 3/8	14 3/4	- 1 3/8	- 9.32	17 7/8	13 3/8	3	11,656	155,899
JOHN BLAIR	BJ	N	17 1/4	17 3/8	- 1/8	- .71	19	11 1/8	5	2,419	41,727
CHRIS-CRAFT	CCN	A	7 1/8	7 1/4	- 1/8	- 1.72	9 3/8	4 1/2	5	5,810	41,396
COMBINED COMM.	CCA	N	24	23 3/4	+ 1/4	+ 1.05	24 1/4	19	8	6,799	163,176
COWLES	CWL	A	15	15 1/2	- 1/2	- 3.22	15 7/8	12 1/2	17	3,969	59,535
DUA & BRADSTREET	ONB	A	29 3/8	28 3/4	- 3/8	- 1.30	30 7/8	26 1/4	14	26,356	747,851
FAIRCHILD INC.	FEN	N	12 5/8	12 7/8	- 1/4	- 1.94	15 5/8	9 1/2	10	5,708	72,063
FUCUA	FQA	A	8	8 1/8	- 1/8	- 1.53	13	8	5	9,293	74,344
GANNETT CO.	GCI	N	36 1/2	36 1/8	+ 3/8	+ 1.03	40 3/4	32 3/4	15	22,430	818,695
GENERAL FIRE	GY	N	22 3/8	22 1/2	- 1/8	- .55	29 1/4	22 3/8	4	22,242	497,664
GLOBE BROADCASTING**	GLBTA	C	4 1/8	4 1/8			4 3/8	2 1/8		2,772	11,434
GRAY COMMUN.	G	C	11 3/4	11 1/2	+ 1/4	+ 2.17	12 3/4	8	5	4,75	5,581
HARTE-HANKS	HHN	A	29 5/8	30 1/2	- 7/8	- 2.86	32 7/8	26	11	4,477	132,631
JEFFERSON-PILOT	JP	N	28 3/4	30	- 1 1/4	- 4.16	32 3/8	26 5/8	9	24,056	691,610
MARVIN JOSEPHSON	MRVN	C	10 3/4	11 3/4	- 1	- 8.51	17 1/4	10 1/4	5	1,981	21,295
KANSAS STATE NET.	KSN	C	7 1/4	7 3/4	- 1/2	- 6.45	8 1/2	4 3/4	8	1,716	12,441
LEE ENTERPRISES	LNT	A	23 1/4	23 5/8	- 3/8	- 1.58	28 1/8	22 1/4	11	5,010	116,482
LIBERTY	LC	A	21 1/2	22 1/8	- 5/8	- 2.82	23 1/8	18	7	6,762	145,383
MCGRAW-HILL	MHP	A	18 5/8	18 3/4	- 1/8	- .66	19 5/8	15 5/8	10	24,675	459,571
MEDIA GENERAL	MEG	A	14 1/2	13 5/8	+ 7/8	+ 6.42	20	13 5/8	7	7,277	105,516
MEREDITH	MOP	N	22 7/8	21 7/8	+ 1	+ 4.57	22 7/8	17 3/8	6	3,074	70,317
METROMEDIA	MET	A	28 7/8	28	+ 7/8	+ 3.12	31 1/8	25 1/4	6	6,707	193,664
MULTIMEDIA	MPEO	C	24 1/2	24 1/2			25 1/2	21 1/2	10	4,394	107,653
NEW YORK TIMES CO.	NYKA	A	16 7/8	17 3/4	- 7/8	- 4.92	19 1/2	15 3/4	7	11,207	189,118
OUTLET CO.	CTU	N	18 1/8	18	+ 1/8	+ .69	24 1/4	16 5/8	7	2,140	38,787
POST CORP.	PCST	O	21 1/2	22	- 1/2	- 2.27	22 1/2	16 1/4	7	869	18,683
REEVES TELECOM	RBT	A	2 3/8	2 1/2	- 1/8	- 5.00	3	1 3/4	24	2,380	5,652
ROLLINS	RCL	N	17 1/2	16 1/8	- 5/8	- 3.44	24 1/4	17 1/8	9	33,000	577,500
RUST CRAFT	RCS	A	21 5/8	21 1/2	+ 1/8	+ .58	23 1/2	8 1/2	14	2,291	49,542
SAN JUAN RACING	SJR	N	9 3/8	9 1/4	+ 1/8	+ 1.35	11 3/4	7 5/8	9	2,509	23,521
SCHERING-PLUGH	SGP	N	28 1/4	29 1/8	- 7/8	- 3.00	44 3/4	28 1/4	9	54,084	1,527,873
SONDERLING	SOB	A	9 7/8	9 3/4	+ 1/8	+ 1.28	12 7/8	9 3/8	4	1,103	10,892
TECH OPERATIONS**	TC	A	4 1/8	3 7/8	+ 1/4	+ 6.45	4 3/4	2 3/8		1,344	5,544
TIMES MIRROR CO.	TMC	A	22 3/4	22 1/2	+ 1/4	+ 1.11	25 3/8	20 3/4	9	33,919	771,657
WASHINGTON POST CC.	WPC	A	28 3/4	29	- 1/4	- .86	30 1/8	21 3/4	9	8,659	248,946
WDMETCO	WDM	N	11	11 1/8	- 1/8	- 1.12	12 3/4	10 7/8	7	9,404	103,444
TOTAL									374,199	8,324,171	

