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Cable: betting on two-way in Columbus

Broadcasting Nov 21

The newsweekly of broadcasting and allied arts

Our 47th Year 1977

NEWSPAPER

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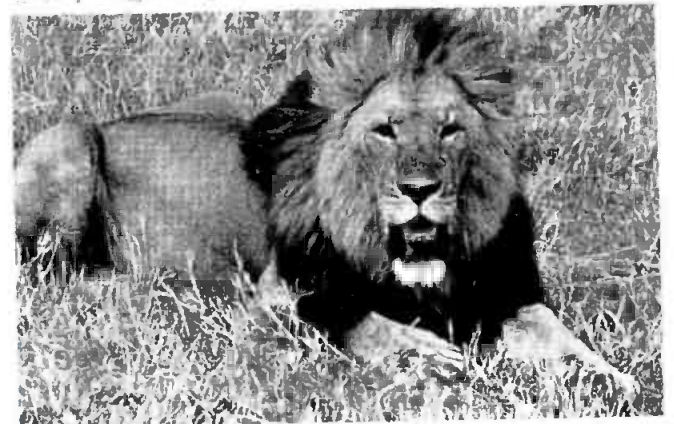
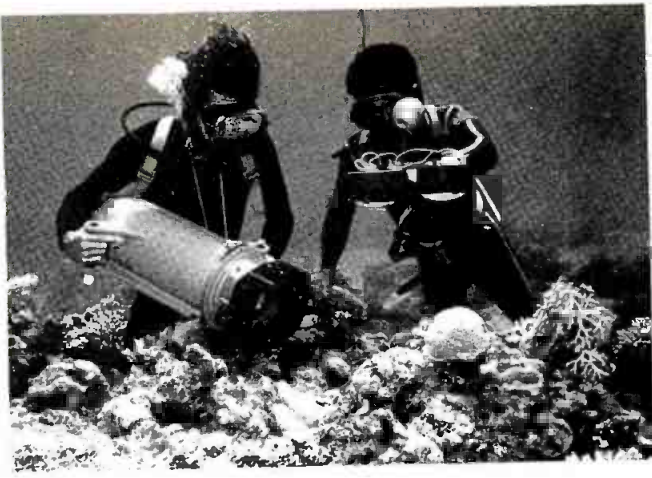
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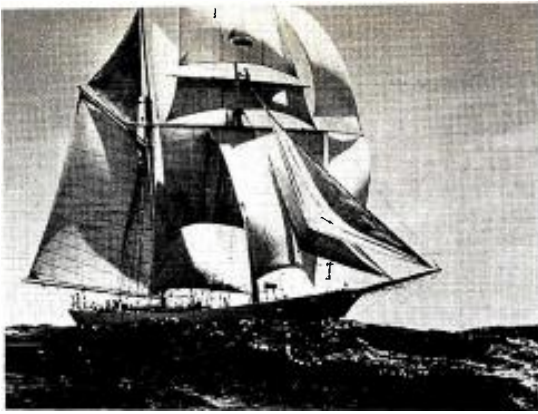


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"The Untamed World"

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The Week in Brief

TAKE IT BACK □ Briefs filed with the Supreme Court in the media crossownership case find fault with some of what the FCC did, and all of what the appeals court did. **PAGE 20.**

'GODFATHER' MUSCLE □ The NBC-TV special drew impressive ratings during its four-night stand, but the Saturday-Sunday numbers weren't enough to force ABC-TV out of the ratings lead for Nov. 7-13. **PAGE 21.**

EVERYTHING UP AT ABC-TV □ That includes rates for *Monday Night Football*, says Frederick Pierce, president of ABC Television. He also reports 80% of sellout of prime-time through three quarters of 1978, completion of sales for 1980 winter Olympics and a bundle of other goodies. **PAGE 21.**

ABOUT FACE □ The optimism in San Diego two weeks ago about how broadcasting will fare in the Communications Act rewrite was doused last week in an interview with Hill counsel Chip Shooshan in which he said broadcasters will have to make some trade-offs. **PAGE 22.**

TV SALES POWER □ That was the theme of the Television Bureau of Advertising's conference last week. Retiring Chairman Walter Bartlett reports on progress and gains that have been made. **PAGE 23.** TVB President Roger Rice contends TV's C-P-M makes it the best bargain for advertisers. **PAGE 25.** The TVB delegates are chided for some of their failings in courting retailers. **PAGE 25.**

SEARS SALVAGE □ The bankruptcy of the giant retailer's regional agency in Chattanooga has left some broadcasters holding the bag for money due them. Sears is attempting to make partial amends and is trying to insure that its new agency doesn't create similar problems. **PAGE 26.**

BIGNESS ISN'T BADNESS □ CBS Inc. President John Backe rebuts the claims that consolidation of broadcasting and publishing interests stifles diversity of views. **PAGE 28.**

FAIRNESS DISCARDS BACK □ The U.S. Court of Appeals in Washington orders the FCC to reconsider some previously rejected proposals. One would allow public access on issues and another would compel

broadcasters to submit an annual list of the 10 most controversial topics broadcast. **PAGE 29.**

U'S UNITE □ The National UHF Broadcasters Association takes another step closer to organization. Cy Bahakel is named president and an interim slate of NUBA officers is chosen. **PAGE 31.**

GUNN GUNS □ The vice chairman of the Public Broadcasting Service draws a bead on some proposals in the public broadcasting legislation offered by the Carter administration. **PAGE 33.**

NETWORK STRATEGY □ CBS and NBC turn to special events and movies as replacements for their failing series. **PAGE 35.**

PALEY REASSURES □ Affiliates of CBS-TV are told that the network will make it back into first place and remain there for an even longer time. **PAGE 36.**

LOOK UP □ CBS News President Richard Salant contends that those trying to get radio-TV into the lower courts are knocking at the wrong door. He says they should be seeking access to Supreme Court proceedings. **PAGE 38.**

WHO DROPPED STITCHES? □ An FCC report on radio service and television network originations during last July's blackout in New York says that broadcasters were down only briefly. But, it points out, the wire services that provide EBS notification didn't do so well. **PAGE 40.**

NASA PROTOTYPE □ The National Aeronautics and Space Administration is demonstrating a miniature radio transmitter and receiving device that uses a satellite. **PAGE 40.**

TWO-WAY CABLE IN COLUMBUS □ Warner Cable's Hauser is betting more than \$10 million that the major test in Ohio that begins Dec. 1 will be the beginning of a new era for the industry. **PAGE 42.**

NBC'S MAN IN THE NEWS □ Les Crystal has stepped into his new position as president of NBC News by setting up some hard-and-fast priorities. Those who know him point out that his chances for success are enhanced by the fact that he is a doer with 20 years of background in broadcast journalism. **PAGE 65.**

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WPIX New York

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WIC-TV Pittsburgh

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KSTW-TV Seattle

WSB-TV Atlanta

WISH-TV Indianapolis

KPTV Portland, Oregon

KXTV Sacramento

WDAF-TV Kansas City

WSOC-TV Charlotte

WBRC-TV Birmingham

WHIO-TV Dayton

KARD-TV Wichita

Down everywhere

Figures available as of Friday from A.C. Nielsen's October major market survey in 23 cities show homes-using-television decline from last year corresponding closely to decline found in national figures, according to Nielsen. When diary responses in local Nielsen Station Index (NSI) are compared to national meter results selected from same markets, total day's HUT's are down 3% from 1976 in both. Prime time showed 3% decline in locals versus 2% in nationals and noon to 4:30 p.m. viewing was off 2% in locals, 5% in nationals. (This data apparently supersedes statement by ABC Television President Frederick Pierce earlier in week that initial diary reports showed no prime time falloff [see page 21].)

Try, try again

FCC encountered less understanding and sympathy than it had hoped for in first approach it made to Office of Management and Budget under President Carter. FCC, with 2,130 employees and budget of \$61,400,000, had asked to be included in budget to be submitted to Congress for 1979 fiscal year for \$9 million more in funds and for another 325 employees. But OMB made sizable cuts, reportedly in area of 10%.

Commission didn't give up, however. Chairman Charles D. Ferris met with bureau and office chiefs last Friday morning to determine what impact of cut would be on commission operations. Then staff drafted letter requesting restoration of at least part of cut, and chairman, backed by executive office aides, presented it to OMB in afternoon.

All true

Not-yet-released study by Booz-Allen on costs and pricing of AM-FM automobile radios will reportedly confirm allegations that radios installed by auto manufacturers are overpriced. Broadcasters seeking legislation to require that car radios be built to receive both AM and FM have noted that auto makers place higher markup on AM-FM combinations than on AM-only sets. Study, funded at \$30,000 by National Association of Broadcasters and Corporation for Public Broadcasting, supports that conclusion. At congressional hearing (BROADCASTING, Sept. 26), CPB director of engineering, Philip Rubin, testified that sample AM car radio cost \$14.37 to produce, AM-FM \$22.13, but were priced at \$77 and \$155, respectively.

After current study is released, within next three months, Booz-Allen may

undertake another on potential economic impact of all-channel set legislation. Broadcasters hope to disprove argument that forced inclusion of FM in car receivers would be against consumer interests. Sponsors of second study are expected to be CPB and National Radio Broadcasters Association.

Starting at bottom

Broadcast Rating Council is working with Arbitron Television and A.C. Nielsen Co. on idea that could reduce—perhaps go long way toward eliminating—source of frequent broadcaster complaints: big differences between Arbitron and Nielsen findings within same markets. At BRC board's direction, Executive Director Hugh M. Beville Jr. is serving as mediator in effort to see whether standardized "universe"—agreement on base size of each demographic—can be established for each county. If so, both services would be working from same base instead of each having its own.

Both services reportedly have expressed interest in idea and have submitted to BRC their respective specifications as to what is needed. Mr. Beville says it'll take time but that he's optimistic. Walter Windsor of WFTV(TV) Orlando, Fla., most outspoken critic of such rating discrepancies (BROADCASTING, Feb. 7, et seq.), has notified fellow critics he's keeping quiet in belief this project will pay off, but he's ready to take up fight again if it fails.

Public servants

Law firm staffers, paralegals and other researchers who frequent FCC's public reference room are up in arms over decline in quality of service. There's talk of presenting grievances to FCC Chairman Charles D. Ferris. Among complaints: excessive waiting time for delivery of requested documents (two hours in one recent case before researcher gave up and went on to other things); "lost" or "misplaced" files; outright refusal by some employees to accept requests; poor condition of photo-copying machines (of four machines available to public, three were inoperable for two days recently).

Across hall, licensing division's new chief, David Weston, is said to be aware of reference room problems and working on them. Mr. Weston is reported to have set goal that all files "will be current" on daily basis and is instituting new filing procedures. Mr. Weston, who took over new post last month, is also working on backlog in division's main room, where all broadcast applications enter commission. Until Mr. Weston took over, licensing

division had been without chief since retirement of Quentin Proctor (BROADCASTING, Dec. 6, 1976).

Sons of pioneers

CBS is shifting more of its research and program analysis resources to West Coast for closer backup of new CBS Entertainment division. Among those moving from New York are Arnold Becker, director of television network research, who is in line for vice presidency, and Bob Brilliant, director of program analysis.

Home grown

TV networks' introduction of midevening news updates didn't sit well with many affiliates, and now some stations are beginning to get back. It's not yet big enough to be called trend, but growing number of affiliates—of all networks—are said to be introducing own midevening updates, "covering" those of networks.

One station rep says he knows of at least dozen stations—including all five Corinthian-owned CBS affiliates—doing it and others considering it. Rationale is that local update provides news that's more pertinent to local viewers, gives stations additional revenue source and provides showcase for local news talent.

FCC's engineer

Add names being bruited about in speculation about FCC chief engineer's job—Chuck Jackson, formerly with FCC now on staff of House Communications Subcommittee, and Dan Wells, of Public Broadcasting Service. Name of Donald Jansky, of Office of Telecommunications Policy, surfaced earlier (BROADCASTING, Oct. 31). One name not to be overlooked is that of present occupant of job, Raymond E. Spence.

Once a year

So pleased was National Association of Broadcasters leadership with give and take at second "town hall" meeting with public in San Diego (BROADCASTING Nov. 14), that it is considering scheduling meetings with public on annual basis. NAB executive committee, meeting in Washington tomorrow (Nov. 22), will consider such move.

Executive committee will also meet with Rick Neustadt of President's Domestic Council, who is expected to talk about President's proposed legislation to improve public broadcasting. Talk at meeting will doubtless revolve around broadcasters' concerns that public broadcasting is becoming too commercial.

Business Briefly

TV only

Krystal □ Fast-food chain is planning 52-week TV campaign beginning in early January, costing approximately \$2.5 million. Cargill, Wilson & Acree, Atlanta, is buying spots in 20 markets during day, fringe and prime time. Target: adults, 18-49.

Southwestern Bell □ Telephone company slates 33-week TV drive beginning in late January. D'Arcy-MacManus & Masius, St. Louis, is seeking spots in approximately 35 markets during late news time. Target: men, 25-49.

General Foods □ Food corporation places four-month TV promotion for its Spirit of Independence children's program, beginning in late December. Grey, New York, is placing spots in 47 markets during children's time. Target: children, 2-11.

Procter & Gamble □ Company plans 13-week TV campaign for its Gain laundry detergent beginning late this

Rep appointments

- WNBC(AM) New York: Eastman Radio, New York.
- WNCN(FM) New York: Marv Roslin Inc., New York.

month. Doyle, Dane, Bernbach, New York, is buying spots in at least 20 markets during fringe time. Target: total women.

Food Fair □ Supermarket chain is arranging 13-week TV promotion beginning late this month. SFM Media, New York, is handling spots in five markets during daytime. Target: women, 25-49.

Western Auto □ Chain plans 10-week TV promotion beginning in early January. Barickman, Kansas City, Mo., will schedule spots during all day parts. Target: men and women.

August Storck □ Tuffifay candy bar will be subject of eight-week TV push beginning in early February. Don Tennant Co., Chicago, will buy spots in 30 markets

during prime time. Target: adults, 18-49.

Purex Corp. □ Doan's pills will be promoted in seven-week TV push in early January. D'Arcy-MacManus & Masius, San Francisco, is handling spots in 50 markets during day and prime time. Target: women, 35 and over.

American Can Co. □ Freshkin moisturizer gets six-week TV buy starting in late November. Scali, McCabe, Sloves, New York, is placing spots in Milwaukee and Indianapolis during day and fringe time. Target: women, 18-49.

Gallo □ Winery arranges six-week TV campaign starting in mid-November. J. Walter Thompson, Chicago, is placing spots in Milwaukee and Minneapolis during fringe and prime time. Target: adults, 18-34.

Midas □ Muffler dealer plans three-week radio campaign starting in late November. Wells, Rich, Greene, New York, is seeking spots in about 80 markets. Target: men, 18 and over.

Texas International Airlines □ Company launches two-to-five-week radio buy beginning in mid-November. Scali, McCabe, Sloves, New York, is buying spots in eight markets including Denver and Salt Lake City. Target: men, 25-54.

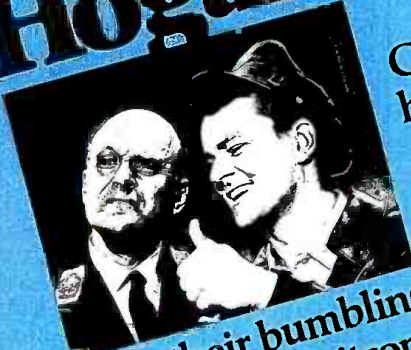
Eastman Kodak □ Company sponsors *American Know-How*, 40-part weekend radio series, to be broadcast on CBS Radio network, Nov. 24-27. Series, produced by CBS News, will feature topics ranging from computers to advertising. Agency, J. Walter Thompson, will create new radio commercials focusing on Eastman Kodak's instant camera products.

Moroccan Tourist Office □ It will place four-week radio campaign beginning in mid-November. Gemini Images, New York, will handle spots in two markets—Chicago and New York. Target: adults, 25-54.

Kimball Plano & Organ Co. □ Division of Kimball International plans four-week TV campaign starting in mid-November for its organs. Keller Crescent, Evansville, Ind., is placing spots in 40 markets during all day parts. Target: adults, 25-54.

Just Pants □ Retail jeans and tops stores schedules four-week TV Christmas promotion beginning in late November. Albert Jay Rosenthal, Chicago, is seeking spots in 30-35 markets during fringe and prime time. Target: Teen-agers through 24.


Master Charge □ Credit card company

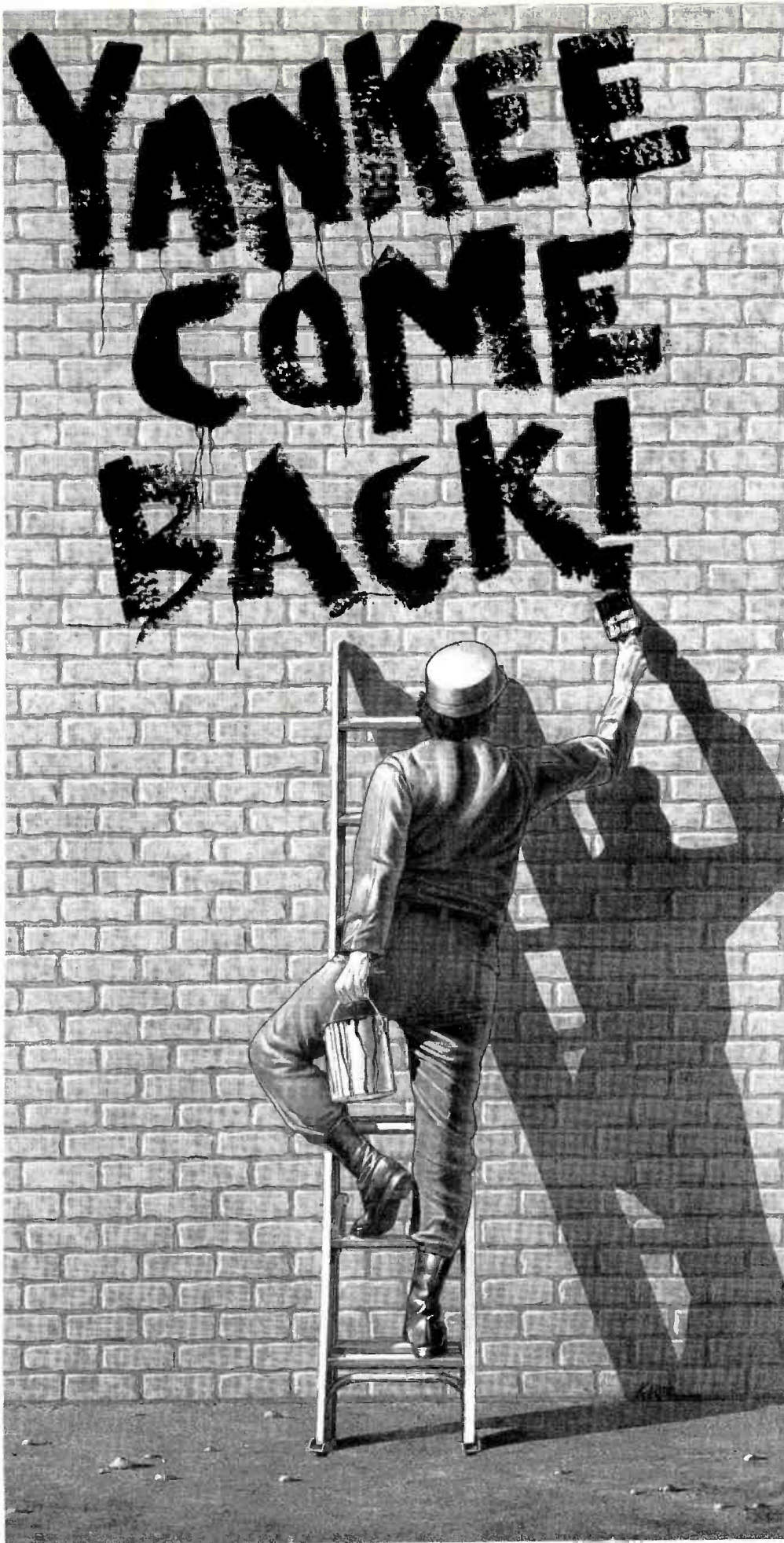


Hogan's Heroes

Colonel Hogan and his merry band of Allied soldiers wrangle everything but maid service from their bumbling German captors in this hilarious sitcom set in a World War II POW camp.

Bob Crane stars. 168 half hours are available.





At the moment, Cuba is hoping for an American invasion.

U.S.-Cuban relations are thawing. The same people who banned American tourists and businessmen 15 years ago, are happy to have them back.

This turn-around is a significant part of "Yankee, Come Back!", an hour-long documentary produced by Group W's KPIX, San Francisco, and shown recently on all five Group W television stations.

The KPIX cameras followed the first group of American Black leaders invited to visit the island on a grand tour of the "new" Cuba. Viewers saw what's changed and what hasn't since the revolution. They attended an interview with Castro. Met Cubans on the street and in their homes. And were free to draw their own conclusions.

"Yankee, Come Back!" is another example of Group W's interest in special events programming here and abroad. Like our recent "Flowers From Horseback" documentary filmed entirely inside the People's Republic of China, and the "Sainthood of Bishop Neumann," which showed the canonization in Rome of the first American male saint.

In Cuba. China. Rome. Group W cameras are helping make the world a little smaller, and a little better understood.



WESTINGHOUSE BROADCASTING COMPANY

**RAPE.
IT HAPPENS
140 TIMES A DAY
IN AMERICA.**

**AMERICAN
CITIES ARE
SUFFERING FROM
HARDENING OF
THE ARTERIES.**

**AMERICANS
WILL FACE THIS**

**MILLIONS
OF AMERICANS
CAN'T AFFORD TO
GROW OLD.**

**DISCRIMINATION
IS HIS BIGGEST
HANDICAP**

**WHERE
THOUSANDS OF
BREADWINNERS
BECOME LOSERS
EACH YEAR.**

**MILLIONS OF
YOUNG AMERICANS
ARE FINDING
THAT LOVE
IS CONTAGIOUS.**

**TRY TELLING HIM
THAT THE BEST
THINGS IN LIFE
ARE FREE**

**TODAY
KIDS ARE
GETTING AWAY
WITH MURDER.**

**TO 23 MILLION
PEOPLE, THE GREAT
AMERICAN DREAM
IS A NIGHTMARE.**

**ALCOHOLISM.
IT'S WHY
HALF A MILLION
TEENAGERS END UP
ON THE ROCKS.**



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STATIONS**

50 YEARS OF INVOLVEMENT. 50 YEARS OF BROADCASTING THAT SERVES.

1927. Lindbergh winged his way to Paris. Babe Ruth hit 60 home runs. And George Storer entered broadcasting with a 50-watt radio station in Toledo, Ohio.

In 1927, President Calvin Coolidge spoke for many Americans when he pronounced, "The business of America is business."

But he wasn't exactly speaking for the late George Storer and his colleagues, and for all those who for the last 50 years have been building Storer Broadcasting into a vital force in the broadcasting industry. For them, Coolidge might have added, "The business of America is also involvement. In

servicing the community." And for Storer Broadcasting, being conscientious members of each community it serves, has been good business.

We've been responding to community needs right through the years. From breadlines to welfare. From Prohibition to today's teenage alcoholism. From the gang wars of the '20's to the organized crime of the '70's. The community's problems, aspirations and achievements have been ours, too. We've thus built audiences that have confidence in us, and in our integrity.

Our advertisers have discovered they benefit from this

climate of credibility. Our acceptance by the community enhances acceptance for their products.

Being good neighbors has been good for everyone. For the communities. For us. No wonder we're looking forward to 50 and more years of broadcasting that serves.

**Fifty years of
broadcasting that serves.**

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

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

launches four-week TV campaign in late November. Mandabach & Simms, Chicago, is buying spots in Kansas City and St. Louis during fringe time. Target: men and women, 25-54.

White-Westinghouse □ Manufacturer will feature its appliances in three-week TV buy starting in late November. Henderson & Dapper, New York, will handle spots in about 12 markets during prime and fringe time. Target: women, 18-49.

Max Factor □ Cosmetics company focuses on its Maxi perfume in three-week TV drive starting in late November. Reel Advertising, Los Angeles, is scheduling spots in approximately 18 markets during fringe time. Target: women, 18-49.

Carvel □ Ice cream franchise plans two-week TV flight beginning in mid-November for its Mr. and Mrs. Pilgrim cake. Winner Communications, New York, will place spots in 30 markets during fringe and day time. Target: total viewers.

Independent Life and Accident Insurance Co. □ Insurance firm slates two-week TV campaign beginning in early December. Cecil West & Associates, Atlanta, is seeking spots in 31 markets during prime and fringe time. Target: adults, 18-49.

Long John Silver □ Seafood shoppes division of Jerrico Inc. is spotlighted in four-week TV push beginning in late November. Abbott Advertising, Lexington, Ky., is placing spots in 60-70 markets during day, fringe and prime time. Target: men and women, 18-49.

Shulton □ Subsidiary of American Cynamid will be featured in four-week TV push starting in late November for its CIE perfume. Norman, Craig & Kummel, New

York, will place spots in four markets during fringe and prime time. Target: women, 18-49.

Crysty □ Dry gas company will spend about \$100,000 on four-week TV campaign beginning in late November. Barron, Hillman & Mellnick, Boston, has bought spots in 11 markets during prime, weekend sports, early and late fringe time. Target: total men.

Maybelline □ Cosmetic company focuses on its Fresh-lash mascara in three-week TV drive starting in early December, costing approximately \$127,000. Lake-Spire-Shurman, Memphis, is placing spots in 22 markets during late fringe and prime access time. Target: women, 18-34.

Pabst □ Brewery schedules three-week TV flight starting in late November for its extra light beer. Kenyon & Eckhardt, Chicago, is placing spots in 30 markets during prime and fringe time. Target: men, 18-49.

Estee Lauder □ Cosmetic group plans two-week TV promotion for its various cosmetics. AC&R, New York, is purchasing spots during day, fringe and prime time. Target: Total women.

Teledyne □ Company highlights its Countdown, weight-reducer calculator in two one-week TV flights starting in early and late December. A. Eicoff, Chicago, is placing spots in about 30 markets during all day parts. Target: adults, 18-49.

Church's □ Fried chicken fast food chain plans two-week TV buy starting in early December. Burton-Campbell, Atlanta, is scheduling spots in 30-35 markets during fringe and prime time. Target: men and women, 18-34.

20th Century-Fox □ Record division will place one-week TV flight in support of

Star Wars album beginning in early December. American Media Consultants, Los Angeles, will select spots in 17 markets during fringe, day and prime time. Target: women and men, 18-34, and teen-agers.

Margrace □ Company features its animal cards in one-week TV buy beginning in late November and again in January for 13 weeks. Wunderman, Ricotta & Kline, New York, is selecting spots in 16 markets in late November and 120 markets in January, during all day parts. Target: children and women, 18-34.

Arista Records □ Record group will feature its recording artists in one-week TV buy beginning in early December. RDR, New York, will schedule spots in 15-18 markets during fringe time. Target: teen-agers.

General Mills □ Big Batch cookies is arranging one-week TV promotion starting in early December. Needham, Harper & Steers, Chicago, is placing spots in about 20 markets during prime time. Target: women, 25-49.

Hartz Mountain □ Pet food manufacturer schedules one-week TV promotion for its aquarium products starting in mid-December. Hope Martinez Media, Harrison, N.J., will place spots in about three markets during day, fringe and prime access time. Target: total adults.

Viking □ Sewing machines are scheduled for one-week TV buy beginning in late November. Carmichael-Lynch, Bloomington, Minn., is selecting spots in 30 markets during day time. Target: women, 25 and over.

Radio only

Fotomat Corp. □ Retailer of film and photofinishing services launches 38-week radio buy beginning in mid-February. General Media Services, La Jolla, Calif., is purchasing spots in at least 80 markets including, Atlanta, Detroit, Houston, St. Louis and San Francisco. Target: adults, 25-49.

Jays Foods □ Potato chips will get five-week radio flight beginning in late November. Marsteller, Chicago, will buy spots in 14 markets including Milwaukee. Target: women, 25-49.

Alba Foods Co. □ Non-fat dry milk will be spotlighted in four-week radio push starting in late November. Marsteller, New York, will schedule spots in three East Coast markets. Target: women, 18-49.

Victoria Station □ Restaurant chain is spending about \$240,000 in three-week radio promotion starting late this month. Ayer Pritikin & Gibbons, San Francisco, is buying spots in 20 markets including Los Angeles, Philadelphia, Chicago and Miami. Target: adults, 25-49.

BAR reports television network sales as of Oct. 30

ABC \$980,157,500 (34.2%) CBS \$955,703,500 (33.3%) □ NBC \$933,995,100 (32.5%)

Day parts	Total minutes week ended Oct. 30	Total dollars week ended Oct. 30	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.	167	\$ 1,267,500	6,317	\$ 40,494,400	\$ 31,296,200	+29.4
Monday-Friday 10 a.m.-6 p.m.	1,009	17,841,300	43,183	632,968,900	514,432,700	+23.0
Saturday-Sunday Sign-on-6 p.m.	282	11,026,300	13,169	323,496,200	267,702,000	+20.8
Monday-Saturday 6 p.m.-7:30 p.m.	100	5,054,500	4,298	159,496,700	126,889,300	+25.7
Sunday 6 p.m.-7:30 p.m.	20	1,731,700	908	46,413,900	38,264,600	+21.3
Monday-Sunday 7:30 p.m.-11 p.m.	405	45,330,700	18,130	1,465,933,200	1,214,082,700	+12.5
Monday-Sunday 11 p.m.-Sign-off	225	5,633,400	9,011	201,052,800	175,109,000	+14.8
Total	2,208	\$87,885,400	95,016	\$2,869,856,100	\$2,367,776,500	+21.2

Source: Broadcast Advertisers Reports



At the 1977 Billboard International Programming Forum in Toronto, WKZO Radio was named National Adult Contemporary Radio Station of the Year.

The award is based on station programming, community involvement and promotional and advertising activities in markets of less than 1,000,000. WKZO competed against more than 2,000 entries. At WKZO, we're naturally very happy to receive this award. We will continue with dedication and hard work to do even better.

Channeling our energies toward better serving our listeners is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac
		WWAM Cadillac	KMEG-TV Sioux City

Monday Memo[®]

A broadcast advertising commentary from Thomas R. Elrod, director of marketing, Walt Disney World, Lake Buena Vista, Fla.

With benefits to all: Disney's 'target marketing'

Since its inception, Disney World has been faced with a marketing dilemma: how to educate our primary tourist market about our resort and recreational opportunities and motivate it into visiting without an extensive media expenditure.

By far our most successful program to date has been through the promotional use of radio in individual markets. This acts as the primary vehicle in a venture we call "target marketing."

Target marketing began two years ago out of discussions with our friends at WLS(AM) Chicago. It's a cooperative endeavor with Eastern Airlines—the "official airline of Walt Disney World"—that involves a series of promotional programs centering on a massive radio station contest in which all-expense-paid trips for families of four to Walt Disney World are given away. The program's intent is threefold: (1) to describe and motivate potential tourists into visiting Walt Disney World and to emphasize our total family vacation destination concept (as opposed to our being an "amusement park"), (2) to emphasize Eastern's status as Disney's official airline and highlight the exclusive advantages of flying Eastern to Walt Disney World and (3) to increase substantially a station's ratings and reputation by becoming a part of this exciting program.

The format of a target market is relatively simple and its relating programs become interestingly complementary of one another when the entire venture is reviewed.

A radio station in one of our key tourist markets is selected based on a number of criteria: its ratings, coverage area, related demographic information and, most important, its community image and corresponding relationship to the "Disney image" of clean, wholesome, family entertainment.

A specific number of trips for families of four are then offered to the station (the number determined by the size of the market) in exchange for a total promotional program involving radio spots, print ads, television spots and, sometimes, billboards, transit cards and music survey sheets. This six-week radio blitz revolves around the various "Disney experiences" the winners will have during their visit with us, thereby achieving our goal of exposing the various recreational activities available at Walt Disney World.

The creative elements are produced jointly by the stations and Disney to utilize properly both parties' copyrighted logos and other materials. Many times, stations actually send representatives from their on-air and creative staffs to Walt Disney



As director of marketing for Walt Disney World, Tom Elrod is responsible for all marketing division functions, including advertising, promotion, publicity, public relations, creative services, photography and liaison with the Magic Kingdom Club, Walt Disney Travel Co., and Walt Disney World Village at Lake Buena Vista. He joined the Disney organization in Florida in 1973 as a senior representative in advertising and promotion. He was named manager of national marketing in 1975 and became director of marketing in 1976. Prior to joining Walt Disney World, he was public relations director for the Amateur Athletic Union and is also a former newscaster at WKBN-TV Youngstown, Ohio, and WLWI(TV) (now WTHR) Indianapolis.

World so that they may become more familiar with what it is they're going to be promoting. Quite often, the station's on-air personalities are featured in the television spots and print ads "on location" at Walt Disney World, where they are pictured enjoying many of the things their winners will soon enjoy.

A primary retail outlet, often Sears, Roebuck, is employed to act as the sole point of entry for the radio contest. The retail store devotes its promotional efforts throughout this period toward a theme of "Walt Disney World Days" and reinforces this theme with bannered themed advertising, in-store displays that apply to the contest and to various Disney activities, credit card stuffers, and themed contest registration boxes at each store entrance. Often, these stores will initiate additional buys on the station or tag their existing ones to highlight the contest. And they provide Disney-themed merchandise to the stations for secondary prize giveaways on the air.

At the commencement of the promotion, the famous Walt Disney characters visit each target market city to provide an

outstanding publicity kickoff for the contest. In addition, the characters and DJ's make a presentation to the travel trade of that city and often host a Disney-themed radio station client party for the station's key advertisers and their families in an old-fashioned, ice cream social setting. Probably the most spectacular publicity occasion is the coverage received when the city's mayor declares the week "Walt Disney World Week" in an impressive, humorous ceremony generally well covered by all media.

Ancillary promotional activities relating to the joint program occur throughout. All movie theaters in the area currently or planning to show Disney theatrical releases, theme their lobbies towards the Disney radio program and sometimes carry a trailer film about the contest that is shown prior to the feature film. Master Charge, the only credit card honored at Walt Disney World, provides a special stuffer to its card holders highlighting the contest. And Eastern erects promotionally themed airport and city ticket office displays, and mentions the contest to the public through its reservation personnel and stewardesses on all flights from the city.

All of this activity generates impressive intangible benefits to the station: area trade discussion about the event, tremendous public reaction. And the promotion often becomes an excellent vehicle for the station to involve its key clients (for example, Sears and Eastern Airlines) in an advertising-promotion program complementary to its existing paid schedules.

But what has the program tangibly done for those involved? Many times, retail stores exhibit higher sales figures for the month of the promotion based on the increased store traffic that visited with the primary intent of entering the contest. Eastern shows increased boardings to Orlando, Fla., and Walt Disney World annually shows over 150,000 additional visitors from the target market cities as a direct result of the promotions.

And the individual radio stations generally are ecstatic. They boast of higher ratings ("Our Walt Disney World promotion helped us to obtain our highest audience rating in seven years."), incredible trade and public awareness ("We've received more audience reaction, more response and more comments on this than anything we've ever done."), highest listener response ever to a contest ("We received over 500,000 entries."), and enhanced reputations ("We were very pleased with not only the results of the promotion, but the quality.").

Or, as one station's general manager put it, "What a great chapter in our promotional book." We think so, too.

■ indicates new or revised listing

This week

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 base-band 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.

Also in November

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

Nov. 30-Dec. 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).

December

Dec. 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 Jan 6. (Docket 20418). FCC, Washington.

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**—Canadian broadcast seminar of *All-Canada Radio & Television Ltd.* to provide discussion of topics of broadcast interest dealing with Canada. Sheraton-Chicago hotel, Chicago.

Dec. 1-2—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Hilton hotel, New Orleans.

Dec. 1-4—*Speech Communication Association* annual convention. Speakers include Benjamin Hooks, former FCC commissioner and now executive director, National Association for the Advancement of Colored People, and Erwin Krasnow, general counsel, National Association of Broadcasters. Sheraton Park hotel, Washington.

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. 12**—Deadline for comments on the *Small Business Administration's* proposed relaxation of its loan policy for broadcast properties (Broadcasting,

Nov. 14). Associate administrator for finance and investment, SBA, Washington 20416.

■ **Dec. 12-13**—*National Cable Television Association's* seventh annual state presidents and executive directors meeting. Arlington Hyatt House, Arlington, Va.

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 in-

quiry into AM stereo broadcasting (Docket 21312). Reply comments are now due Jan. 23, 1978. FCC, Washington.

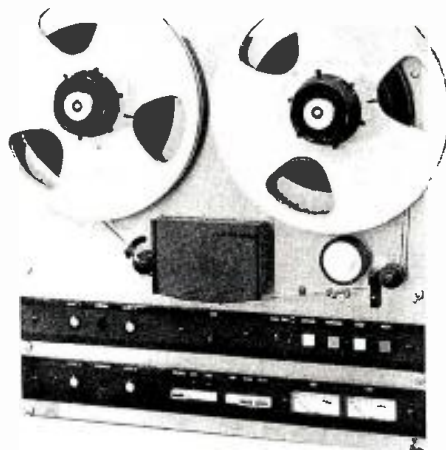
January 1978

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.

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

Jan. 8-10—*California Broadcasters Association* mid-winter meeting. Palm Springs Spa, Palm Springs, Calif.

Jan. 9-10—*National Radio Broadcasters Association* board meeting. Doral Beach hotel, Miami.

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. 15**—Deadline for entries for The 1977 Media Awards for the Advancement of Economic Understanding sponsored by *Champion International Corp.*, Stamford, Conn., and administered by Amos Tuck School of Business Administration of Dartmouth College. Total of \$105,000 in 14 media categories will be awarded reporting on economics that is stimulating and understandable and which was presented during the 1977 calendar year. Information: Program administrator, Media Awards for the Advancement of Economic Understanding, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H. 03755.

■ **Jan. 15-18**—*Florida Cable Television Association* midwinter management conference. Hyatt House, Sarasota, Fla.

Jan. 18-20—*National Association of Broadcasters* joint board meeting. Cerromar hotel, Puerto Rico.

Jan. 18-30—*National Association of Farm Broadcasters* 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. 17-19**—*Georgia Association of Broadcasters* Radio-TV Institute. Speakers will include former FCC Chairman Richard Wiley. University of Georgia, Athens, Ga.

Jan. 18—*New Jersey Broadcasters Association* mid-winter managers' meeting. American hotel and Na-

Major meetings

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 21-28, 1978—*MIP-TV* 14th annual international marketplace for producers and distributors 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 7-10, 1978—*Broadcasters Promotion Association* 23d annual seminar. Radisson St. Paul, St. Paul. 1979 convention will be June 6-10, Nashville.

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.

Sept. 17-20, 1978—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco. Future conventions: Oct. 6-8, 1979, Washington Hilton hotel, Washington; Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

Sept. 17-20, 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.

ional 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. Hyatt Singapore, Singapore.

Jan. 20-21—*Radio Television News Directors Association* board meeting. New Orleans.

Jan. 21—*Florida Association of Broadcasters* mid-

winter conference featuring license-renewal seminar. Errol Estate Inn and Country Club, north of Orlando, Fla.

Jan. 21—*Mississippi Broadcasters Association* sales seminar. Coliseum Ramada Inn, Jackson, Miss.

Jan. 22-24—*South Carolina Broadcasters Association* winter convention. Sheraton Inn I-85, 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. 28—Deadline for entries in 10th annual *Robert F. Kennedy Journalism Awards* for outstanding coverage of the problems of the disadvantaged. Professional categories will be broadcast (radio and television), print (newspapers and magazine) and photo-journalism. Cash prizes of \$1,000 will be awarded the best in each category, with an additional \$2,000 grand prize for the most outstanding of the category winners. Entries from student print, broadcast and photo-journalists will be judged separately with a three-month journalism internship in Washington to be awarded. Information: Ruth Dramstadter, executive director, 1035 30th Street, N.W., Washington 20007; (202) 338-7444.

Jan. 29-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 conduct 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. 3-4**—*Society of Motion Picture and Television Engineers* 12th annual television conference. Sheraton-Atlanta hotel, Atlanta.

■ **Feb. 8-7**—*South Carolina Cable Television Association* annual meeting. Wade Hampton Inn, Co-

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lumbia. Information: Vic Nicholls, (803) 271-8526.

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. 12-14**—*National Cable Television Association* board of directors meeting. Boca Raton hotel, Boca Raton, Fla.