Cablecasting

ACTON CORP.	ATN	A	6 1/2	7	- 1/2	- 7.14	7 3/8	3 1/8	8	2,757	17,920
AMECC**	ACC	C	1/8	1/8			1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	C	29 1/2	29 1/4	+ 1/4	+ .85	32	19 3/4	18	3,856	113,752
ATHENA COMM.** *	C	C	3/8	3/8			3/8	1/8		2,125	796
BURNUP & SIMS	BSIM	C	3 5/8	3 7/8	- 1/4	- 6.45	4 3/4	3 1/8	18	8,309	30,120
CABLE INFC.**	D	D	3/4	3/4			7/8	1/2	4	663	497
COMCAST	C	C	4 1/2	4 3/8	+ 1/8	+ 2.85	5 1/4	3 3/4	8	1,662	7,479
COMMUN. PROPERTIES	CDMU	C	6 7/8	7	- 1/8	- 1.78	7 3/4	3 5/8	17	4,761	32,731
ENTRON	ENT	C	1 1/2	1 3/8	+ 1/8	+ 9.09	2	7/8	2	979	1,468
GENERAL INSTRUMENT	GRL	N	18 1/4	17 5/8	+ 5/8	+ 3.54	23	17 5/8	8	7,504	136,948
GENEVE CORP.	GENV	C	9	9 1/4	- 1/4	- 2.70	9 1/4	7 1/2	60	1,121	10,089
TELE-COMMUNICATION	TCOM	E	5 7/8	6 1/2	- 5/8	- 9.61	7 3/8	2 7/8	37	5,281	31,025
TELEPCMPTR	TP	N	7 1/2	7 5/8	- 1/8	- 1.63	9 3/8	6 3/4	22	16,793	125,947
TEXSCAN	TEXS	C	1 3/4	1 3/4			2	1 1/4	10	786	1,375
TIME INC.	TL	N	32 1/4	33 1/4	- 1	- 3.00	38 1/4	31 3/4	9	20,349	656,255
TOCOM	TGCM	C	3 1/2	3 1/2			4 5/8	2 1/4	13	617	2,159
UA-COLUMBIA CABLE	UACC	C	20 1/2	21 1/2	- 1	- 4.65	23 1/2	15 1/2	14	1,679	34,419
UNITED CABLE TV	UCTV	C	4 3/8	4 5/8	- 1/4	- 5.40	5 7/8	3 7/8	109	1,880	8,225
VIACOM	VIA	A	15 3/8	15 1/8	+ 1/4	+ 1.55	17 7/8	9 1/2	13	3,750	57,656
TOTAL									86,072	1,269,011	