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.

■ **Feb. 24-25**—*University of California at Los Angeles* communications law symposium. Los Angeles.

March 1978

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

■ **March 5-8**—*Ohio Cable Television Association* annual convention. Marriott inn, Columbus, Ohio.

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

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

April 1978

April 5-8—Annual convention of *The National Honorary Broadcasting Society, Alpha Epsilon Rho*. Alladin hotel, Las Vegas. Contact: Gary Lico, vice president for public information, SFM Media Service Corp., New York, (212) 682-0760.

April 9-12—*National Association of Broadcasters* annual convention. Las Vegas.

April 13-14—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Dunes hotel and country club, Las Vegas.

April 21-26—*MIP-TV*, 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

April 24—Twentieth annual Broadcasting Day, sponsored by *Florida Association of Broadcasters* and *University of Florida College of Journalism and Communications*. FAB board will hold its spring meeting on preceding day (Sunday). Reitz Union, campus, Gainesville.

■ **April 30-May 2**—*Action for Children's Television* seventh annual symposium on children's TV. Washington.

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

May 1978

May 5-8—Sixth annual Gospel Radio Seminar. Chairman of steering committee is Jim Black, director of gospel music. SESAC. Airport Hilton, Nashville. Information: Gospel Radio Seminar, P.O. Box 22912, Nashville 37202.

May 19-20—*Public Radio in Mid America* spring meeting. KCUR Kansas City will be host station. Hilton Plaza Inn, Kansas City, Mo.

May 21-24—Tenth annual *Southern Educational Communications Association* conference. WDCN-TV Nashville will be host. Opryland hotel, Nashville.

May 24-27—*National Association of Broadcasters* radio programming college. Hyatt Regency hotel, Chicago.

May 26-June 3—Eighth Prix Jeunesse International, an international television competition for children's and youth programs under the auspices of the *European Broadcast Union* and *UNESCO*. Building of Bayerischer Rundfunk, Munich, Germany.

June 1978

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

June 4-6—*National Association of Broadcasters* third children's TV programming conference. Hyatt-Regency hotel, Washington.

June 7-10—*Broadcasters Promotion Association* 23d annual seminar. Radisson St. Paul, St. Paul.

June 10-13—Summer Consumer Electronics Show of *Electronic Industries Association/Consumer Electronics Group*. McCormick Place and McCormick Inn, Chicago.

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

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

June 21-24—*Florida Association of Broadcasters* 43rd annual convention. The Colony Beach & Tennis Resort, Longboat Key, Sarasota, Fla.

June 22-23—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Opryland hotel, Nashville.

June 23-24—*Radio Television News Directors Association* board meeting. Atlanta Hilton, Atlanta.

July 1978

July 12-16—Combined *Colorado Broadcasters Association/Rocky Mountain Broadcasters Association* meeting. Manor Vail, Colo.

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Divining the drop

EDITOR: As a layman, I cannot resist commenting on the decline in homes using television (HUT) discussed in your Nov. 7 issue. Why all the consternation about the nature and extent of the problem? The reason is simple but no one will accept reality.

Apparently, network programmers are too busy to watch their own product. Except for sports, news and special events coverage (which gets steadily better), program quality continues to deteriorate. We consider ourselves just an "average middle-class American family" and we have virtually given up nighttime television on Tuesday, Wednesday, Thursday and most Saturday evenings. Practically the entire schedule is an insult to ordinary, modern-day intelligence.

Quit quarreling over Nielsen and Arbitron. Bring the quality up and the HUT figures will recover. If the present trend persists, we'll soon be completely converted to radio (especially FM stereo) and ETV.—*Alan K. Kindle, Atlanta.*

EDITOR: HUT levels for daytime television are decreasing as soaps become longer than 30 minutes. This may be due to a bias in reporting of some of the quarter-hour periods of the 45-minute and 60-minute soaps. During some of the many commercial interruptions of these longer programs, the housewife no doubt retires to the kitchen or bathroom. What better way to account for this than to record only three of the four 15-minute segments in the diary? Furthermore, the "guilt" point for many housewives may lie within 30 and 60 minutes; after this point they feel guilty about recording the fact that they continuously viewed a program instead of doing the housework. This theory can be checked by a review of the diaries.—*Alexander Korn, broadcast consultant, Robert R. Nathan Associates, Washington.*

Got them there

EDITOR: Your article entitled "Newspapers claim higher exposure than radio-TV" (Nov. 7) stated, based on a study conducted by the Newspaper Advertising Bureau, that more people read the newspaper for news than listen to radio and television for news.

We have done a similar survey. In an unbiased study we found that of the 37 people interviewed, 97.3% said they listened to radio for music. However, only 2.7% of those interviewed said that they listened to newspapers for music.—*T. J. Donnelly, local sales manager, WHBQ(AM) Memphis.*

Competitive

EDITOR: In your editorial of Oct. 31 ("A

little bit noncommercial") you take public television to task for "dipping into the commercial domain." This time it's intercollegiate hockey on public station KETC(TV) St. Louis.

Maybe we're naive, but we have always assumed that the only "domain" any broadcaster can rightly claim is that of service to the public—content and format notwithstanding. In the "domain" of thus serving the public, we invite our commercial brethren to join us any time. We claim no exclusive privileges and invite competition.—*Charles M. Lichenstein, senior vice president for public affairs, Public Broadcasting Service, Washington.*

EDITOR: Another example of "noncommercial" public television!—*Eugene B. Dodson, vice chairman, Gaylord Broadcasting Co., Tampa, Fla.*

Masterpiece Theatre 1977-78 Season
Masterpiece Theatre Sunday nights on PBS
Masterpiece Theatre Host: Allstair Cooke

I, Claudius
 All Rome stronger than all that the empire was turned
 November 8-January 28

Anna Karenina
 She gave up everything for love—excluding her life
 February 5-April 9

Our Mutual Friend
 Money was the air that breathes April 16-May 26

Poldark (Series II)
 The return of this unapologetically salty romantic
 maturing his age June 6-August 27

Duchess of Duke Street
 At the London Hotel the Queen will dine with you
 and the special empty occasion September 2-December 10

Mobil

(Mr. Dodson enclosed the above page from the Oct. 17 *New Yorker*.)

Where credit's due

EDITOR: For those of us who have been laboring in the tangled liability vineyards for two decades and who have seen so much misinformation perpetuated, your clear and concise editorial ("When the bucks stop," Oct. 24) which conveys the basic message every broadcaster ought to heed, is a happy publishing event. Stations should at the proper time, after notifying the agency of their intent, let the advertiser know that his money is not reaching the station. The advertiser is then on notice and can choose the course of action that he feels protects him best. This is one step, albeit the most needed, in bringing awareness to the advertiser—the buyer and the beneficiary of the station's service—that his money may not be reaching the provider of that service in a timely manner.—*Fred Cige, assistant treasurer, Metromedia, and president, BCA-Credit Information, New York.*

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 Phone: 212-757-3280.
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 Rocco Famighetti, senior editor.
 Douglas Hill, Jay Rubin, staff writers.
 Diane Burstein, editorial assistant.

Hollywood: 1880 North Vine Street, 90028.
 Phone: 213-483-3148.
 Bill Merritt, Western sales manager.
 Sandra Klausner, editorial-advertising assistant.



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

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KRON-TV	San Francisco-Oakland	KSAT-TV	San Antonio
WNAC-TV	Boston	WDTN	Dayton
WTTG	Washington, D.C.	WNYS-TV	Syracuse
WEWS	Cleveland	WEYI-TV	Flint-Saginaw
WTAE-TV	Pittsburgh	KSL-TV	Salt Lake City
KDOG-TV	Houston	KTEW	Tulsa
WTCN-TV	Minneapolis-St. Paul	WDHO-TV	Toledo
WXIA-TV	Atlanta	KARK-TV	Little Rock
WTTV	Indianapolis	WTLV	Jacksonville
WBAL-TV	Baltimore	WROC-TV	Rochester, N.Y.
WISN-TV	Milwaukee	WMT-TV	Cedar Rapids-Waterloo
KBTV	Denver	KREM-TV	Spokane
KTXL	Sacramento-Stockton	WKJG-TV	Ft. Wayne
KMBC-TV	Kansas City	KGUN-TV	Tucson
WXIX-TV	Cincinnati	KRDO-TV	Colorado Springs
KFMB-TV	San Diego	KVAL-TV	Eugene
WJAR-TV	Providence	KTVB	Boise
KTAR-TV	Phoenix	KOLO-TV	Reno
WCMH-TV	Columbus, Ohio		

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Top of the Week

The cases for crossownership are made at the Supreme Court

Briefs contend that in first place, FCC had no right to create prospective ban, and then appeals court had no business ordering commission to break up existing multimedia holdings

Seven years after the FCC initiated its broadcast-newspaper crossownership rulemaking, the question of how ownership of the broadcasting industry is to be structured was the subject of briefs filed in the U.S. Supreme Court last week by elements of the broadcast and newspaper businesses. Some said the FCC had exceeded its authority in the proceeding; all said the U.S. Court of Appeals in Washington had.

The commission, citing the importance of diversification of media ownership, had banned individuals and companies from prospective acquisition of newspapers and broadcast properties in the same community. The appeals court, in response to an appeal by the National Citizens Committee for Broadcasting, said the commission had not gone far enough in the interest of diversity, and directed the agency to initiate a rulemaking aimed at breaking up all existing crossowned situations except those that could be shown to be in the public interest. The commission order required divestiture only in 16 cases of "egregious" media monopoly.

The court's divestiture order, however, has attracted the most attention. It would affect properties in 50 television markets and 160 radio-newspaper combinations. But the National Association of Broadcasters and the American Newspaper Publishers Association, as well as the Dispatch Printing Co. (Columbus [Ohio] Dispatch, Columbus Sunday Dispatch, and WBNS-AM-FM-TV Columbus) and The Journal Co. (Milwaukee Journal and Sentinel and WTMJ[AM]-WKTJ[FM]-WTMJ-TV Milwaukee), in a joint brief, contended that the commission had no authority even to adopt the prospective ban, which the appeals court had affirmed. Congress never delegated such power to the commission, the media interests argued.

The prospective rule goes beyond the

bounds of the commission's statutory power "by attempting to regulate the whole of the mass communications media, including not only wire and radio, but print as well," NAB said. Both trade associations also made a constitutional argument, contending that a rule prohibiting a publisher from owning a broadcast station in the community where the newspaper is published violates the First Amendment. Such rules "unconstitutionally burden the right to publish a newspaper," ANPA said. It also said the rule violates the Fifth Amendment's guarantee of equal protection of the laws.

But even if the Supreme Court should affirm the commission's power to adopt a prospective rule, all parties said it should hold that the appeals court had erred not only in overturning the commission's decision to grandfather existing colocated crossownerships but also in prescribing the rule the commission must adopt to achieve across-the-board divestiture.

The lower court held that there was no rational basis for treating existing crossownerships differently from new applicants. All parties filing last week took exception to that holding. One brief, filed on behalf of eight broadcast licensees and publishers, noted that grandfathering is a

common procedure followed by both administrative agencies and Congress that reflects "a general bias of the legal system against retroactive legislating." It is the "preferred approach for administrative agencies," the brief said. It noted that the commission grandfathered all existing radio-television crossownerships in 1970 when it prohibited the creation of new radio-TV crossownerships.

(The petitioners represented by the brief are Channel Two Television Co., licensee of KPRC-AM-TV Houston and the commonly owned Houston Post Co., publisher of the *Houston Post*; the Chronicle Broadcasting Co., which owns KRON(TV) San Francisco and the Chronicle Publishing Co., which owns the *San Francisco Chronicle*; KSL Inc., licensee of KSL-AM-FM-TV Salt Lake City, which are under common ownership with the *Deseret News* in Salt Lake City; the Washington Post Co. and Post-Newsweek Stations, Capital Area Inc., which commonly own the *Washington Post* and WTOP-AM-TV Washington, and WHAS Inc., licensee of WHAS-AM-TV and WMNS[FM] Louisville, Ky., which are commonly owned with the *Courier Journal* and the *Louisville Times*. The brief is also supported by The Evening News Association, which owns the *Detroit News* and WJL-AM-FM-TV Detroit and the



Network's third, man's still first. William S. Paley, board chairman of CBS Inc., accepted this "He Made It All Happen" tray, inscribed with the call letters of all CBS-TV affiliates, last Monday (Nov. 14) at a meeting of the affiliates advisory board (story page 36). The thrust of his remarks: Whatever its rating rank, CBS remains a number-one network. Present for the presentation (l to r): James H. Rosenfield, president of CBS-TV; Gene F. Jankowski, president of the CBS/Broadcast Group; Mr. Paley, and Charles Brakefield, president and general manager of WREG-TV Memphis and retiring chairman of the affiliates board.

Pulitzer Publishing Co. and KSD/KSD-TV Inc., which commonly own the *St. Louis Post Dispatch* and KSD-AM-TV St. Louis.)

The appeals court decision was not totally without support. In vacating those portions of the commission order having retroactive effect, the court overturned that section requiring break-up of 16 crossownerships said to involve "egregious" cases of monopoly. "To the extent that the court of appeals found the divestiture of these combinations was not supported by the record," ANPA said in a footnote in its brief, "ANPA agrees."

The FCC was to have filed its brief on Thursday, along with the others appealing the appeals court decision, but was given a two-day extension.

Pierce reports everything's up at ABC-TV— including rates

**Among words to analysts:
all network sales up 20%,
station sales up 8% this year;
more spots in night football
at 37% jump in prices; winter
Olympics sold out; Silverman
expected to stick with ABC**

ABC-TV will increase the number of commercial minutes in its *Monday Night Football* by 10% and their prices by 37% to help pay the "more than double" cost of the rights next season.

Frederick S. Pierce, president of ABC Television, told a group of New York security analysts in a wide-ranging session last week that commercial minutes would be increased to 22 from 20 and that they would be pegged at \$170,000 as compared with this year's \$124,000.

Monday Night Football will be profitable under the new deal, he said, but less so than in the past.

Mr. Pierce declined to disclose the cost of the rights under ABC's new National Football League contract, except to say it was "more than double" the present cost. Informed sources have estimated the cost for the Monday-night package at \$184 million over four years, as against approximately \$72 million for the last four, with an additional minipackage of night games, plus Pro Bowl and Hall of Fame games, to bring ABC's new four-year total to about \$238.8 million ("Closed Circuit," Nov. 14).

Mr. Pierce said that after the jump in prices to *Monday Night Football* advertisers next season, increases in subsequent seasons would be "very slight."

He also disclosed that the "minipackage" of other night games would total four next season and probably be scheduled on Sunday nights. In subsequent years of the four-year contract he expected the number to increase to six.

ABC-TV's prime time is more than 80%

'Godfather' offering can't defuse ABC

In a spectacular prime time struggle the week of Nov. 7-13, NBC-TV and the *Godfather* tried to muscle in on the territory of ABC-TV and its gang of Laverne, Shirley and the Fonz. *Godfather* lost.

ABC won the week with a 21.6 rating and 35 share, beating NBC by 2.9 rating points and CBS by 4.3. The second installment (Nov. 13) of the four-part *The Godfather: the Complete Novel for Television* wound up in fourth place in the weekly rankings, behind ABC's *Laverne and Shirley*, *Happy Days* and *Love Boat*. The first installment (Nov. 12) of *Godfather* placed 13th for the week.

On its own, however, *Godfather* was impressive, averaging a 41 share for the total nine hours it ran over four nights. ABC averaged a 33 share and CBS a 22 during the same nine hours. ABC went down fighting on each of the four *Godfather* nights (with "Butch Cassidy and the Sundance Kid," "The Poseidon Adventure," the highest-rated *Monday Night Football* game of the season and its regular series juggernaut on Tuesday).

ABC took its weekly win for Nov. 7-13 by walking away with four of the five nights when *Godfather* was not in contention. CBS played the innocent bystander that week, pre-empting only one hour of regularly scheduled programming and coming in with a weekly average just 0.1 rating point off its season-to-date average of 17.4. ABC's 21.6 rating that week was 0.8 higher than its season-to-date figures, Sept. 5-Nov. 13, which stand at 20.8 for ABC and 18.1 for NBC.

For November sweep watchers, the month's first two weeks show averages of 21.1 for ABC, 18.2 for CBS and 17.9 for NBC.

sold through the first three quarters of 1978 at "substantially higher" unit prices than a year ago, and he said he expected the prices to remain strong. Other ABC dayparts are "at somewhat lower sell-out rates," as they almost always are, he said, but are well ahead of last year's pace.

He predicted that the three TV networks' 1977 sales will be "over 20%" ahead of 1976 and that ABC-TV's will beat that average. For the fourth quarter of 1977, he said, ABC's sales are more than 30% ahead of the 1976 fourth quarter, but he emphasized that he didn't mean ABC's would be up 30% for the year.

For stations generally, he forecast an 8% increase in sales this year—about 5% in national spot, 12% in local. For the fourth quarter of 1977, he said, ABC-owned TV stations are 10% ahead of a year ago.

Mr. Pierce "conservatively" anticipated a 13-16% rise in three-network sales in 1978, with ABC-TV "well beyond" that range, and a 7-9% increase in station sales. For the 1979-83 period he anticipated at least a 9-12% annual growth rate for the networks.

He estimated that ABC-TV's over-all program costs would be 20% higher this year than last year and would also rise by about 20% in 1978—thanks in part to the new NFL contract—but in 1979 "will have decelerated to the more traditional level of 10-15%."

Mr. Pierce stressed that ABC-TV not only is in a runaway position in the prime time ratings but also ranks first in Saturday morning children's programming and is a strong second in daytime, early morning and late night.

He said ABC's position in children's programming "has translated and will translate into higher dollars for ABC"; that *Good Morning America* will break into the profit column in 1978 and that the *ABC Evening News* "is beginning to see some

audience movement" upward which, although it isn't expected to lead to profitability in 1978, will offset some of the increased costs that will result from covering 1978's off-year elections.

In his opening remarks and answers to analysts' questions, Mr. Pierce also:

■ Reported that ABC-TV's coverage of the 1980 winter Olympics at Lake Placid, N.Y., has already been sold out—at a profit, even though the costs will be higher than in 1976 in Austria because in 1980 ABC will be responsible for feeding coverage to other countries. He said Olympic commercial minutes sold at an average of \$135,000—those in prime time were higher, in daytime generally lower—as compared with \$68,000 a minute in the 1976 winter Olympics.

■ Expressed belief that Fred Silverman, president of ABC Entertainment and popularly regarded as the chief architect of ABC-TV's winning schedule, will remain at ABC. This was in response to questions based on reports that Mr. Silverman might not stay beyond his current contract. "He has several options," Mr. Pierce said. "He has to make a career decision. But I feel that he is very happy here at ABC and that he will continue beyond June 1978."

■ Almost confirmed that ABC has acquired the blockbuster movie "The Sting." The movie will be available for multiple runs—"if we have bought it."

■ Said that in addition to 12 or 15 affiliates already picked up from other networks, about "half a dozen more" should be on board by the start of the 1978-79 season next fall.

■ Said he doubted that declines noted in homes-using-television levels reflected real declines in viewing. Viewer diaries thus far for October, he said, show no prime time decline, although Nielsen meter-based reports do.

Shooshan sees little change for broadcasting in act rewrite

Broadcasters can't get what they want, he says, without making concessions they reject; he turns over broadcast part of staff work to newer arrival

The seeming reluctance of broadcasters to make "trade-offs" with Congress severely weakens their chances of improving their own lot through the House Communications Subcommittee's rewrite of the Communications Act, in the opinion of the subcommittee counsel, Harry M. (Chip) Shooshan III.

In recent weeks the subcommittee chairman, Lionel Van Deerlin (D-Calif.), and other members of the panel have held out the possibility of lengthening radio license terms and repealing the fairness doctrine and equal time law for radio stations, but, Mr. Shooshan said in an interview last week, "it seems to me that it will be difficult to get even radio deregulation through the subcommittee unless there is something that the public and public interest groups see in it for them—a trade-off."

He said he found little enthusiasm for two trade-off options he raised at a meeting of the committee of broadcasters advising the subcommittee on the rewrite in San Diego two weeks ago (BROADCASTING, Nov. 14). That meeting was hailed by broadcasters and congressmen alike as an

encouraging exercise in communication and cooperation. Mr. Van Deerlin and the subcommittee's ranking Republican, Lou Frey (Fla.), left feeling confident that the broadcasters would not stand in the way of the rewrite, and at least some of the broadcasters went away thinking they would have little to fear from the subcommittee.

But Mr. Van Deerlin confirmed Mr. Shooshan's impression: "I didn't find [the broadcasters] throwing their caps in the air where they were being asked to give anything away," he said last week.

One of Mr. Shooshan's suggestions was for broadcasters to pay a percentage of their gross revenues annually for support of public broadcasting or for establishment of a pool of funds to boost minority ownership of broadcast stations. A common complaint about that was that once government is allowed to extract a percentage, however small at the outset, there is nothing to prevent it from raising the ante in a few years.

One broadcaster on the committee, National Radio Broadcasters Association President James Gabbert (KIQI(AM)-KIOI(FM) San Francisco), said he would "violently" oppose the tax suggestion (which originated with Henry Geller, who is expected to become the new assistant secretary of commerce for telecommunications) because it would be giving money to the competition, in this case public radio stations that have the same classical music formats as some commercial stations.

Another trade-off Mr. Shooshan tested was some form of mandated public access, requiring stations to give time to groups or individuals to express their views. An indication of broadcaster feeling on that was the comment by Charles Murdock, WLW(AM) Cincinnati, coordinator of the

broadcaster rewrite committee, who said that although he is not opposed to "things that make me responsible" to the community, "I don't want to be told what to do."

Mr. Shooshan's suggestions were made, as were, he says, the option papers drafted by the staff last year, for the sake of discussion, and were not intended as negotiating points with the broadcasters. And for their part, the broadcasters who met in San Diego made it clear that "we don't want to get into a trade-off situation," Mr. Murdock said.

But as a matter of practical politics, Mr. Shooshan thinks a trade-off would be necessary if the broadcasters are offered a plus in the rewrite. "It would seem to me that the politics of the subcommittee won't permit the outright repeal of the fairness



Shooshan

doctrine and equal time," he said.

On the other hand, politics won't permit imposition of license taxes or mandatory access on broadcasters if they don't want them. "There's no doubt about it," Mr.

In Brief

Concluding House Communications Subcommittee's **investigation into networks' relationships with sports** (BROADCASTING, Nov. 7, 14), subcommittee special counsel Philip Hochberg (whose contract is up this week) and chief counsel Harry M. (Chip) Shooshan III **recommended**: (1) that subcommittee consider legislation giving FCC authority to regulate networks "in cases of deceptive and misleading acts;" (2) that NBC and ABC adopt procedures such as CBS's for obtaining and disclosing information on sports programs about prize money, appearance money, promotional considerations—and that if they fail to do so, FCC should adopt procedures by rule; (3) that subcommittee turn over to FCC for further study questions about networks' exclusive contracts with boxers and about networks using voice-over announcing events where announcer already knows outcome. Finally, they **recommended Justice Department further investigate** specific incidents such as ABC's refusing to let Warner Cable in Columbus, Ohio, carry two Ohio State football games this fall. Several months ago subcommittee turned over to Justice its file on networks' negotiations for 1980 Olympics.

FCC is close to issuing **report and order on UHF noise levels**, said its chief engineer, Raymond Spence, at National Association of Educational Broadcasters engineering seminar last week. Action will be response to petition by Council for UHF Broadcasting (BROADCASTING, March 28), which requested reduction to 10 db from present 18 db level. Commission sources have indicated, however, that report—expected "at least" in 90 days—will aim for new levels in 14-15 db range.

Executive committee to study feasibility of setting up new, **industry-owned TV audience-measurement service** was announced by Television Bureau of Advertising President Roger D. Rice. It's headed by Norman E. **Walt**, president of McGraw-Hill Broadcasting and includes Stanley G. **Mouse** of Cox Broadcasting, co-chairman; Alfred M. **Masini** of Telerep Inc., secretary-treasurer; John **Dimling** of National Association of Broadcasters, and Harvey **Splegel**, TVB.

House Communications Subcommittee has scheduled **hearing on broadcast ratings and advertising Dec. 13**. Emphasis will be on their impact on minority held stations. Senate Communications Subcommittee, meantime, is working on similar project, with hearing likely early next year.

Ancil Payne of KING-TV Seattle, chairman of **NBC-TV Affiliates Board**, said board was especially pleased with NBC-TV's plan to introduce prime time news magazine (story page 39) and "delighted" with programming VP Paul Klein's presentation—at board meeting in Maui, Hawaii—of program philosophy stressing importance of base of "strong, day-by-day programs" to support "event" and other special programming. He said board was **very supportive of the Schlosser team**, referring to new key NBC-TV executives installed by NBC President Herbert S. Schlosser. As for time period for new magazine show, scheduled for next fall, NBC executive said none had been selected except that **"it won't be opposite [CBS's] 60 Minutes."**

Charles M. McAbee Jr., KCMO-TV Kansas City, Mo., elected chairman of CBS-TV Affiliates Board, and **Robert E. Schmidt**, KAYS-TV Hays, Kan., elected secretary. Mr. McAbee succeeds Charles Brakefield, WREG-TV Memphis. Board honored longtime CBS-TV affiliate **Charles**

Shooshan said. "Broadcasters' lobbying power is significant."

The result, according to Mr. Shooshan's scenario: Very little will happen. The Communications Act as it relates to broadcasting will remain virtually unchanged.

That is not a conclusion in which the subcommittee chairman fully concurs. It is one possibility, Mr. Van Deerlin said last week, but he prefers to believe that radio broadcasters would agree to a concession such as a small tax on revenues. "For longer-term licenses and deregulation of the restrictions on their news, I would think they'd leap at it," he said.

Mr. Shooshan is about to implement a staff realignment, taking himself out of the broadcast part of the Communications Act rewrite, which he has overseen since the project's inception last year. He plans to move into the common carrier area, where "there will have to be a series of major policy decisions," and where there will be a staff vacancy following the anticipated departure of staff economist Andrew Margeson. Mr. Margeson is expected to become an economist with the Commerce Department policy research staff.

Daily responsibility for broadcast matters on the subcommittee staff will pass to counsel Edwina Dowell, a black attorney (University of Michigan law school) who joined the subcommittee staff in August after two years with Citizens Communications Center in Washington. Carolyn Sachs, who joined the subcommittee as staff assistant in March after four years as policy development consultant with the New York State Cable Television Commission, will be assigned to public broadcasting. Mr. Shooshan noted that despite the new assignments, the drafting of rewrite legislation will still be a collective staff and subcommittee effort.

Broadcast Advertising®

Sales power is theme of TVB meeting

Bureau's annual gathering puts emphasis on technique, announces retailer push, beefed-up training and tells tales of success; Bartlett praises efforts of membership

The stress was on selling last week as the Television Bureau of Advertising held its annual meeting in San Francisco with a record attendance of some 380 members.

New plans to step up sales to retailers, to get more co-op advertising dollars, to use airtime to promote sales and to put more sales punch into TVB regional meetings and training courses were among the highlights of the business sessions, held Tuesday and Wednesday at the Hyatt Regency hotel.

The members also heard sales-training specialists and a series of TV advertising success stories—national and local—and were given a look at what business is expected to look like in the months ahead.

Walter Bartlett of Multimedia Broadcasting, TVB retiring chairman, said TVB expects advertiser investments in television to be up 14% this year and up 12% more in 1978. Station revenues in 1978, he said, should be 10% more than in this year.

Mr. Bartlett also offered an insight into what last summer's slowdown in spot TV did to stations' third-quarter results. A TVB survey of stations during the second quarter, he said, found them expecting a



Who's who for TVB. Marvin L. Shapiro (above), executive vice president of Westinghouse Broadcasting Co. and president of Westinghouse's Station Group, was elected to a two-year term as chairman of the Television Bureau of Advertising at TVB's annual meeting last week in San Francisco. He succeeds Walter E. Bartlett, president of Multimedia Broadcasting Co., who remains on the TVB board as an ex-officio member.

Arthur Watson, NBC-TV stations division, was elected secretary and Robert Rice, WRAU-TV Peoria, Ill., was named treasurer.

Four new board members were named: John Conomikes, WTAE-TV Pittsburgh; Bill Wuerch, WJRT-TV Flint, Mich., and Gerry Mulderrig, WPXI-TV New York, all for four-year terms, and Len Giarraputo, Post-Newsweek Stations, for a three-year term.

1% increase in spot for the third quarter—but what they got, instead, was a 4% decline. On the other hand they had expected a 9% increase in local and got a 12%

Crutchfield, of Jefferson-Pilot Broadcasting, with carbon mike as he approaches yearend retirement.

Due to fact Senate is in "pro forma" session and will reconvene this year only to take final action on major legislation such as energy bill, **there will be no action on controversial nomination of Irby Turner to board of Corporation for Public Broadcasting.** No decision has been made yet, but it is considered likely there will be hearing before Senate Communications Subcommittee to air complaints against him, including fact that he was chairman of Mississippi Authority for Educational Television from 1972 to 1976, during which eight TV transmitters operated by authority were hit by petition to deny from seven Mississippi groups alleging racial and sexual discrimination in hiring and promoting and failure to provide programming for blacks. Petition also alleges violations of fairness doctrine and equal time law involving black candidate for governor in 1975. Among letters about Turner nomination is one from House Communications Subcommittee Chairman **Lionel Van Deerlin** (D-Calif.) urging Senate subcommittee Chairman Ernest Hollings (D-S.C.) to carefully scrutinize Turner record.

FCC **approved \$11 million sale of WNYS-TV Syracuse, N.Y.,** to WNys Acquisition Corp., 51% owned by Coca-Cola Bottling Co. of New York. Larry H. Israel, former president of Washington Post Co., is president and 34% owner of buying group. Seller is Outlet Co., which recently announced intention to buy WTOP(AM) Washington for \$6,675,000 (BROADCASTING, Nov. 7). WNYS-TV is ABC affiliate on channel 9.

State Department's **six-month delay** in naming chairman and delegation to 1979 World Administrative Radio Conference (**WARC**) "repre-

sents six months of preparation lost to the delegates," House Communications Subcommittee Chairman **Lionel Van Deerlin** (D-Calif.) wrote in **appeal to President Carter** last week to personally see that appointments are made soon.

Donald A. Pels, president of **LIN Broadcasting Corp.**, told group of institutional investors LIN's 1977 **profits would exceed \$8 million**, up from \$6 million in 1976, \$4 million in 1975, \$2 million in 1974. If revenue gains continue at 13%, he said, earnings should reach \$10 million in 1978.

Latest dismissals at NBC involve **Irwin (Sonny) Fox**, vice president, children's programs; **John Scuoppo**, vice president of creative services and 22-year veteran with network; **Gerald R. Rowe**, vice president of advertising design and promotion, and **John Graham**, director of design, who created NBC "peacock" label, now discontinued. In all, about 300 staffers are being fired in economy move.

Betty Tash Taishoff, 71, retired treasurer of Broadcasting Publications Inc., died Friday (Nov. 18) in Washington's Sibley hospital after long illness. She was wife of Sol Taishoff, chairman and editor of BPI, and mother of Lawrence B. Taishoff, company's president and publisher, and of Joanne T. Cowan, BPI secretary. Survivors include six grandchildren. Mrs. Taishoff was born in Kiev, Russia, had resided in Washington since 1912. She and Mr. Taishoff celebrated 50th wedding anniversary in March. Services were expected to be held today (Monday) in Washington Hebrew Congregation.



gain, while an anticipated 6% increase in network compensation turned out to be a 10% increase.

"So on the whole," Mr. Bartlett reported, "station time sales went ahead 4% in contrast to their predicted 5%."

For the fourth quarter, he said, the stations are forecasting a 6% rise—4% for spot, 10% for local, 6% for network compensation.

Mr. Bartlett also cited two "significant changes" he had noted in TVB activities in recent years—greater personal involvement by members and a heightened spirit of cooperation in attacking common problems.

"Certainly we have differences and we want to keep them," he said. "But sometimes we can get together, all of us, for a common need—the need for more sales training, for more information about our medium, for a better answer to our critics and more ways to outsell our other com-

petition. We need to know what's going on and what is about to go on. And when we do, we have all seen the dollar value of joining together—as we do in our TVB membership.

"We joined together for a common good: the increased use of television as an advertising medium. That's what we created the bureau to do: to increase the dollar revenue of television. That, to me, is exactly what the bureau is doing—in a variety of ways, with video tapes and print materials, with training and with its own sales people."

Mr. Bartlett singled out TVB President Roger D. Rice for special praise.

Mr. Rice, in his own report, and a variety of speakers in individual sessions ranged across recent and projected moves to boost sales in a variety of ways, including an expanded on-air campaign to sell TV to retail and other advertisers; a new approach in which TVB regional meetings

will feature professional sales-training specialists; a new video-tape presentation on "The ABC's of TV Co-op," and an expanded schedule of sales-training seminars and the creation of a new TVB retail development board (BROADCASTING, Oct. 10).

In addition to two separate sessions featuring TV success stories, the members heard another at their wind-up luncheon on Wednesday when Barney Brogan, national advertising and public relations manager of Toyota Motor Sales, told how TV is used to generate results in car dealers' 72-hour sales marathons known as "Toyota-thons."

At the annual Hall of Fame dinner that opened the meeting Monday night, actor John Forsythe, narrator of TVB's widely shown "Television: the Sum of the Alternatives" presentation, received the bureau's award as salesperson—and spokesperson—of the year.

The State of the Fifth Estate

An issue for all seasons

BROADCASTING's editors will have more reason than most to celebrate the new year. They'll have just gone to press with the eighth—and most ambitious yet—annual yearend double issue.

So double, in fact, that it may be a triple.

First, we're expanding **Where Things Stand**, the keeping-up-with-everything department that readers have come to expect in their first issue each month. That feature will have a once-a-year difference on Jan 2: Each subject therein will be amplified to incorporate (1) the major developments of 1977 and (2) the editors' best judgment of what to expect in 1978. What it will amount to: our best reading on the unfinished business of electronic communications.

That will be Part I of Jan 2.

Part II will come under the heading of **Editors' Choice**, a selection of special reports on subjects ready for comprehensive treatment. The working titles range from "The Who, What and/or Why Not of President Carter's Communications Policy" to "Has Cable TV Peaked?" to "The Case for Film" to a broadcast advertising/economics roundup that will seek to answer the question, "How Much Higher the Broadcast Balloon?"

Part III, by no means incidentally, will be the regular budget of breaking news that makes BROADCASTING basic.

Come along for the rides.

You belong in Broadcasting Jan 2

TV's C-P-M still a bargain, says TVB chief

Despite increases, it stays far below newspapers', magazines' and supplements', Rice tells association at annual meeting

Television's cost-per-thousand may have risen more than those of other major media in the past year, but it's still far below the print media's, Roger D. Rice, president of the Television Bureau of Advertising, told TVB's annual meeting last week in San Francisco.

"When an advertising agency publicly complains about television and threatens to move its clients to what you and I know are more expensive media and less efficient media," he said, "we know that agency is doing neither its clients nor itself any good."

Mr. Rice cited estimates that in 1977 cost-per-thousand had risen 18.1% for daytime network TV, 17.5% for prime-time TV, 11.1% for network radio, 9.4% for spot TV, 8.6% for daily newspapers, 7.5% for daytime spot radio, 6.6% for consumer magazines and 5.6% for Sunday supplements.

"On this scale, using this criteria of the change in cost-per-thousand, some agencies have been loud in their complaints about television," Mr. Rice noted. But look at the C-P-M figures themselves, he urged, and "now see the difference in rank among the media."

"Look which medium costs the most per thousand circulation: newspapers at \$11.04. Look who's next: consumer magazines at \$7.22 per thousand circulation. Then the Sunday supplements at \$6.15.

Only now—after going down the media to fourth place in cost to reach an audience—do we come to broadcasting. There is television—between \$1.44 and \$3.44 per thousand homes—less than half the cost of consumer magazines, less than a third the cost of daily newspapers.

"If anyone wants to complain about the cost of media, I propose that this is the order in which he should complain: newspapers first, magazines second, supplements third and then, if he's still interested, about the television medium.

"If I were an advertiser, I would be concerned about media increases. But I would be darn well scared by media costs-per-

thousand of six or seven or even 11 dollars in 1977.

"And I would be even more frightened when those sky-high costs-per-thousand are costs-per-thousand circulation for magazines, supplements and newspapers—and in newspapers, that's for black and white only.

"I would also wonder a little about my agency when it suggested I move to a more expensive medium supposedly as a way of saving money.

"I would wonder why the same agency didn't suggest ways for my current advertising budget to create more results by perhaps better commercials or a better marketing plan."

TV courtship of retailers found lacking

Broadcasters are more vocal about wanting local business than venturesome in wooing it, NRMA head tells TVB

The head of the National Retail Merchants Association gave television broadcasters some straight talk last week on how to get more retail business.

The nub of it: Learn to think like retailers, and take a lesson from newspapers on such subjects as lower local rates and positioning.

And get "antibusiness bias" out of news coverage.

"The television and retailing act" may look like "the greatest new partnership since Laverne and Shirley," NRMA President James R. Williams told the Television Bureau of Advertising's annual meeting in San Francisco. "And I believe it will get better and better."

But, he said, signs "indicate that this togetherness act of ours needs some help. If everything is so great between us, I am puzzled to note that only about 10 cents of

the average department store's promotional dollar goes to broadcast in general, with radio getting more than television.

"Surely, there are a lot of sensible reasons, none of which can be discounted. However, as president of [an association] whose main goal is to help all of its members operate more productively, I think there are ways for you to get a bigger piece of the retail promotional pie. I'd like to help you receive more of the total 3.83% of sales the average merchant now spends on all promotion."

Mr. Williams advised TV broadcasters to remember, first, that "retailing is different. P&G, General Motors and General Foods don't care where you buy their Cheer, Chevrolets or Maxwell House, as long as you buy them. Retailers care—very much. They want customers to buy merchandise in their stores. To move merchandise, most stores put their big advertising dollars on events and items—to direct customers to their particular stores—their alone.

"Yet many TV salespeople have encouraged stores to use big chunks of their budgets for image or institutional advertising.

"Also, retailers have seasonal peaks and valleys . . . Many do 25% of their volume and realize even more of their profits in the combined November-December months, plunging to a low of just under 6% of their annual sales in February. This means, obviously, that in retail advertising budgeting, stores believe their expenditures should just about parallel their sales curves, so they can't spend their promotional dollars on an even amount each month.

"So why, I ask you, do some stations persist in suggesting to stores that they buy their TV on an even monthly distribution?"

Mr. Williams asked broadcasters to look at how newspapers treat retailers and find some way to follow suit:

"Newspapers give prominent retailers 'prime time' positioning—up front, first section, back pages. Merchants are accustomed to this VIP treatment and, being consistent print advertisers, they deserve it. Yet TV stations have continued to push retail advertising into daytime and fringe



TV tout. Actor John Forsythe (second from left), who served as spokesman for the Television Bureau of Advertising's "TV: the Sum of the Alternatives" sales presentation, was honored by TVB at its annual Hall of Fame dinner last week. Doing the honors are (l-r): Walter E. Bartlett, Multimedia Broadcasting, TVB retiring chairman; Harry McMahon, TV commercial producer and speaker at the dinner, and Roger Rice, TVB president.

time. There's nothing totally wrong in these times, but stores need and deserve *some* of the 'up front' spots. Is it possible for you to find a way to meet this newspaper competition in positioning?

"Newspapers give retailers low local rates. To regular, continual space-users, newspapers grant a rate well under the national. Newspapers have always felt that the repeat big space-user should be treated with special care. Some stations have local rates, but these are still the exception. Why not find a way to meet this type of newspaper competition?

"Newspapers in market after market have sales personnel with retail background and knowledge. This seems to be an exception at TV stations. People who know and speak the retail language could not help but be better salesmen for TV.

"Newspapers have no built-in requirements that ads run 13 weeks. When a store runs a print ad, it rarely repeats it. When a store runs on TV, the commercials are perishable—and rarely repeated after an event is over. Yet there are union regulations which require a 13-week talent fee. Why not explore means to meet this newspaper competition?

"Newspapers in many markets have creative departments to help their local advertisers prepare promotional inserts. Many interested retailers do not have the skills or creative staff to produce their own TV spots. Yet with only some exceptions, most TV stations do not have creative departments to help stores. Those who do, we understand, land considerable business from retailers.