Stock symbol	Exch.	Closing Wed. Oct. 26	Closing Wed. Oct. 19	Net change in week	% change in week	1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Programming											
COLUMBIA PICTURES	CPS	N	18 3/4	17	+ 1 3/4	+ 10.29	18 3/4	7 3/8	15	6,748	126,525
DISNEY	DIS	N	35 5/8	34 3/4	+ 7/8	+ 2.51	47 5/8	32 1/2	15	31,895	1,136,259
FILMWAYS	FWY	A	8	7 1/2	+ 1/2	+ 6.66	9 7/8	6 7/8	7	2,275	18,200
FOUR STAR			1	1			1 1/8	3/4	10	666	666
GULF • WESTERN	GW	N	11 1/4	11 3/8	- 1/8	- 1.09	18 3/8	11 1/4	3	48,239	542,688
MCA	MCA	N	33	33 1/8	- 1/8	- .37	42 3/4	32 1/2	7	18,024	594,792
MGM	MGM	N	22 1/4	22	+ 1/4	+ 1.13	24 1/8	16	9	13,102	291,519
TELETRONICS INTL.		C	4	3 1/2	+ 1/2	+ 14.28	6 1/2	3 1/2	6	1,018	4,072
TRANSAMERICA	TA	N	14 3/4	14 1/8	+ 5/8	+ 4.42	16 1/2	13 5/8	7	67,238	991,760
20TH CENTURY-FOX	TF	N	24 3/8	23 1/8	+ 1 1/4	+ 5.40	25	10	9	7,631	186,005
WARNER	WCI	N	26 1/8	26 1/4	- 1/8	- .47	32 1/2	25 3/4	6	14,352	374,946
WRATHER	WCO	A	7 1/2	7 3/4	- 1/4	- 3.22	8 3/8	4 1/2	10	2,243	16,822
TOTAL									213,431	4,284,254	