"If you don't want to invest in this type of production assistance, an alternate way would be to have on call a group of local, low-cost know-how people upon which your accounts could rely, using your own station's production facilities to keep costs down."

Mr. Williams advised broadcasters to "get former retailers or retail-minded people on your sales staffs," or, if that's not feasible, to use a retail consultant. "Above all," he said, "stay tuned in to retail thinking when you're working with retailers."

In addition, he told the TVB meeting, "give us a break once in a while on local news programing.

"We know that many of your *Today*-type feature shows frequently use retailers and their merchandise. But when it comes to news programing, we often find an anti-business bias. So, for instance, the next time the government cracks the whip and asks for more credit regulations, instead of pointing out that stores' service charges are villainous, try telling it the way it is from retailing's point of view also.

"Credit departments in stores involve substantial costs. These are necessary to afford the consumer the convenience and flexibility which revolving credit offers. But the results of a study by financial experts at Touche, Ross confirm that, for most merchants, the costs of maintaining charge plans exceed any revenue derived from them.

"And credit is but one example of the

type of governmental overregulation of retailing too often reported with an anti-business bias on television. Just give us equal time."

Mr. Williams thanked TVB for its cooperation over the years, many leading broadcasters for their associate memberships in NRMA and, most of all, "television in general for adding excitement and drama to retailers' campaigns."

"That the use of your medium is growing among stores is evident every time we switch on our sets," he said. "In a recent NRMA survey, 51% responding said they now use television in their media mix. And that's in stores doing under \$5 million [in sales] annually. TV usage went up to 71% among respondents with bigger volumes. . .

"In their individual markets, retailers are already the top spenders in total advertising. Per market, retailers outrank your national advertisers. And today in many markets, retailers are TV's big customers. Department stores are leaders in many places. If you add department stores and mass merchandisers together, they total the number one advertiser in every market in the USA.

"And yet it appears to us . . . retailers . . . that TV has not directed enough attention our way."

But "times are changing," he added, nothing that TVB's next retail workshop, to be held May 2-3 in Chicago, "will be strictly for the education of broadcasters by retailers." NRMA, he said "is looking forward to helping TVB get their show together."

Selling groceries or selling bank services: TV can do it

Other advertisers at the TVB meeting who attested to the power of the medium included:

William Wade, corporate advertising manager of Alpha Beta Co., La Habra, Calif., who described the sharp upsurge in sales that accompanied the shift of 70% of Alpha Beta's advertising budget into television in early 1976.

Alpha Beta, with outlets in California and Arizona, had been using TV on a limited basis, according to Mr. Wade. The decision to accentuate TV, he said, was made to position Alpha Beta as being different from the "me-too" pack in the West Coast supermarket battle. A shift in marketing strategy also was effected, Mr. Wade continued, with Alpha Beta rolling back prices on about 3,000 items and concurrently discontinuing "hot" specials and coupons. The low-price motif dominated the TV advertising, he said.

The company used 26 stations in its trading area, with an announcement scheduled every hour for the first two days and every other hour for the remainder of the week, Mr. Wade reported.

"Business boomed," Mr. Wade said. "We were the hottest register tape in town. But would it last?" "No way," they said. But they were wrong."

On the first anniversary of the price roll-

back, Mr. Wade related, "we had attracted an average of 387,000 new customers per week."

Charles R. Stuart Jr., vice president and director of marketing services, Bank of California, San Francisco, told the TVB audience that his bank has made effective use of pretesting of commercials. The system involves producing experimental commercials (at about one-fourth the cost of regular spots) and testing them before producing finished spots, he said.

"We test our finished commercials on-air in the realistic clutter environment and we measure not only recall but the attitude shift," he said. "With this information we determine which commercial runs as a campaign. The process has worked extremely well for us, and in most cases to date, the pretesting has been predictive of the actual results in the marketplace."

Stations stuck by bankruptcy of Sears agency?

Not much salvage seen after Chattanooga shop closes—but new agency will be monitored

Sears, Roebuck & Co. has set up a system of safeguards intended to avoid a repetition of defaults in payment to stations and other media by the recent bankruptcy of Lindsey, Bradley & Johnston Advertising, Chattanooga (BROADCASTING, Oct. 24).

Sears's new approach is being attempted in the Memphis zone where radio and TV stations and other media on its schedule are asked to return to the firm a card certifying that they have been paid by the advertising agency for that month. Another safeguard is to require the company's new agency in the Southeast, where the delinquencies in the Lindsey, Bradley & Johnston matter were said to be the most severe, to take out insurance indemnifying Sears in the event of a default. The new agency in the Memphis zone is Leslie Advertising Agency, Greenville, S.C.

In its petition for reorganization under Chapter XI of the Bankruptcy Act, LBJ, as the agency was known, listed almost 800 broadcast stations as creditors, liabilities of \$2.4 million and assets of \$975,401. Accounts included Sears, Roebuck & Co. and RCA in the Southeast and McKee Baking Co.

The Sears business was said to make up a considerable portion of the amount in default. It was reported to involve 150 or more radio stations and about 30 TV stations.

Officials of Sears in Memphis were reluctant to provide information on the number of stations involved or the amount of money allegedly owed them. One executive mentioned the existence of the indemnification policy at Leslie but declined to comment on any other aspect of the situation.

An official of Leslie Advertising also

was reticent about its new involvement with Sears. He said Leslie has been the agency for Sears in the Greensboro and Charlotte, N.C., zones since 1969 and recently took on the Memphis zone, formerly handled by LBJ. He added that no agency, to his knowledge, has been named for the Atlanta zone, also a former LBJ client.

The Leslie Advertising official said that Sears is "very distressed" over the LBJ action and is studying various ways to prevent a recurrence.

The owner of a radio station said Sears has made it clear it does not intend to pay stations for the funds due them. He reported Sears recently sent a check for payment of the September 1977 bill, with a release stating that Sears's obligation has been fulfilled and all further obligation devolves on LBJ.

"I refused to endorse the check," he said. "It represents about 10% of what is owed to me."

The station official said he had received a note from Leslie recently in which the agency said it solely was responsible for Sears's media payments in the Memphis zone. He was "a trifle put off," he said, and noted that Sears itself has not notified stations of Leslie's role or made clear exactly what Leslie's obligations and responsibilities are.

Creditors of LBJ last week received a letter from Richard P. John Jr. of Chattanooga, an attorney who is serving as receiver, stating that all assets of the agency, including office equipment, vehicles and photographic and recording devices, are being sold.

"I doubt if all this is going to bring in very much," one station operator said morosely.

NAB wants airline ad rule grounded

It labels as 'censorship' plan now before CAB that would keep airlines from passing lobbying and promotion costs to consumers

The National Association of Broadcasters has called a proposal now before the Civil Aeronautics Board a plea for "government censorship of the content of advertising messages." Any such attempt, the association said, "would clash with the Supreme Court's emerging recognition of the First Amendment protection accorded commercial speech."

NAB was commenting on a plan now before the CAB that would prohibit airlines from passing on the costs of lobbying and institutional advertising to their passengers. The Aviation Consumer Action Project, a citizen group, requested the new rule in a petition to the CAB two months ago (BROADCASTING, Oct. 31).

Such restrictions, the NAB said, would require the CAB "to review the content of advertising messages based on definitional language which is unconstitutionally vague and overbroad." Institutional adver-

tising, as does all advertising, it said, has an "unmistakably clear" long-range purpose—"to increase sales, foster investments in corporate securities and stimulate company recruiting." Those, the NAB said, constitute legitimate operating expenses and should not be disallowed.

Advertising Briefs

Radio code actions. National Association of Broadcasters' radio code board has set up committee to work with TV code board "to discuss what additional contributions broadcasters can make in addressing such important national health problems as unwanted pregnancies and venereal disease." It also recommended changing radio code to allow advertising for government-sponsored lotteries and legal off-track betting "provided such advertising does not unduly exhort the public to bet."

Station swapping. Turnabout is fair play in case of Major Market Radio and Eastman Radio Inc. Rep firms have agreed to switch representation of stations in New York, with Major Market taking on WMCA(AM) and Eastman assuming representation of WNBC(AM). Exchange was prompted by WNBC switch to contemporary format from one specializing in personalities, which is hallmark of MMR-represented station; WMCA fits into personality mold. Eastman's handling of WNBC is compatible, according to representative firm, as its station clients have diverse formats.

Brewing at Y&R. Young & Rubicam, New York, has landed \$14 million account of Pabst Blue Ribbon beer, which had been at Kenyon & Eckhardt, Chicago, for 18 years. Blue Ribbon places about \$12 million in TV-radio. K&E will continue as agency for Pabst Extra Light, Andeker and Red, White and Blue beers.

Image testing. TM Companies, Dallas-based broadcast services firm, has introduced marketing and research subsidiary, Audience Development Inc., specializing in audience attitude studies designed to meet unique needs of each station. "While ratings services provide quantitative data, Audience Development will be providing qualitative data, information about attitudes and life styles of station's target audience," TM says.

Passed and failed. Twelve challenges to national advertising, including seven on television, were resolved during October by National Advertising Division of Council of Better Business Bureaus. Modified or discontinued were TV commercials for American Home Products Corp. (adult strength Anacin), Ideal Toy Co. (Evel Knievel stunt cycle) and Rohm & Haas Co. (Vacor rat killer). Reviewed and found acceptable were TV commercials for Hygrade Food Products Corp. (Ball Park franks), Nabisco Inc. (Milk-Bone dog biscuits), Procter & Gamble Co. (Jif peanut butter) and Borden Inc. (Krylon aerosol spray paint).

Defections from NC&K. Norman, Craig &

Kummel lost about \$22 million in billings as Richardson-Merrell Inc., New York, assigned Oil of Olay cream and lotion cleansing products to Young & Rubicam, New York, and Lavoris mouthwash to Della Femina, Travisano & Partners, New York. Oil of Olay bills about \$20 million and Lavoris approximately \$2 million, with estimated 85% in broadcast.

RKO Radio to SRA. RKO Radio Sales has become member of Station Representatives Association, bringing number of radio reps in organization to 11. SRA now has a record high of 30 representative firms, according to M.S. Kellner, managing director of association.

FCC is asked again to impose PSA quota

Public groups say prime time contains few noncommercials

The Public Media Center, some 65 citizen groups and five members of Congress have petitioned the FCC to reconsider its rejection of their petition for a rulemaking to deal with the broadcast of public service announcements. The rulemaking petition sought to increase the amount of public service time available to citizen groups, insure that PSA's are aired throughout the day, including prime television and radio drive time, and allocate local groups a fair share of PSA time.

In support of their reconsideration request, the petitioners noted the results of a "National Voice Count"—a monitoring of 67 television stations between 6 and 11 p.m. The monitoring disclosed that during 335 broadcast hours, 46 minutes, or 0.2%, were devoted to noncommercial spot messages. The original petition for rulemaking was denied last month by a vote of 5 to 1, with then-Chairman Richard E. Wiley not participating and Commissioner Joseph Fogarty dissenting.

Advertising is on the minds of many lawyers

ABA survey shows while 46% approve of Supreme Court decision allowing ads, only 22% see them lowering fees

More lawyers are concerned about their relationship with the public—specifically including advertising by lawyers—than about any other matter affecting their professional lives.

That is what "LawPoll," a new legal-profession opinion survey of the *American Bar Association Journal* found in its first sampling of ABA members. Results of the poll were published in the November issue of the *Journal*.

And they showed that the single most mentioned issue (42%) was advertising by

lawyers. That item was included in a catch-all category of "Law and Society," which was of concern to 71% of those polled.

The Supreme Court last June paved the way for advertising by lawyers in a 5-to-4 decision declaring that such advertising is entitled to at least some First Amendment protection. But it left unresolved the question of whether that protection applies to advertising by lawyers on radio and television (BROADCASTING, July 4).

Although almost half of those polled (46%) approved of that Supreme Court decision, only 22% felt such advertising would lead to competitive pricing and lower fees for clients—one of the presumed advantages of lawyer advertising—and 65% felt it would mislead the public.

Despite such negative feelings regarding advertising, 50% of those polled expressed support for a nationwide advertising campaign by the legal profession, and 41% said they would contribute funds to such an institutional advertising campaign. Support for such a program was strongest among older, more affluent lawyers—those who constitute the largest group of those opposed to individual lawyer advertising.

But while lawyers seem most concerned about their image with the public, they appear generally unconcerned about items listed under the heading "System of Justice." Unequal justice, for instance, was cited by 1% of the lawyers as a matter of serious concern.

Media

Bigness in media defended by Backe

CBS Inc. president discounts claims that consolidation of broadcasting and publishing stifles diversity of views

John D. Backe, president of CBS Inc., spoke out last week against those, "in Washington and elsewhere," who "just assume that, as the size of a company grows, competition is automatically diminished."

To the contrary, he said in a speech to an International Radio and Television Society luncheon in New York, competition often increases and the public interest is better served as communications companies grow.

He scoffed at the notion "that because a company has wide interests in broadcasting or publishing, individual expression is being limited by the arrogant power of a handful of media barons in New York, or Washington, or somewhere."

Actually, he said, "we have in this country an array of newspapers, magazines, book publishers, radio and television stations and wire services that is unrivaled anywhere or at any time." As for there being "only" three major commercial TV



Backe

networks, he said, that's more than any other country has.

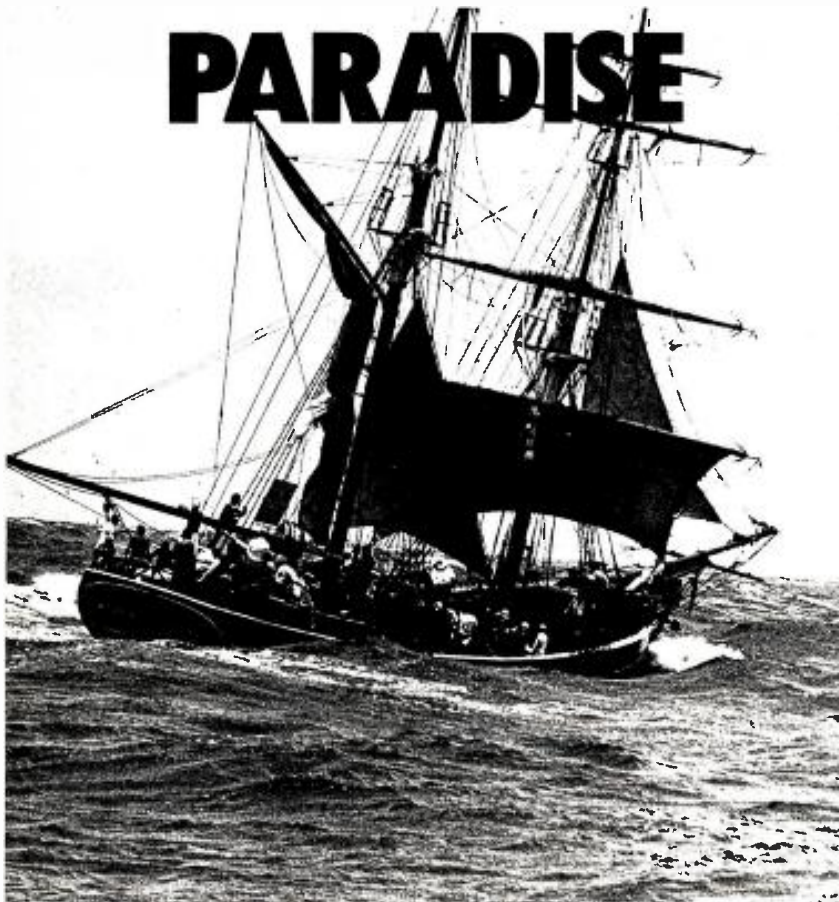
Mr. Backe cited examples within CBS to illustrate his point that "even the so-called communications conglomerates afford a tremendous amount of diversity."

Among the publications that "vigorously condemned" CBS News's *The Guns of Autumn* documentary on hunting, he said, was CBS's *Field & Stream* magazine. In addition, he said, CBS News produced a 1974 documentary, *The Trouble With Rock*, that was "very critical of the recorded music industry even though CBS Records is the leading force in that industry," and "a recent CBS News segment took a critical look at educational publishing, mentioning [CBS's] Holt, Rinehart & Winston by name." "And quite often," he continued, "CBS-owned radio and television stations in the same city have endorsed opposing candidates."

"The so-called 'big networks' are hardly monoliths, either," he added. "Networks are only as strong as their relationships with affiliates, and affiliates don't hesitate to tell us when they don't like our proposals. Just recall, if you will, what happened to the networks' hope for hour-long evening news programs."

Part of the criticism of bigness, Mr. Backe said, stems from "the fact that there has indeed been a great deal of merging and consolidating going on in the communications media—as there has in all industries." But "the real root of this feeling," he suggested, "is simply folklore—the American tradition [that] has long equated bigness with badness." And what many of the critics really want, although they say it is diversity, "is not diversity [but] to remove a thorn from their sides—a strong, independent and outspoken communications industry . . ."

"They know that only big communications companies with extensive resources can properly report on, and investigate and stand up to the powers of big government,



big business and big labor," he asserted. "The events of recent years, of My Lai and Watergate, of the Pentagon Papers and *The Selling of the Pentagon*, ought to show us that."

Mr. Backe noted that the Authors Guild had asked the government "to take anti-trust action to reverse what they call 'the merger-takeover trend in book publishing.'" This, he said, is "inviting the fox to supervise the hen house":

"Government intervention in the name of antitrust could very well be a foot in the door to government intervention in the creative process itself. We've seen this in broadcasting, where government actions originally designed to merely assign radio frequencies have grown into the equal-time laws, which intrude on actual journalistic decisions."

The CBS president also cited the "ferocious ratings battle that's been going on among the three television networks."

"As tough as it's been on us," he said, "I think it's a situation that is welcome. That's because, in broadcasting, as in publishing or any other worthwhile activity, it's competition that drives us to do a better and better job. And when we do a better job, the public reaps the benefits." In this case, he said, "the result has been a bonanza for the viewers."

FCC told to take another look at proposed fairness plans

Appeals court instructs commission to reconsider one proposal to allow public access on issues, another requiring annual list of 10 most controversial topics broadcast

Three years after completing its first review of the fairness doctrine since adopting it in 1949, the FCC finds itself directed by the U.S. Court of Appeals in Washington to reopen the subject to the extent of examining two suggestions for implementing the doctrine. One—involving a public access proposal—is advanced by its backers as a means of getting the government out of fairness doctrine regulation. But the other, a so-called 10-issue proposal, would appear to open the door to greater government involvement. Neither, the court said, was given a hard enough look by the commission during its fairness inquiry (BROADCASTING, Nov. 14).

In initiating the inquiry in 1971, the commission was concerned about the direction in which its and the courts' decisions were taking the commission in connection with product commercials, among other matters. The commission dealt with the advertising issue in the "Fairness Report", in which it laid out the policy it had developed as a result of the fairness inquiry, by declaring that product commercials

that did not "obviously and meaningfully address a controversial issue of public importance" would be exempt from fairness doctrine obligations. And the court sustained that ruling:

"As long as the commission strictly enforces the . . . obligations to present opposing points of view whenever there is direct, obvious or explicit advocacy on one side of a controversial issue of public importance, it will be acting consistently with the public interest standard."

The court also rejected an argument that the National Environmental Policy Act requires the commission to apply the fairness doctrine to commercials for environmentally dangerous products.

But the three-judge panel, in its unanimous opinion, sent the case back to the commission with instructions to examine more closely than it appeared to have done originally the access proposal advanced by the Committee for Open Media and the 10-issue proposal of Henry Geller, a former FCC general counsel who is expected to be nominated by President Carter to the new post of assistant secretary of commerce for telecommunications.

And both proposals would appear to stand a better chance of adoption by the commission under its new chairman, Charles D. Ferris, than they did under his predecessor, Richard E. Wiley. At least those who are close to Chairman Ferris feel he will be more receptive to them. What's more, the chairman's new admin-

Not just an also-ran. The 2,273d runner to cross the finish line in Washington's Marine Corps Reserve Marathon Nov. 6 was Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee. Finishing in four hours, 53 minutes, he wasn't exactly a threat to the winner of the 26-mile race, who finished in two hours, 19 minutes, but Mr. Van Deerlin said it gave him no small pleasure to find himself striding past younger men about out of steam toward the end of the race, which about 3,300 runners started. The congressman takes his exercise seriously, regularly running the eight miles from his home to the Capitol. Mr. Van Deerlin is 63.

istrative assistant, Frank Lloyd, was, as director of the Citizens Communications Center, one of the lawyers on the COM brief filed with the court. And Citizens is expected to press the Geller proposal as well as COM's in any future commission proceeding. (Mr. Geller, who is serving as a consultant to the Commerce Department pending his nomination, said last week he would not pursue the matter further.) Whether Mr. Lloyd's past involvement in the case should bar him from advising the chairman on the matter has not yet been raised at the commission. But commission lawyers say it will be.