Service

BBD INC.	BRDC	C	24 3/4	24	+ 3/4	+ 3.12	29 3/4	22 1/2	7	2,513	62,196
COMSAT	CQ	N	29 1/2	28 3/4	+ 3/4	+ 2.60	36 3/4	28 3/4	9	10,000	295,000
DOYLE OANE BERNBACH	DCYL	C	21 1/2	21 1/2			22	16 3/4	7	1,866	40,119
FOOTE CONE & BELDING	FCB	N	17	17 1/4	- 1/4	- 1.44	18	14 3/4	7	2,304	39,168
GREY ADVERTISING	GREY	C	22 1/2	22 1/2			28	16 1/2	5	821	18,472
INTERPUBLIC GRUP	IPG	N	34 3/4	37 5/8	- 2 7/8	- 7.64	39 1/4	28 1/8	7	2,387	82,948
MCI COMMUNICATIONS	MCIC	C	2 7/8	3 1/8	- 1/4	- 8.00	3 1/8	7/8	41	20,137	57,893
MOVIELAB	MOV	A	1 1/8	1 1/8			2	1 1/8	6	1,410	1,586
MPC VIDEOTRONICS*	MPC	A	4 7/8	4 7/8			9	4	7	520	2,535
A. C. NIELSEN	NIELB	C	20 3/8	20 1/2	- 1/8	- .60	22 1/4	18 7/8	11	10,762	219,275
OGILVY & MATHER	OGIL	C	34	35	- 1	- 2.85	38 1/4	31	7	1,805	61,370
J. WALTER THOMPSON	JWT	N	19	19 1/2	- 1/2	- 2.56	19 1/2	15 1/8	7	2,649	50,331
TOTAL									57,174	930,893	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	C	3 7/8	3 7/8			6	2 3/8	7	1,672	6,479
AMPEX	APX	N	9 1/4	9 5/8	- 3/8	- 3.89	11	7 3/8	10	10,885	100,686
ARVIN INDUSTRIES	ARV	N	20 3/8	19	+ 1 3/8	+ 7.23	20 3/8	14 1/2	5	5,959	121,414
CCA ELECTRONICS*	CCA	C	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	3	3			3 1/4	1 3/4	11	1,654	4,962
CGHU	CGH	A	3 1/8	3 1/8			3 1/2	2 1/8	11	1,779	5,559
CONRAC	CAX	N	19 7/8	21 1/4	- 1 3/8	- 6.47	27 1/4	19 7/8	7	1,793	35,635
EASTMAN KODAK	EASKD	N	54 1/8	55 5/8	- 1 1/2	- 2.69	86 3/4	54 1/8	14	161,369	8,734,097
FARINON ELECTRIC	FARN	C	9	9 1/4	- 1/4	- 2.70	12	8	10	4,616	41,544
GENERAL ELECTRIC	GE	N	49 3/4	50 1/2	- 3/4	- 1.48	56 5/8	49 1/4	11	184,581	9,182,904
HARRIS CORP.	HRS	N	36 7/8	37 7/8	- 1	- 2.64	39	28	11	12,164	448,547
HARVEL INDUSTRIES*	HARV	G	5	5			5 1/2	3 1/8	13	480	2,400
INTL. VIDEO CORP.*	IVCP	C	1 1/8	1	+ 1/8	+ 12.50	2 3/8	1/4		2,701	3,038
MICROWAVE ASSOC. INC	MAI	N	23 3/8	23 7/8	- 1/2	- 2.09	26	20 1/4	10	1,320	30,855
3M	MMM	N	46 1/2	48	- 1 1/2	- 3.12	57	46 1/2	15	115,265	5,359,822
MOTOROLA	MCT	N	36 3/4	38 7/8	- 2 1/8	- 5.46	56 7/8	36 3/4	11	28,544	1,048,992
N. AMERICAN PHILIPS	NPH	N	28 1/4	29	- 3/4	- 2.58	36	28 1/4	6	12,033	339,932
OAK INDUSTRIES	OAK	N	13	11 5/8	+ 1 3/8	+ 11.82	17 7/8	9 5/8	12	1,639	21,307
RCA	RCA	N	26	26 1/8	- 1/8	- .47	31 3/4	25 3/8	10	77,807	2,022,982
ROCKWELL INTL.	RDK	N	29 1/4	30	- 3/4	- 2.50	36 3/4	29 1/4	7	32,400	947,700
RSC INDUSTRIES	RSC	A	1 7/8	2	- 1/8	- 6.25	2 3/8	1 5/8	8	2,690	5,043
SCIENTIFIC-ATLANTA	SFA	A	22 1/2	23 1/2	- 1	- 4.25	23 1/2	16 3/4	14	1,646	37,035
SONY CORP.	SNE	N	8	8 3/8	- 3/8	- 4.47	10 3/8	8	14	172,500	1,380,000
TEKTRONIX	TEK	N	37	35 1/2	+ 1 1/2	+ 4.22	68 1/2	28 1/4	15	17,342	641,654
TELEPATION	TIMT	C	1	1			1	1/2	1	1,050	1,050
VARIAN ASSOCIATES	VAR	N	15 5/8	15 7/8	- 1/4	- 1.57	21	14 3/4	10	6,838	106,843
WESTINGHOUSE	WX	N	17 1/4	17 5/8	- 3/8	- 2.12	22	16 1/4	6	87,492	1,509,237
ZENITH	ZE	N	14 1/8	13 5/8	+ 1/2	+ 3.66	28	13 5/8	7	18,818	265,804
TOTAL									967,934	32,406,081	
GRAND TOTAL									1,777,041	50,143,825	

Standard & Poor's Industrial Average 101.2 101.8 - .6

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.

WXLO's Farber: from in front of the camera to behind the GM's desk

Erica Farber's is an unlikely general manager's office. A stuffed Mickey Mouse, five feet tall (a gift from her corporate boss, Dwight Case, RKO General radio division president, after her first anniversary with WXLO(FM) New York last August) provides a focal point to a wealth of memorabilia dedicated to the Disney character. Head shots of the original Mouseketeers cover a wall.

"It's what he stands for," explains Ms. Farber, "all of those things that we as adults are afraid to do and show... Mickey has a naivete about him." It's a quality that she can admire but apparently cannot afford to emulate—not with a staff of 55 and a weekly cume of 1.7 million listeners. Half-serious, half-joking, she remarks: "When I leave here, I will not be remembered for running a Mickey Mouse operation."

If her track record continues as it has in the past, she'll probably be right. The last general manager's seat she held was at RKO's WROR(FM) Boston. When she joined that station in January 1975 as general sales manager, she recalls, there was "no billing" to speak of. By the time she left for WXLO 13 months ago, it was in the black.

Mr. Case talks about her WROR success in terms of "doubling the revenues and tripling the profits," and he adds: "She had it turned around in about four months." And of the youngest general manager in the RKO chain (she's 28), he mentions her ability to tackle more than is expected, with "hands down, straightforward effort" and her "strong desire to succeed."

While she may have made her first mark in sales, Ms. Farber broke into the broadcasting business in front of the camera. She had expected to be an entertainer and while growing up in Los Angeles she availed herself of the opportunities there, including theater, dance and television commercials (Head & Shoulders shampoo was one product she promoted).

Despite the "illusions of grandeur" she gave up dramatics. She recalls being told by another actress to remember that the cameraman is a performer's best friend. "I don't like competing on that level," she says, claiming that it seemed that only a "physical look" was important.

Ms. Farber had planned on college after having worked throughout high school, but when it came time to go, she found herself "growing so rapidly" professionally that she decided not "to wait for



Erica Farber, general manager and vice president, WXLO(FM) New York; b. Jan. 1, 1949, Denton, Tex; apprentice film editor, Don Record & Associates, Los Angeles, 1968-69; various positions, Communications Trend (now Molnar & Associates), Los Angeles, 1969-71; sales person, KIIS(AM) Los Angeles, 1971-72; salesperson, KABC-TV Los Angeles, 1973-74; salesperson, KRTH(FM) Los Angeles 1974; sales manager, WROR(FM) Boston, 1975; general manager, 1975-76; present post since August 1976, named vice president February 1977; single.

four years" to "find out if I could have a career."

Before breaking into radio sales at KIIS(AM) Los Angeles, she worked as an apprentice film editor at Don Record & Associates there and then in various capacities from sales to print buying and planning for Communications Trend advertising agency (now Molnar & Associates).

After about a year and a half with KIIS, Ms. Farber tried her hand at television at KABC-TV Los Angeles. And while she calls it a "great experience," it only confirmed her feeling that "radio is my niche." She says that "television frustrated me," claiming the nature of the medium made her less directly involved than she was with radio.

After another 18 months or so, she was back in radio, as an account executive with RKO's KRTH(FM) in the same city. It was the move back to the medium she wanted but also "with a company where I had a place to grow," she recalls. By this time, she says, she knew she wanted "more

than just selling" and found that "RKO was open to mobility based on ability rather than years there."

Her impression of the company proved true within months. She had joined KRTH in September 1975 and by January of the following year she was general sales manager at WROR. It was a move she apparently had asked for unwittingly. Months before, over lunch with Mr. Case (then RKO executive vice president), she said she eventually wanted managerial duties. When RKO decided to break WROR administratively from its AM counterpart, WRKO, Mr. Case remembered.

When she later questioned Mr. Case as to why he offered her the job she recalls being surprised to hear "you're the only one who asked for it." And in hindsight, she now understands "what I was doing was pitching a job without realizing it."

The first assignment she set for herself in Boston was hiring a staff. She credits WRKO General Manager Jack Hobbs with "allowing me the freedom to succeed" (he previously had controlled the FM as well as the AM), and says that when she left as general manager the station "had total autonomy."

As with her other career moves, the switch to WXLO was rapid fire. Ms. Farber was offered the job on Friday, her appointment was announced Monday, and she was in New York on Tuesday. That was in August 1976; she's been there ever since, having had vice president added to her title last February.

Ms. Farber doesn't stress the fact that she knows of only about 15 female general managers across the county. She does admit, however, that "being a woman and relatively young leaves one wide open for incredible comments—that possibly I didn't get here on ability." To that, she answers: "RKO cannot afford to have a token in my position."

There were times when she felt she had to overcompensate, she says, such as using rough language to prove she's "one of the guys." But those times have passed and she says the comments and stereotyping have lessened as she's climbed the industry ladder. She claims to have been fortunate in holding onto her identity without having become "hard-nosed."

Pinpointing that identity, or having her explain it, is difficult. Her hair tucked under a Los Angeles (her hometown) Dodgers baseball cap during the World Series gives one impression; walking into a bank with a three piece tailored suit gives another.

What it comes down to is clear when she says "I don't have to put on a pretense." And therein also lies her fascination with the Disney character.

A little bit noncommercial

A commercial broadcaster clipped an ad (reproduced at right) from the Oct. 21 *St. Louis Globe-Democrat* and sent it along with a note:

"I know you have editorialized in the past about public television dipping into the commercial domain, and here is an example."