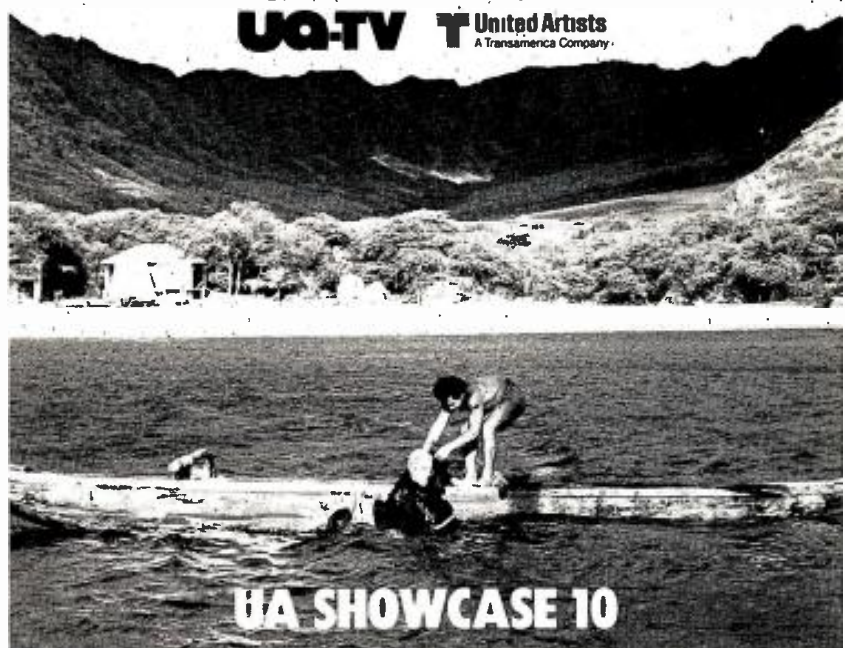
COM's proposal is for a voluntary

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system of public access to the broadcast media. A broadcaster who adopted it would be presumed to have complied with the fairness doctrine and thus would be free of further government scrutiny on that score. As outlined by COM, a licensee would set aside one hour each week for spot announcements and lengthier programming by members of the public. Half of the time would be allocated on a first-come, first-served basis; the remainder "on a representative spokesperson system." (A person with the most signatures on a petition might be deemed a "representative spokesperson.") Both parts of the allocation scheme would be "nondiscretionary as to content with the licensee," but the broadcaster would still be required to insure that responses to "editorial advertisements"—a commercial clearly advocating one point of view—are broadcast.

"We think that the COM proposal has desirable aspects that the commission may have overlooked, and indeed that the commission may not have correctly understood the true nature of the proposal," the court said in the opinion written by Judge Carl McGowan for himself and Judges J. Skelly Wright and Edward Allen Tamm. "In these circumstances, we conclude that the commission should give further consideration to the proposal."

The court recognized potential problems with the COM proposal—problems the

commission considered in rejecting it. For instance, Judge McGowan wrote, "There is no absolute assurance that the issues addressed during access time will be the most important or controversial issues facing the licensee's community, and even less assurance of balance in presentation of opposing viewpoints." The commission was directed to consider the seriousness of such potential defects, and whether they might be overcome.

The question of how many broadcasters would avail themselves of the access option is another matter. Since an access system would be open to the presentation of countercommercials, some, perhaps many, broadcasters would be reluctant to attempt it.

But such questions did not dampen the elation the remand order caused Phil Jacklin, the San Jose (Calif.) State professor of philosophy who heads COM. "We are going to turn broadcast regulation around if we keep at it long enough," he said. Professor Jacklin is a leading advocate of the cause of public access—he originated the concept of "free speech" messages, spot announcements that members of the public deliver on any subject during time broadcasters make available for them—and sees the decision as advancing the cause of removing government from regulation of program content.

However, the Geller proposal is seen by some as going in the direction of greater

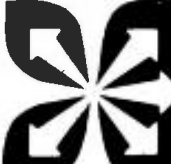
government involvement in programming. It would require a licensee to list annually the 10 controversial issues of public importance, local and national, that he chose for the most coverage in the preceding year. The licensee would also be required to set out the offers for response he made and note the representative programming that was presented on each issue. Mr. Geller did not specify in his brief the use to be made of the list; he has said his principal concern was to force broadcasters to focus on the need to deal with controversial issues. But the court apparently assumed the lists would be filed with the commission, for it said such lists might be useful to the commission in various ways—they might, for instance, be used to determine whether a broadcaster had fulfilled part one of his fairness doctrine obligation—that which requires him to cover controversial issues of public importance, an obligation the commission has enforced only once. (It is the second obligation that involves the requirement that broadcasters deal fairly with such issues.)

The court described the proposal as a "rather modest" one but one that seems "especially promising" as a step "toward fuller compliance" with part one of the fairness doctrine. And, the court said, there is no indication the commission accorded the proposal "the serious consideration it deserves."

In considering these two matters, the commission is left free by the court to consider them separately or jointly, as well as to solicit suggestions for other approaches to the problem of assuring compliance with the first obligation under the fairness doctrine.

Although the court was persuaded to direct the commission to give further consideration to Mr. Geller's 10-issue proposal, it was not so persuaded in connection with another of his proposals. He had argued that, as a means of reducing government interference in programming, the commission return to its pre-1962 policy of reviewing fairness doctrine complaints at license-renewal time instead of as they are filed. The commission rejected that idea, and the court held that the commission was correct in holding that the Geller proposal is not practicable at present. The commission had argued that review at renewal time would discourage the filing of complaints from persons seeking to present contrasting views "in a timely fashion."

The names on the briefs of those who petitioned the court in the fairness case provide an interesting footnote. Besides those of Frank Lloyd and Henry Geller on separate briefs, the name of Tracy Westen, now deputy director of the Federal Trade Commission's Bureau of Consumer Protection, appears on the brief for the National Citizens Committee for Broadcasting and Friends of the Earth, which sought reversal of the commission action exempting product commercials from the fairness doctrine. And the name of Collot Guerard, wife of the new FCC general



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counsel, Robert Bruce, was on the brief of two intervenors, the Council on Economic Priorities and the United Farm Workers of America, AFL-CIO, which also opposed the product advertising ruling.

Changing Hands

Announced

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

■ **WPRW(AM)** Manassas, Va.: Sold by Prince William Broadcasting Corp. to Kenneth Thompson and Robert McKee Jr. for \$900,000, plus \$150,000 covenant not to compete. Seller is principally owned by Harold H. Hersch and Harry Sells, also principals of **WJRO(AM)** Glen Burnie, Md. Mr. Sells is also Washington communications attorney. Mr. Thompson is Washington-area building contractor. Mr. McKee is former general manager of **WAVA-AM-FM** Arlington, Va., recently sold by Arthur Arundel for \$2.5 million (BROADCASTING, Oct. 17). **WPRW** is on 1460 khz with 5 kw full time. Broker: Cecil L. Richards Inc.

■ **WCEM(AM)-WESP(FM)** Cambridge, Md.: Sold by Community Radio Corp. to VerStandig Broadcasting Inc. for \$665,000. Seller is owned by Joseph I. Goldstein, owner of Washington excursion boat line now in bankruptcy. Mr. Goldstein has no other broadcast interests. Buyer is subsidiary of M. Belmont VerStandig Inc., Washington jewelry firm owned by members of Helen VerStandig family. Her son, John D., attorney and jeweler, will vote family interests. They have no other broadcast holdings. **WCEM** is on 1240 khz with 1 kw day and 250 w night. **WESP** is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WKFI(AM)** Wilmington, Ohio: Sold by 5 KW Inc. to Clinton County Radio Inc. for \$223,200. Seller is subsidiary of Gannett Co., publicly held publisher of 73 newspapers in 28 states, and owner of **WHEC-TV** Rochester, N.Y., and **WBRJ(AM)** Marietta, Ohio. Paul Miller is chairman, and Allen H. Neuhart president. Buyer is owned by Richard Jones and William Jefferay, owners of **WDHK(FM)** Wilmington. **WKFI** is 1 kw daytimer on 1090 khz. Broker: Blackburn & Co.

Approved

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

■ **WPVA-AM-FM** Petersburg, Va.: Sold by Sterling Broadcasting Co. to Atlantic Broadcasting Corp. for \$550,000. Seller is owned by Sterling Livingston, who has no other broadcast interests. Buyer is principally owned by Tom Joyner, vice president of Beasley Broadcast Group. **WPVA** is 5 kw daytimer on 1290 khz. **WPVA-FM** is on 95.3 mhz with 3 kw and antenna 240 feet above average terrain.

■ **KPAC-AM-FM** Port Arthur, Tex.: Sold by Port Arthur College Foundation Inc. to Clear Channel Communications Inc. for

\$450,000 plus \$100,000 covenant not to compete. Seller is nonstock corporation affiliated with Port Arthur College. Mrs. W.J. Fredeman is chairman of board of directors. Buyer is owned by L.L. Mays, B.J. McCombs, John M. Shaefer (31.67% each) and John W. Barger (5%). They also own **WOAI-AM-FM** San Antonio, Tex., and have received FCC approval of their \$650,000 purchase of **KELP(AM)** El Paso (BROADCASTING, Sept. 5). **KPAC** is on 1250 khz with 5 kw day and 1 kw night. **KPAC-FM** operates on 98.5 mhz with 3.8 kw and antenna 380 feet above average terrain.

■ Other station sales approved last week by the FCC include: **KAVI-AM-FM** Rocky Ford, Colo.; **WIPC(AM)** Lake Wales, Fla.; **WTRR(AM)** Sanford, Fla.; **KSTO-FM** Agana, Guam; **WBKN(AM)-WGOT(FM)** Newton, Miss.; **KWRT-AM-FM** Boonville, Mo.; **WJER-AM-FM** Dover-New Philadelphia, Ohio; **WADK(AM)** Newport, R.I.; **WHLF(AM)-WKA(FM)** Centerville, Tenn.; **KNAM(AM)** Midland, Tex.; **WKTS(AM)** Sheboygan, Wis., and **KALG(AM)** Alamogordo, N.M. (see page 49).

Donations more than double

Viewer contributions to public television stations increased almost 129% from 1973 to 1976, the Public Broadcasting Service has announced. The increase was from \$16.6 million in 1973 to \$38 million in

1976. **WPBT(TV)** Miami reported a 152% increase in subscribers—to 46,520—for the period, and **WETA-TV** Washington announced 75,646 subscribers in 1976, a 102% increase. **WNET(TV)** New York had 300,100 subscribers, 22% over 1973. The PBS report said the average viewer contribution was \$25.

NUBA is the newest

Foundation is laid for National UHF Broadcasters Association at meeting in Washington; Bahakel is interim president

The prenatal organization of a UHF broadcaster's association was concluded last Monday in Washington. An ad hoc steering committee, appointed at an October UHF gathering in Charlotte, N.C. (BROADCASTING, Oct. 3), moved to file articles of association for the group—to be called the National UHF Broadcasters Association (NUBA)—adopted bylaws, elected interim officers and discussed UHF priorities.

Cy Bahakel (Bahakel Broadcasting) was elected president, James Matthews (WGTV Traverse City, Mich.) vice president, William M. Boyd (WKPT-TV Kingsport, Tenn.) secretary and Howard L. Green (WENY-TV Elmira, N.Y.) treasurer. Cyril Vetter (WRBT Baton Rouge), John R. Hughes (WEZF-TV Burlington, Vt.) and

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James F. Glover (Maryland Public Broadcasting Commission), who were also in attendance last week, will serve with the interim officers as an interim executive committee.

Mr. Bahakel is enthusiastic about NUBA's potential as a unified voice that could articulate the concerns of independent and affiliated UHF broadcasters. "The meeting covered the entire waterfront of UHF problems," he said. "The board of directors identified, among other UHF concerns, tuner parity, UHF penetration, cable nonduplication, UHF treatment by the rating services, program syndication, national UHF representation, network relations and the general promotion and advancement of the UHF broadcast industry."

NUBA plans an open call-for-membership meeting Feb. 14 in Atlanta.

All in a day's work for FCC

Commissioners deal with full plate of items at most recent meeting

"Saturated" cable television systems, revision of the FCC's annual employment reporting form, a case involving alleged wrongdoing by a major radio station (CBS's KMOXIAM) St. Louis) in connection with its broadcast of commercials, and a decision to take a look at the conditions under which the FCC permits the establishment of blind trusts to avoid violations of multiple ownership rules—these were among the matters the commission dealt with at its last meeting.

Another involved a proposed extension of the present Jan. 1 deadline the commission had imposed on retail dealers for disposing of 23-channel citizen band radios—a proposal the commission rejected. Chief Engineer Raymond Spence recommended—although not very strongly—a seven-month extension to permit dealers who have an inventory; to dispose of it in an orderly and legal manner. Mr. Spence says the number of 23-channel sets in hand is estimated to total between 500,000

and four million. Those are being replaced by 40-channel models equipped with filtering devices to reduce interference to television sets.

However, with Chairman Charles D. Ferris taking the lead, the commission refused, by a 4-to-2 vote, to grant the extension. Chairman Ferris said he did not think it wise for the commission "to change the rules because of improper business judgments made in the private sector." And Commissioner Joseph Fogarty said the commission would "erode" credibility if it changed the date.

■ "Saturated" cable television systems are those with "too many" signals to carry—12-channel systems, for instance, confronted with the requirement to carry more than 12 signals. Some systems complain of having to delete their "best" distant signals to accommodate a new local one. To deal with the problem, the commission issued a notice of proposed rulemaking putting forth a variety of possible ways of dealing with the problem before older—and generally smaller—systems will be required to rebuild, in 1986, and asking for comments and suggestions.

The potential seriousness of the problem was indicated in the report of the Cable Bureau's James A. Hudgens that in California alone there are 56 "saturated systems" and that rebuilding would cost a total of \$15 million.

■ The commission also issued a notice of proposed rulemaking in an effort to deal with another nagging problem—what is generally regarded as the failure of the job categories and definitions in the employment reporting form to reflect more accurately job positions in the industry. (The categories are said to have enabled broadcasters to avoid at least the spirit of the equal employment opportunity rules.) The item grew out of a petition for rulemaking filed by representatives of the American Federation of Television and Radio Artists and was drafted in the office of Commissioner Margita White, who has taken the lead in the matter. The notice proposes modifying the job categories to make them more reflective of the situation in the industry and solicits comments on

additional requirements for reporting hirings, firings, promotions and salary levels. It also proposes changing the designation of racial and ethnic origin to conform with a directive of the Office of Management and Budget.

■ KMOX was fined \$5,000 for a rule violation rarely if ever uncovered by the commission at a network-owned station (BROADCASTING, Nov. 14). The commission said the station had failed to log commercial announcements properly and sent the station a letter of admonition in addition to imposing the fine. According to the commission staff, field investigators had found 125 misloggings of commercial ties on one KMOX talk show—some of which showed only 60 seconds worth of commercial time for spots that actually ran as long as two and a half minutes. The station is also said to have exceeded the commercial limits it had said in its renewal application that it would observe.

■ The blind-trust matter came up in connection with a petition filed by Rust Craft Broadcasting Co. for reconsideration of an order requiring it to divest itself of a 3.6% interest in Telecommunications Inc., which owns a number of cable systems in the service area of Rust Craft's WSTV-TV Steubenville, Ohio. Since the interest was acquired after the ban was adopted in 1970, the crossownership violates the commission's rules. To cure the violation, Rust Craft put its interest in a blind trust, and the Cable Television Bureau recommended that the arrangement warranted a waiver of the rule. However, the Broadcast Bureau raised an objection to the procedure. It said that where blind trusts have been used to cure multiple ownership problems in broadcasting, their creation has been enough; a waiver was not required. And some commissioners, including Chairman Ferris and James Quello, seemed to question the wisdom of permitting the use of trusts to cure such problems. So the matter was put over to the commission's next regular meeting, on Nov. 30. To be considered then also is a cable television-television crossownership matter involving WISC-TV Madison, Wis.

■ The commission rejected a petition by Springfield Television Broadcasting Inc., licensee of WRLP-TV Greenfield, Mass., a satellite of WWLP-TV Springfield, Mass., for special protection against cable television systems in the area and for carriage authorization not required by the rules. However, the commission granted a request for orders directing systems to afford carriage and nonduplication protection to which the station was entitled but which it was not receiving.

In a separate but related matter, the commission voted 4 to 2 to approve an application for construction of a 100 W translator to relay sports programming of WRLP-TV—the games of the Boston Bruins, Boston Celtics and Boston Red Sox—into Springfield. The applicant is Margaret S. Downey, but the financial, legal and engineering resources are being provided by Springfield Television, the applicant's employer. Chairman Ferris and

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Full house. The FCC was brought up to its seven-person complement last Tuesday (Nov. 15) when Tyronne Brown was sworn in as a member by U.S. Supreme Court Justice Thurgood Marshall. Mr. Brown's wife, Carolyn, held the Bible during the ceremony (top picture). Among the more than 100 spectators who crowded the commission meeting room for the ceremony were the new commissioner's sons, Christopher, 9, and Michael, 6, and his parents, Mr. and Mrs. Madison Brown of Alexandria, Va. (bottom picture).

Commissioner White voted against the item because of what the chairman said was "the back-door approach" being taken.

■ In other matters, the commission:

Renewed the licenses for WSM-AM-FM-TV Nashville, but conditioned the action on the outcome of discrimination complaints against the licensee, WSM Inc., now pending before the U.S. Equal Employment Opportunity Commission. The radio station renewals were conditioned also on the filing of additional equal employment opportunity information. The commission renewed the licenses after rejecting a petition to deny filed by the Nashville chapter of the National Association for the Advancement of Colored People.

Renewed the license of Georgetown University's noncommercial WGTB(FM) Washington, which had been the center of controversy among listeners and the general public for some time. The station's renewal had been deferred since Oct. 1, 1975, because of listener complaints of obscene and indecent language. The station made changes in personnel and programming, which resulted in a petition to deny by a listeners group. The group contended the station had abandoned a unique "alternative" format—musical selec-

tions with women's movement, labor, gay liberation and other themes, and use of "underground" news services. The commission found no basis for action in the petition; renewal was granted by a 6-to-0 vote.

Gunn guns for Carter's legislation

He says proposed bill for public broadcasting would mean increased government and CPB control over medium

The vice chairman of the Public Broadcasting Service has taken a hard line against some of the proposals contained in the public broadcasting legislation offered by the Carter administration.

Among its faults, said Hartford Gunn Jr., are that it could lead to "more and more obligations and restrictions on non-commercial broadcasting," that it may mark an attempt to erode public broadcasting's freedom and that it may be the first

step "to government control and domination." Later in the week, a group of public station managers voiced similar concerns about the President's bill.

Mr. Gunn was delivering what many at the opening session of the National Association of Educational Broadcasters annual convention in Washington thought would be no more than a perfunctory speech in accepting an award. But after receiving the NAEB's Distinguished Service Award, Mr. Gunn embarked on his lengthy and, at times, complicated examination of the new legislation and its possible long-term effects on public broadcasting. The 1,200 conventioners at the session greeted Mr. Gunn's comments with sustained, enthusiastic applause.

Mr. Gunn described four "thrusts" in the proposal that should be of concern to public broadcasters: (1) an attempt to change—"in substance, even if not in name"—the Corporation for Public Broadcasting into a corporation for "public telecommunications"; (2) an ever-growing "desire to stretch limited dollars over the greatest number of possible recipients"; (3) "a massive shift" in the balance of power from the local stations to CPB, and (4) "an apparent inclination to impose further restrictions on public broadcasting at the expense of its freedom."

"The result of these thrusts," Mr. Gunn said, "is not merely to modify public broadcasting but to restructure American telecommunications in a significant way."

On each of the issues he raised, Mr. Gunn elaborated extensively. The new bill, he said, "invites any nonprofit organization with an educational mission to apply for public telecommunications grants." He added that these new groups would be added to the public broadcasting system in spite of "relatively modest increases in funding."

And on the subject of increased CPB and government control, Mr. Gunn said the administration's plan to transfer control of the Facilities Act from the Department of Health, Education and Welfare to CPB would greatly enhance the power of the corporation in determining local priorities. "The proposal to add two radio and two television representatives to the CPB board of 15 does not, in my opinion, redress the balance of power between stations and the corporation," he said.

But it was for the government and especially the White House that Mr. Gunn reserved his most biting criticism. He was highly critical of the proposed requirement that 25% of all federal money go to national programming, of the new "sunshine" provisions and of the call for special enforcement of equal employment opportunity requirements. He called this "further intervention" by government in the management of local public stations as compared to commercial stations. "There is a growing belief," Mr. Gunn said, "that because noncommercial broadcasters receive a portion of their funding from the federal government, noncommercial broadcasters are entitled to be and must be more controlled and regulated than com-

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

Company	Period/Ended	Revenues	Current and change			Per Share	Year earlier		
			% Change	Net Income	% Change		Revenues	Net Income	Per Share
Acton Corp.	9 mo. 9/30	32,615,000	+208.0	3,061,000	+180.0	1.13	10,587,000	1,093,000	.41
Cetec.	9 mo. 9/30	32,275,000	+ 5.5	574,000	+ 42.0	.26	30,586,000	404,000	.18
Comcast.	9 mo. 9/30	9,279,780	+ 16.1	851,497	+ 7.4	.39	7,989,966	606,322	.36
Cowles Communications.	9 mo. 9/30	8,232,000	+ 6.2	2,520,000	- 9.9	.63	7,750,000	2,795,000	.70
Walt Disney.	Year 9/30	629,825,000	+ 7.8	81,947,000	+ 9.8	2.57	583,896,000	74,599,000	2.34
Foote, Cone & Belding.	9 mo. 9/30	58,114,000	+ 22.4	4,363,000	+ 28.9	1.81	47,547,000	3,887,000	1.44
Gross Telecasting.	9 mo. 9/30	5,848,053	+ 8.4	1,110,020	+ 12.8	1.39	5,395,371	984,381	1.23
Jefferson-Pilot.	9 mo. 9/30	449,661,000	+ 14.0	58,769,000	+ 18.6	2.45	394,339,000	49,545,000	2.06
Kingtip Communications.	Year 9/30	2,457,884	+ 9.7	103,887	- 60.1	.23	2,240,224	260,111	.56
MCA.	9 mo. 9/30	225,456,000	+ 11.5	27,672,000	+ 11.3	1.49	202,216,000	24,870,000	1.34
MovieLab.	39 wks. 10/1	20,774,879	+ 4.4	353,628	- 18.2	.25	19,887,084	432,352	.31
A.C. Nielsen.	Year 8/31	269,483,000	+ 16.3	20,206,000	+ 17.8	1.87	231,653,000	17,148,000	1.62
Ogilvy & Mather.	9 mo. 9/30	105,326,000	+ 34.5	6,520,000	+ 40.7	3.38	78,317,000	4,633,000	2.46
Rockwell International.	Year 9/30	5,858,700,000	+ 12.8	144,100,000	+ 17.9	3.81	5,195,000,000	122,200,000	3.24
Sonderling.	9 mo. 9/30	23,183,000	+ 13.3	1,186,000	- 30.0	1.55	20,449,000	1,856,000	1.54
Tektronix.	3 mo. 8/20	120,412,000	+ 34.5	11,958,000	+ 42.0	.67	89,543,000	8,419,000	.48
Teleprompter.	9 mo. 9/30	87,397,000	+ 5.6	5,758,000	-	.34	82,735,000	(1,501,000)	(.09)*

*Change too great to be meaningful.

mercial broadcasters who receive a license from the government that permits them to profit personally from the use of their licenses."

Mr. Gunn was not alone in voicing his concerns about the public broadcasting bill. A Wednesday afternoon "NAEB Speak-Out," a meeting of station managers from around the country, was about nothing else.

Robert Shenkkan, president of KLRN(TV) San Antonio, Tex., called the bill "a little bit frightening" and said the

25% national programing limit would establish a "quota system" for the public system. Public broadcasting, Mr. Shenkkan said, should have "no quotas for any kind of specific programing."

Dr. Frederick Breitenfeld of the Maryland Center for Public Broadcasting echoed that sentiment and said the White House was attempting to require "official qualifications on programing."

Other managers present, including Frank Barreca, KUAT-TV Tucson, Ariz., and Michael Collins, WNED-TV Buffalo, N.Y., were critical of the proposed CPB-administered block grants for programing. They would not, the managers said, get CPB out of the programing area as the administration intends. According to Mr. Collins, CPB would still be reviewing applications and requests but with a "legislatively guaranteed" programer's role to decide where its money will be spent. The block grants program "scares me," said Mr. Barreca.

1,815,880. There are currently approximately 6.6 million class B shares outstanding.

Correction. Footnote attached to revenue 1976 figure for General Instrument in Oct. 31 "Weeks Worth" chart, "Includes income from sales of operations discontinued in 1977," should have referred to 1976 income figure for Globe Broadcasting, explaining its 93.6% drop in earnings.

Media Briefs

Time, please. National Association of Broadcasters has petitioned FCC for seven-month extension of deadline for filing comments in latter's inquiry into economic relationship between broadcast and cable television (Docket 21,284). Comments are due Dec. 1, and NAB has asked that deadline be moved to June 30, 1978. NAB said "complete record cannot exist unless all parties are given reasonable opportunity to comment." It said questions commission is asking and answers will require that "substantial portion of research and analysis be conducted by outside research firms ... costly and tortuous process."

Early buyers. Arbitron Television authorities reports that 82 stations, about 40% of those to which offer was made, have signed new midterm contracts under "guaranteed saving plan," accepting higher rates now to avoid even higher ones when old contracts expire (BROADCASTING, Sept. 12, et seq).

NAB intern. National Association of Broadcasters is accepting resumes for single one-year internship in NAB legal department, beginning September 1978. Association is seeking graduating minority law student who need not have passed bar examination. At end of year, NAB will help intern find job in government, communications bar or broadcasting. Applications should be postmarked no later than

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Financial Briefs

Sharing the wealth. ABC Inc. declared largest single cash dividend in history when board of directors voted last week to raise quarterly dividend on common stock from 25 cents to 35 cents. It is payable Dec. 15 to shareholders of record at close of business Nov. 25.

New times for MCA. In entry into publication field, MCA Inc. has reached agreement in principle to acquire *New Times* magazine for undisclosed price. George A. Hirsch, president and publisher, will continue to run *New Times*, which is biweekly feature news magazine with circulation of 370,000.

Post buys Post. Directors of Washington Post Co. have authorized company to acquire up to 300,000 additional shares of its class B common stock, primarily through block purchases rather than on open market. Post has already repurchased 1,762,880 class B shares of previously authorized

The in crowd. There was a kind of inaugural party, if not a ball, in Washington last week that celebrated the acquisition of power in the field of communications policy-making by Democrats of the Carter generation.

The party, on Monday, was given in honor of the new FCC chairman, Charles D. Ferris, by former Commissioner Glen Robinson and Marc Porat in their roles as members of the Aspen Institute Program on Communications and Society. The site was Mr. Porat's Georgetown residence, an officially proclaimed historic monument he shares with fellow bachelor (and Washington man-about-town) Steve Martindale.

At one time or another, most of the individuals who are or soon will be playing major roles in the communications policy-making apparatus passed through. There was Henry Geller, who is to be named to the new post of assistant secretary of commerce for telecommunications, and Barry Jagoda, Rick Neustadt and Steve Simmons, all members of the White House staff with interests in communications matters. (Mr. Neustadt rents an apartment in the Porat-Martindale house.)

Present also were Mary Jo Manning, counsel for the Senate Communications Subcommittee, and Harry M. (Chip) Shooshan III, who occupies the same job with the House Communications Subcommittee.

And besides Chairman Ferris, the FCC was represented by Tyrone Brown, who was sworn in as a member of the commission the following day (see page 33), and Commissioner Abbott Washburn. (Commissioners Joseph Fogarty and Margita White were attending the National Association of Regulatory Utility Commissioners' convention in New Orleans, and Commissioner James Quello, who along with Commissioner White had attended the Western Cable Television Show in San Diego, was working his way back East by way of Lake Havasu, Ariz., where he owns property. Commissioner Robert E. Lee chose not to attend.)

Federal Trade Commission Chairman Michael Pertschuk was also on hand, as were Chief Judge David Bazelon and Judge J. Skelly Wright of the U.S. Court of Appeals in Washington.

There were figures from the past, too—the immediate past in the person of former FCC Chairman Richard E. Wiley and the more distant past in the persons of another former chairman, E. William Henry, and two other former commissioners, Kenneth Cox and Nicholas Johnson.

Almost as conspicuous as those who were there were those who were not—the usual coterie of industry lobbyists that populates most Washington communications functions. "We explicitly excluded all industry people," Mr. Porat said. "We didn't want them lobbying."

Lobbyists and others in the communications industry in Washington will have their chance to rub elbows with Chairman Ferris and Commissioner Brown next month. The Broadcasters Club will hold a reception for the two new commission members on Dec. 14, beginning at 6:30 p.m.

Dec. 1 and should be mailed to Richard E. Wyckoff, assistant general counsel, NAB, 1771 N Street, N.W., Washington 20036.

One out of two. FCC Administrative Law Judge Byron E. Harrison renewed license of WACT(AM) Tuscaloosa, Ala., in summary decision. In another renewal proceeding, commission remanded for further hearing application of WHBB(AM) Selma, Ala. ALJ Joseph Stirmer had issued consent order in that proceeding Nov. 12, 1976, but commission, in response to petition by National Citizens Committee for Broadcasting, rejected judge's order and remanded case to him for further review.

Bon marche. CKEY Ltd., subsidiary of Maclean-Hunter Ltd. Toronto, has bought CKOY(AM)-CKBY-FM Ottawa for approximately \$3.5 million. Sale is subject to approval of Canadian Radio-Television and Telecommunications Commission. Buyer, major Canadian publisher of *Maclean's*, *Financial Post* and *Chatelaine*, through various subsidiaries owns CKEY(AM) Toronto; CFCN-AM-FM-TV Calgary, Alberta; CHYM(AM) Kitchener and CFCO(AM) Chatham, both Ontario, and 14 cable systems. Douglas C. Trowell is president of CKEY, and Herbert G. Marshall is vice president of broadcasting for M-H. Seller is CKOY Inc., principally owned by John J.

Daley, Gordon F. Henderson, F. Wallis White and Ross Cleary, owners of Ottawa cable system. CKOY is on 1310 khz with 50 kw full time. CKBY-FM is on 105.3 mhz with 74 kw and antenna 1,077 feet above average terrain.

Suppliers want to organize

Broadcast service firms have been invited to a meeting in Kansas City, Mo., Dec. 10 to provide a forum to discuss the "decreasing value of conventions, client credit information and music licensing problems," according to Bo Donovan, broadcast division vice president for Tuesday Productions, who is organizing the gathering.

"It's time we met," Mr. Donovan said. "Companies that are in the business of supplying radio and television stations with products and services have grown to become part of a multimillion dollar industry, of and within themselves. We are the 'stepchildren' to everyone else's association and there is an urgent need to establish lines of communication."

Mr. Donovan also said there is a possibility that an association of broadcast service firms will be formed at the meeting.

CBS, NBC turn to events, movies as replacements for failing series

Eight series on way out; only four are sent in; five others shift time slots as trailing networks adjust

CBS-TV and NBC-TV announced extensive prime time schedule changes last week, and the philosophy behind them seemed to be: If new series aren't working, avoid them.

Together, the two networks canceled seven new series and one old one. But there will be only half that number of series coming aboard as replacements—two for each network. The rest of the empty space will be filled by a new movie night for CBS on Friday, and a new events slot for NBC on Tuesday.

In addition, CBS shifted four series to new time slots while NBC shifted one. ABC is standing pat, its programmers said, at least until after Thanksgiving.

Details of the changes follow:

On Dec. 2, CBS will introduce *Friday Night at the Movies* (9-11 p.m.). The first hour of that time period has been vacant since *Logan's Run* moved to Monday (8-8:30 p.m.). *Switch*, currently in the 10-11 p.m. slot on Friday, will move to the same time period on Monday, replacing *Rafferty*, which is canceled.

On Dec. 7, *Busting Loose* (Wednesday, 8:30-9 p.m.) will be replaced by *Szyzzyk*, a situation comedy starring Ned Beatty as an ex-Marine who returns to civilian life as the supervisor of a Washington community center. *Szyzzyk* was on the CBS schedule for five weeks last summer and averaged a 35 share, although its performances grew steadily weaker during the course of its run.

Beginning Dec. 10, *Kojak* (Sunday, 10-11 p.m.) and *Carol Burnett* (Saturday, 10-11 p.m.) will exchange time periods, giving Miss Burnett's foundering comedy hour the benefit of CBS's strongest series line-up of the week as a lead-in. On Dec. 12, *Maude* (Monday, 8:30-9 p.m.) and *Betty White* (Monday, 8-8:30 p.m.) will exchange time periods, until Jan. 9, when *Betty White* will be replaced by *Another Day*, a new sitcom starring Rhoda's former TV husband, David Groh. According to CBS, *Another Day* concerns "a married couple who find that their share of the American dream seems to be made up of problems involving their jobs, growing children and mounting bills."

For NBC, the first "second season" change will come on Dec. 8, when *What Really Happened to the Class of '66?* will replace *Rosetti and Ryan* in the 10-11 p.m. time slot on Thursdays. NBC describes the

new show as "dramatic anthology" which chronicles the lives after commencement of graduates from a fictional high school. The first episode, entitled "Everybody's Girl," follows the fortunes of the girl who had the reputation for being the most promiscuous in the class.

On Dec. 14, *Oregon Trail* (Wednesday, 9-10 p.m.) will be replaced by *Baa Baa Black Sheep*, which has been retitled, *Black Sheep Squadron*. Based on the adventures of World War II pilot Pappy Boyington and starring Robert Conrad, *Black Sheep* began on NBC in September 1976 and ran through last August, averaging a 26 share for the duration. According to NBC's press release on the revamped series, "In the new episodes, more women will be involved in the plots, usually in the form of nurses."

NBC's new events slot, on Tuesday from 9-11 p.m., will begin "early next year," according to the announcement by new programming chief Paul Klein, giving the network a total of four nights running (Saturday through Tuesday) with two-hour slots open at the end of the evening. When the Tuesday change is implemented, *Mulligan's Stew* (9-10 p.m.) will be canceled (in its three showings since premiering Oct. 25, *Stew* has averaged an 18 share) and *Police Woman* will move from the 10-11 p.m. Tuesday spot to the same time period on Wednesday, canceling out *Big Hawaii*.

Though certainly more than minor tinkering, the adjustments of both networks leave some of their weakest performers technically on the schedules, but the frequency of pre-emptions is considerable in the sweep and holiday specials bonanza. And none of the networks is saying that more changes aren't forthcoming. CBS, for example, has 11 pilots slated for delivery between now and Dec. 15, according to head programmer B. Donald Grant—seven half-hour comedies, three hour-long dramas and one half-hour drama. "You cancel a show when you have an appropriate replacement for it," he said. "I would certainly anticipate further changes."

It's all a bag of jellybeans

ABC and NBC evening newscasts coach audiences in the realities of how ratings affect programming

The American television audience has been offered two primers on the numbers that determine what shows they will have an opportunity to watch. The discussions took place on two of the rare programs that don't depend on ratings for their survival—the *ABC Evening News* and the *NBC Nightly News*.

Since both networks spent several weeks preparing their three-part features, it seemed an unlikely coincidence that both would end up running on Monday, Tuesday and Wednesday nights, Nov. 7-9, although both networks denied the

scheduling was anything other than coincidence. (ABC had announced its series first, but with Tuesday night as the original starting date. The decision to move it up a night came late in the week before the series aired.)

ABC's first installment contained an illustration of the sampling principle by the president of Nielsen's media research services group, James Lyons, that was representative of the general tone. He compared the TV universe to a large bag of red, white and black jellybeans, from which Nielsen repeatedly extracts a handful.

"If I do that 15 or 20 times," he said, "recording the black and red and white count each time, I'll get a pretty good estimate of the number in the entire bag."

The first piece ended with the comment by ABC correspondent John Martin that "Network executives candidly admit that those two numbers [ratings and shares] strongly affect their decisions about what you will see on television."

ABC's second report entailed a general discussion of programming strategies—stunting, pretesting, program content considerations and schedule shifting—all coming back to the conclusion that the ratings are the ultimate determinant. "That is why there is some tension here almost every morning before the numbers come in by teletype," Mr. Martin said.

The last installment gave a similarly general rundown of the basics of TV advertising, and the importance of demographic ratings in determining what programs to buy, and concluded with this comment by Mr. Martin: "Television is not just show business, it is a big business, one designed to sell audiences to advertisers, and for now, ratings are the primary measure of its success and its failure."

The bottom-line impact of ratings also came clear in NBC's "Segment 3" series within the evening newscast. "Television ratings are important—some critics would say all-important—for one reason: money," said correspondent Douglas Kiker in the first report. And while the segment may have opened with actress Lee Grant (whose series *Fay* was an early ratings victim a couple of seasons back) calling A. C. Nielsen's work "Alice in Wonderland" and "bizarre," it continued with NBC's programming chief, Paul Klein, calling Nielsen "the best statistical measure ever done in the world" and his former counterpart at CBS, Mike Dann, saying "the god of the broadcast industry is the A. C. Nielsen Co." Nielsen's Mr. Lyons also explained the system for NBC.

The second report explained the secrecy in which Nielsen's 1,170 sample households are kept. NBC interviewed an unidentified Nielsen family, with the husband explaining that "We don't even realize [the monitoring system] is here. It's a wire on a TV and a box downstairs," and later adding "I've heard of a lot of shows that we thought were excellent, that were knocked off the air."

Mr. Kiker said the ratings tell what most of the people want to see and that is "what everybody gets to see." That, Mr. Dann

said, is "an inherent problem in American broadcasting."

The third and final report talked dollars. On *Charlie's Angels*, Mr. Kiker reported, "advertisers pay ABC \$115,000 for a one-minute ad, about \$35,000 more than they pay to run the same ad at the same time on the competing shows on CBS and NBC." And as for a new CBS entry canceled after three weeks, explained Mr. Kiker, "It's not that *Young Daniel Boone* was losing money. It just wasn't making enough money and it did not provide a strong lead-in."

On another front, Mr. Kiker explained that ABC had raised next year's price for a minute on *Monday Night Football* from \$120,000 to \$170,000. Herbert Maneloveg, vice president of Kenyon & Eckhardt, said the "networks might very well be pricing themselves into a lot of trouble." Les Brown of *The New York Times* said the public is served last, after the broadcaster's own economic needs, the stockholders', the advertisers' and the FCC's.

You can't keep a good network down for long, Paley tells affiliates

At meeting of their board, CBS's chairman says it will once again reign in first place in prime time

CBS Chairman William S. Paley assured the CBS-TV Affiliates Advisory Board last week that CBS-TV's rating troubles are not permanent.

"CBS is not a number-three network," he said. "CBS is not a number-two network. CBS is a number-one network. And that we shall be. I feel it. I know it. And I'm glad to be around, I hope long enough, so that I can see these developments take shape in positive form and have you see the reawakening of a great institution to a place of formidable prominence."

"It is [a position] that we have enjoyed, through merit and hard work and some luck, for a number of years, and one that we expect to have again. And maybe the next time it will be—instead of 20 years [in first place]—maybe 40 years."

The 76-year-old Mr. Paley spoke informally at a luncheon at which the affiliates board, meeting in Ocean Reef, Fla., presented him a silver tray bearing the call letters of all CBS-TV affiliates, with this inscription: "Presented to William S. Paley with deep respect and admiration in recognition of the 50th anniversary of CBS. He made it all happen."

Mr. Paley also told the board members they were "fortunate to be in broadcasting ... one of the greatest developments of our century," and, in the U.S., the greatest broadcasting system in the world.

Broadcasting has its critics, but in giving "most of the people of this country what they want most of the time," he said, "we give a lot of happiness and joy, lots of in-

formation. And we elevate people. I don't think there's a public in the world more knowledgeable than the public is in the U.S."

Most broadcasters "have a conscience and aspirations," he said, and are "conscientious of the responsibility that runs deep" to provide special services to minority groups as well as "try to elevate the mass audience to the largest extent possible."