(Channel 9 in St. Louis is reserved for noncommercial, educational use and occupied by KETC-TV, licensed to the St. Louis Educational Television Commission.)

"Also," our correspondent wrote, "one might wonder how a college hockey game fits into an educational schedule."

It fits very well when four commercial enterprises can be found to sponsor it.

WATCH The St. Louis University Billikens battle it out with the Madison, Wisconsin Badgers, defending NCAA Hockey Champs

LIVE at 7:30 pm

Tonight on **CHANNEL 9**

(Saturday night's game will be aired at 1pm Sunday afternoon.)

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One for all

If Chairman Lionel Van Deerlin (D-Calif.) is reflecting the main current of opinion in his House Communications Subcommittee, the forthcoming proposals to revise the Communications Act will treat radio and television as vastly different objects of federal regulation. Addressing the National Radio Broadcasters Association two weeks ago, Mr. Van Deerlin promised "virtually the total deregulation of radio" (BROADCASTING, Oct. 17). Talking with a BROADCASTING reporter later, he called television "a different bag" ("Closed Circuit, Oct. 17). The TV license term, he said, may be extended to, say, five years, but nothing more.

The justification used by Mr. Van Deerlin and others who foresee looser rules for radio than for television is that radio stations are more numerous than television stations and therefore more competitive among themselves. Competition, the reasoning goes, leads to diversity of programming. Hence in radio there is less need than in television for the government to assure that a range of programming will get on the air.

This of course is merely a newer version of the scarcity theory that has been used to justify federal control of broadcasting, especially programming, since the dawn of radio regulation. Why does the First Amendment not apply to broadcasting as it does to print? Because frequencies are limited; not everyone can get a license to operate.

It is not entirely obvious to us why the scarcity argument is now deemed inapplicable to radio if it is still applicable to television. There are no more radio frequencies in the spectrum today than there ever were. More stations, especially FM, have been able to go into business because of the growth of population and the expansion of the economy. For the same reasons, more television stations are getting and staying on the air, with stronger and diverse programming.

If judgments of the applicability of the First Amendment are to be made on the basis of numerical representation of the media, daily newspapers have been ripe for government control for a generation or more. In no major city are there anywhere near as

many newspapers as television stations, and radio, of course, outnumbers both.

It is often argued that scarcity in broadcasting is decreed by limitations of spectrum space but that anyone with the money can enter newspapering. The speciousness of that argument was effectively revealed in a benchmark decision of the U.S. Supreme Court, when in 1974 it declared a Florida statute decreeing a fairness doctrine for newspapers to be unconstitutional. Mr. Van Deerlin and his colleagues may find it educational to review a part of Chief Justice Warren Burger's decision for the court:

"The abuses of bias and manipulative reportage are . . . said to be the result of the vast accumulations of unreviewable power in the modern media empires. In effect, it is claimed, the public has lost any ability to respond or to contribute in a meaningful way to the debate on issues . . ."

"The obvious solution . . . would be to have additional newspapers. But the same economic factors which have caused the disappearance of vast numbers of metropolitan newspapers have made entry into the marketplace of ideas . . . almost impossible."

If ever a realistic appraisal of the scarcity factor in newspapering was made, that was it. Yet the chief justice found:

"The choice of material to go into a newspaper . . . and treatment of public issues and public officials—whether fair or unfair—constitutes the exercise of editorial control and judgment. It has yet to be demonstrated how governmental regulation of this crucial process can be exercised consistent with the First Amendment guarantee of a free press."

With only minor changes that language would fit well into a new Communications Act for radio and television.

CB: out of control

The FCC is belatedly recognizing the monster it has created in the citizen band. To its credit, it is trying to curb the beast by proposing higher standards for CB equipment and prosecuting violators of its CB rules.

But it isn't trying hard enough. By the FCC's own reckoning, it will receive 80,000 complaints this year about CB interference, mostly to television and FM reception. Most of those complaints cannot possibly be satisfied.

Does the FCC have the will to take harsher measures? Its chief engineer, Raymond Spence, has worriedly noted that there are 12 million CB licensees. "Can you imagine what kind of lobby they would have if they organized?"

Can Mr. Spence imagine the kind of lobby he will face if the television audience organizes?



Drawn for BROADCASTING by Jack Schmidt

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