"So I say let's be proud. Let's be happy. We've done a good job. I think we have. We have no apologies to make. I just hope the next 50 years will cause broadcasting to progress as far as we have in the past 50 years, and for it to be in the hands of people who are as conscientious and as concerned about the public generally as I think we, the so-called pioneers in broadcasting, have been."

Program Briefs

By any other names. NBC-TV has retitled some of its Saturday morning programs. *The New Archie/Sabrina House* will become two half-hour programs, *Superwitch* (9:30-10 a.m. NYT) and *The Bang-Shang Lalapalooza Show* (10-10:30 a.m.). *The Space Sentinels* will be new title of *The Young Sentinels* (9-9:30 a.m.).

Christmas present. Sun Co. (petroleum) will make public television debut Dec. 24 by underwriting U.S. segment of *Christmas Around the World*, one-hour BBC musical special with live transmissions from Bethlehem, Jerusalem, London, New Zealand, Germany, France, Jamaica and U.S. Sun's \$75,000 grant will go for production by South Carolina Educational Television and transmission of American segment to BBC and other parts of show to Public Broadcasting Service.

Weekend shuffle. CBS-TV revised Saturday and Sunday morning line-up, effective Nov. 19-20. On Saturday, *The Skatebirds* moved to 8 a.m. (all times NYT), *The Bugs Bunny/Road Runner Show* to 9 a.m., *The Batman/Tarzan Adventure Hour* to 10:30 a.m., *Space Academy* to 11:30 a.m. and *What's New, Mister Magoo?* to 1 p.m. *Wacko* moved to 8:30 a.m., Sunday, into former slot of *Ark II*, which was canceled.

Silverman keeps firing. ABC Entertainment President Fred Silverman, stumping with blistering speeches against pressure groups (BROADCASTING, Nov. 14), gave another to meeting of American Association of Advertising Agencies in Chicago Nov. 10. He compared pressure group tactics today to anticommunist blacklists of 1950's, asking, "At what point does pressure become repressive? . . . Pressure groups with their proposed ban on Saturday morning commercials and other encroachments are close to abridging the advertiser's First Amendment rights to communicate with his customers."

For young fans. NBC-TV is producing what it calls "the first network sports special ever produced for youngsters."

One-hour special will feature pro footballers O. J. Simpson, Franco Harris and Roger Staubach, plus 13-year-old Allyson Johnson, "television's youngest hostess." Air time is noon (NYT) on Saturday, Dec. 3.

Child care. Grinnell Communications Corp. syndication division, Dayton, Ohio, has begun production on 130 90-second features with pediatrician/TV personality Dr. Lendon Smith. Called *Housecall with Dr. Lendon Smith*, series will be available for syndication by Jan. 1 and is being distributed by King World Productions, Berkeley Heights, N.J.

After 25 years. Gene Klavan, who has been early morning personality for WNEW(AM) New York for 25 years, announced he is leaving station effective in December. WNEW management said it hoped to persuade Mr. Klavan to change his mind, but radio personality insisted his decision was definite. He said he was conferring with prospective employer in New York.

Bush backing. Bush Foundation, St. Paul, has awarded three-year \$900,000 general operating grant to Twin Cities Public Television, licensee of noncommercial KTCA-TV and KTCI-TV there. Funds will be given over three years in amounts of \$400,000, \$300,000 and \$200,000.

TV no oligopoly, asserts ABC's Duffy

Television programming is not molded by omnipotent executives, a la the movie "Network," James E. Duffy, president of the ABC-TV Network, told a group of marketing and sales executives in Atlanta last week.

"There is an image that the networks are immensely powerful manipulators of the mass mind," he said. "In truth, they are but one element of a complex system." That system, he said, comprises government, advertisers, the creative community, critics and, "above all," the viewing public.

"Thus," Mr. Duffy said, "although television has a considerable degree of in-

dependence to be innovative and creative, it is also constrained by the attitudes and opinions within all these groups. Television certainly does help mold public opinion, but it is also influenced by public opinion in return."

Paranormal protest

The Committee for the Scientific Investigation of Claims of the Paranormal has filed a complaint with the FCC against NBC-TV's *Exploring the Unknown*, a 90-minute special broadcast on Oct. 30.

The committee, which says it is concerned about the "continuing unbalanced presentation of alleged 'psychic phenomena'" by NBC, reports that in the judgment of a "panel of experts" it assembled, the program "presented a totally biased point of view in a sensationalistic manner arousing gullibility in countless viewers." The panel is also said to have concluded that disclaimers NBC presented "do not overcome the preponderance of unproved (often disproved) theories," when the purpose of the program "is to engender false expectations and magical cures." The committee, in a letter to FCC Chairman Charles D. Ferris, says NBC should not only make "equal time" available for programing presenting the "scientific viewpoint" on psychic phenomena, but should also provide necessary facilities and funding. The committee also said networks and stations should be required to include such critical opinions in future programs dealing with psychic events.

Warning on temptations

National Association of Broadcasters President Vincent Wasilewski told the Oregon Association of Broadcasters that establishment of a new category of royalties to be paid by broadcasters and other users of sound recordings to record manufacturers and performers would encourage more record companies to resort to payola. He said performers royalties would cost broadcasters, mainly radio broadcasters, \$15 million annually, a sum

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that would go directly to the record industry and create a temptation to engage in more payola. Taking money from the broadcasters would also lead to a reduction in the quality and quantity of radio service, Mr. Wasilewski predicted. At Congress's direction, the register of copyrights is currently studying the merits of creating performers royalties.

NBMC has Bakke series

The National Black Media Coalition is taking on a new line of work—programming. NBMC, which has petitioned the FCC to deny license renewals of stations it feels have not served blacks and has participated in commission rulemaking proceedings, has produced a 10-part series of programs for radio entitled *Bakke v. America*.

NBMC Chairman Pluria Marshall describes the organization's first venture into programming as an effort "to get an accurate picture out" on the celebrated case now pending before the Supreme Court. NBMC fears the fate of affirmative action programs throughout the country—including those the FCC requires of broadcasters—are at stake in the so-called reverse discrimination case.

The NBMC series was produced and anchored by Tommy Hart, the national treasurer of NBMC. The broadcasts three-minute open with an analysis of the school integration movement since 1954, then focus on elements of the Bakke case, and include interviews, with Archibald Cox, representing the defendant, the University of California, and Reynold H. Colvin, counsel for Allan Bakke.

Stations subscribing to the series include WTLC-FM Indianapolis, WLIB(AM)-WBLS(FM) New York, KCOH(AM) Houston and WNOV(AM) Milwaukee.

Broadcaster's lament: untapped wealth in form of over-30 record buyers

Record companies in this country are neglecting a wealth of potential sales: the over-30 segment of the population that tunes in to beautiful music radio stations.

So said Marlin Taylor, president of Bonneville Broadcast Consultants, speaking to a group of record manufacturers and publisher representatives and broadcasters in Miami Beach. Because 17% of all radio listening in the United States is to beautiful music (according to Mr. Taylor's reading of Arbitron surveys), he believes the possibilities for record sales "to be tremendous."

Bonneville's clients (77 stations) receive "hundreds of listener telephone calls daily" inquiring about where to buy musical selections played on the radio, he said. But most of this material, according to Mr. Taylor, is not available in the domestic market; it ranges from foreign recordings not for sale in this country to custom recordings made for the broadcasters themselves.

Broadcast Journalism

Salant says Supreme Court is the one for broadcast coverage

He says those who are trying to get radio-TV into lower courts are knocking on the wrong door

CBS News President Richard Salant last week urged that Supreme Court proceedings be opened for broadcast coverage. In doing so, however, he came out against those who have been fighting for the right to broadcast lower court trials.

"Public knowledge, when all the people have the chance to see and hear for themselves, would be at its maximum if the court allowed radio microphones first, and then television cameras, to attend these great proceedings," wrote Mr. Salant, who is also a lawyer, in an article published on the *New York Times* op-ed page last Wednesday (Nov. 16).

He characterized the high court as an "enigma to many Americans—and often an ominous enigma at that" despite its impact on society. "It is time to bring it into the eighth decade of the 20th century. It is time that the American people, who are so deeply affected by these landmark cases, understand just what the grave issues are about," he wrote.

Mr. Salant noted that Supreme Court proceedings are audio-taped for the benefit of the justices. "So for radio broadcast, no additional equipment is needed at all," he said. And as for television, he said that technology has reached the point that "cameras and camera crews can be unobtrusive to the point of invisibility."

Those who have tried to break down barriers to broadcast coverage of lower court trials, he claimed, have had "the wrong priority... The complexities of trials give rise to reasonable arguments opposed to broadcasting them. There are dangers inherent in broadcasting's potential effect on witnesses, on juries." But unlike trials, he added, Supreme Court

Breakthrough in Birmingham. The judge in the Birmingham, Ala., trial of Raymond Chambliss, accused of bombing a church there in 1963 and killing four young girls, allowed audio coverage of the proceedings last week. CBS News equipment was patched into the courtroom sound system and other networks and stations picked up from there. The state supreme court allows broadcast coverage of trials at the discretion of the judge and with the permission of prosecution and defense attorneys. Local and network TV broadcasters attempted to convince the judge to allow camera coverage using available light, but he refused.

proceedings have no jury or witnesses.

"More than that," he continued, "the case, by the time it gets to the Supreme Court, has been narrowed to its essentials and is limited to its basics."

Mr. Salant noted that while the World Series was available to all through radio and television, members of the public wishing to hear the arguments in *Bakke versus University of California* (involving charges of reverse racial discrimination) were allotted only five minutes inside the Supreme Court chamber. "Yet which is more important?" he wrote.

Regarding the earlier *Brown versus Board of Education* case (mandating school desegregation) Mr. Salant said he has "always thought" that the Americans would have better understood its meaning "had they been able, by radio and television, to hear or see the argument... And, 'all deliberate speed' could thus well have been less deliberate—and speedier."

Journalists as diplomats

Questions from network newsmen may have helped pave the way for Sadat visit to Israel

Network newsmen assumed roles normally reserved for diplomats last week, with CBS News anchor Walter Cronkite in particular ironing out some details for a possible, unprecedented address by Egyptian President Anwar Sadat before the Israeli parliament.

In interviews via satellite, first with President Sadat and then with Israeli Prime Minister Menahem Begin, Mr. Cronkite not only discussed the prospect of a Sadat visit to Israel but apparently helped set an approximate date. Both interviews were broadcast Monday evening on the *CBS Evening News with Walter Cronkite*.

After Mr. Sadat said: "I'm looking forward to fulfill this visit in the earliest time possible," Mr. Cronkite asked, "That could be, say, within a week?" President Sadat replied, "That's right."

In his later interview with Prime Minister Begin, Mr. Cronkite conveyed the message. "He hinted to me this morning," he told the prime minister, "that he thought it might be possible that he would be going to Israel if the invitation was forthcoming within a week or so. Do you think that's realistic?"

Mr. Begin responded: "Very good news... any time, any day he is prepared to come I will receive him cordially at the airport, go together with him to Jerusalem, also present him to the Knesset and let him make a speech to our parliament."

ABC News apparently also played a role regarding the necessity of a formal invitation. In its Monday evening news, ABC's Bill Seamon asked: "Mr. Begin, President Sadat told ABC News in Cairo today that he felt that he hasn't received the proper invitation from you because he hasn't received it through diplomatic

channels. Now would you tell our ABC News audience if you feel you have issued a proper invitation?" Mr. Begin responded that he thought he had "but if President Sadat asks for an invitation through diplomatic channels I will consider seriously."

The ABC report then showed Prime Minister Begin addressing an assembly of Canadian Jews and saying, "Before I entered this hall a representative of American television told me that his colleague in Cairo said President Sadat said that he didn't yet receive an invitation from me through diplomatic channels." Mr. Begin said such an invitation would be forthcoming.

NBC's report that evening included a telephone call earlier from anchor John Chancellor to Mr. Begin, who called Mr. Sadat's plans to go to Israel "a very positive development."

When questioned on Mr. Sadat's statement that the Palestinians might be represented at a Mideast peace conference in Geneva by an American professor of Palestinian origin, Mr. Begin said the representative "may be a professor, a doctor, even a tailor" but not "a member or a nominee" of the Palestine Liberation Organization.

Journalism Briefs

Alma mater honors. Late Edward R. Murrow, alumnus of Washington State University, will be honored at journalism symposium to be held at college's Pullman, Wash., campus next April. Speakers tentatively set to participate include Frank Stanton, former vice chairman of CBS Inc.; Bill Monroe, NBC News, and Howard K. Smith, ABC News and longtime associate of Mr. Murrow. Subject of discussions will be First Amendment and broadcasting. Janet Murrow, widow of CBS newsman, will also be honored at banquet. University has received funding help from CBS and Ford Foundation is awaiting approval of request for additional support from National Endowment for Humanities before producing definite program schedule.

Front page winners. Among winners of annual Front Page awards given by Newswomen's Club of New York were Sharon Sopher, NBC-TV, for TV news feature writing of Black Muslim story and Roberta Altman, WRVR(FM) New York, for radio feature writing of breast cancer series that aired on WPIX-FM there.

One more time. U.S. Court of Appeals in Washington has agreed to rehear case involving FCC rule requiring that noncommercial broadcasters retain audio recordings of public affairs programs for 60 days. Three-judge panel of court, in 2-to-1 opinion, had held that rule was unconstitutional—that it violated equal protection of law guarantee—since commission does not impose same requirement on commercial broadcasters. Commission requested review by full nine-judge bench of D.C. circuit, and court said case will be reheard Jan. 4.

Chasing '60 Minutes'

NBC announces plans to develop magazine-type show with Frank as executive producer; ABC has plans also, but is silent on details

The NBC-TV prime-time schedule next season will include a weekly one-hour news magazine program. The announcement came last week from NBC News President Lester M. Crystal before the NBC-TV Affiliate Board of Delegates meeting in Maui, Hawaii.

Although Mr. Crystal said "we cannot specify the precise format at this time," he did explain that the show would begin in September, that it would have more than one principal reporter, and that it would be adapted from NBC News's *Weekend* ("Closed Circuit," Nov. 14).

Moving from *Weekend*—which will continue to air the first Saturday of each month from 11:30 p.m. to 1 a.m. through June—to the new magazine program will be NBC News senior executive producer, Reuven Frank.

Mr. Crystal characterized the program's concept and format as "flexible," claiming that it generally will present "a number of stories." However, he added that "the format will allow, when desirable, dealing with a single subject." Mr. Crystal said the program will be "topical, investigative and hard-edged."

NBC is the first competing network to give any specifics regarding its plans to challenge CBS's *60 Minutes* in the weekly news magazine field. ABC also is working up an entry and while it is understood to be targeted for production next spring with a possible air date in the summer or fall, ABC is remaining silent.

Bankers lend hand, cash as journalists organize economic reporting group

Counting on unity as the answer to problems they've found in their craft, a group of broadcasters specializing in economic news reporting have banded together as the Economic News Broadcasters Association.

According to Dan Cordtz, ABC News economic editor who was elected president of the association at a meeting in New York, efforts will be made to beef up the amount and quality of economics reporting on the air.

Broadcasting has no tradition of covering economic news and it has not done a good job, he said, adding that the "organization will help economic reporters do their job by sharing story ideas, techniques and even advice about sources" with local reporters unable to devote full time to that beat.

Credited with initiating the idea of an association is Robert Gray, public relations director for the Mortgage Bankers Association, who is serving as executive

vice president of the association. Mr. Gray also played the major role in establishing the Mortgage Bankers Association's annual Janus awards for excellence in economic reporting.

Initial funding for the organization comes from a \$3,000 loan from the Mortgage Bankers Association, which also is providing space and facilities in its Washington headquarters. Annual membership fees are \$10 and the dozen or so founding members currently are seeking out about 40 others known to be specializing in economic reporting. The association is open to writers, producers and on-air reporters from radio and television.

Aside from Messrs. Cordtz and Gray, other officers are Alan Schaertel, AP Radio, Washington, vice president; William Curnow, WJR-TV Detroit, treasurer, and Ann Darlington, Public Broadcasting Service, Washington assistant treasurer.

Emmys for news again considered by NATAS

The National Academy of Television Arts and Sciences is anxious to resume giving awards in the category of news after an absence of three years. The awards committee, headed by producer Craig Fisher, is attempting to restructure the awards system for news to make it acceptable to both the academy and the networks. NATAS would like Emmy telecasts in news but its first objective is to set up a system for the awarding of news prizes, a spokesman said. The news issue was one of several brought up at NATAS's board of trustees meeting in New York, where a new constitution and bylaws were adopted by trustees from 13 chapters throughout the country (not including Los Angeles which has its own Academy of Television Arts and Sciences).

NATAS also said its daytime Emmy awards will be telecast on ABC-TV in 1978, on CBS-TV in 1979 and on NBC-TV in 1980.

Snyder wants a mirror

NBC-TV's Tom Snyder decried the lack of news coverage of the television business in an extemporaneous introduction to his *Tomorrow* program Nov. 16.

Recent executive changes at CBS and NBC and the cutback of 300 employees at NBC are major news stories, he said. "These are your airwaves, [and] so I think your networks are responsible for explaining to you what's going on." He attributed the lack of coverage to the media's traditional reluctance to report too heavily the goings-on within their own business.

Mr. Snyder also said that "there are a lot of paranoid people who are afraid of being fired" at NBC, and he compared the atmosphere within the broadcast world to the movie "Network," which he called "an understatement."

Who dropped stitches during N.Y. blackout?

Report on last summer's crisis by FCC Commissioner White says broadcasters were down only briefly but the wire services, which provide EBS notification, were silent for inordinate period

Radio service and television network originations in New York survived last July's power blackout with only brief interruptions. But the wire services, on which the broadcasters relied for news—and which transmit emergency broadcast service notices to radio stations throughout the country—were silent from 12 to 19 hours.

Those were among the findings in a report prepared by the FCC's defense commissioner, Margita White. Commissioner White initiated an inquiry, patterned after one the commission conducted after the Northeast suffered a power loss in 1965, that was directed at the networks, four radio stations, wire services and six common carriers based in New York.

Commissioner White noted that broadcasters provide a valuable service in emergencies and said disruptions could

present a hazard to the national interest, particularly if the President wanted to address the nation or to activate the emergency broadcast service.

ABC, CBS, and NBC had learned from the 1965 experience. They had installed or upgraded existing emergency power equipment. The four stations contacted—WABC(AM), WCBS(AM), WNBC(AM) and WOR(AM)—are among 500 the government has lent emergency power equipment under the Broadcast Station Protection Program, established in 1963. As a result, although commercial power was down for up to 24 hours, the television networks were out of service between 25 seconds and seven minutes and the radio stations were off the air only "momentarily".

But the wire services were not prepared. They lost electric power for a period of 12 to 19 hours. And the four radio stations contacted "would have been unable to receive an [EBS] activation notice"—notice to switch to the emergency system—"through the wire services," Commissioner White said. But, she added, both wire services "are making plans to remedy the situation."

The consequence of a failure on the part of the wire service operations extends beyond New York. The wire services provide not only information about emergencies but also EBS activation notices to subscribers among the nation's 8,400 radio stations.

NASA has prototype of emergency radio that uses satellite

Receiver or transmitter can fit into briefcase and, says agency, by beaming to ATS-6, could be useful in remote areas and when other communications fail

The National Aeronautics and Space Administration, which was taken out of the space communications business four years ago by White House order, is demonstrating a radio station it has developed in the tradition of the Dick Tracy wrist radio that could put it back in.

The station and the receiving device are each designed to fit into a briefcase. The transmitter runs on batteries—it can operate off a car battery—and it communicates with 20 watts power through an orbiting communications satellite. Because of their size, the transmitter and receiver can be carried in a car, truck or airplane, according to Dr. James P. Brown, a NASA spokesman.

NASA officials have been showing the device off to government agencies that might have use for a communications system that can operate in remote areas or in emergencies. Officials cite its potential value to agents of the Naturalization and Immigration Service, for instance, or to cities that have lost ordinary communications systems in floods.

Two weeks ago, NASA officials demonstrated the system for representatives of the Office of Telecommunications Policy, the Department of Health, Education and Welfare and the Department of Transportation. Some officials use the system to contact another station at the Shock Trauma Center at the University of Maryland hospital in Baltimore. The signals were beamed by way of the NASA-built experimental satellite, ATS-6, stationed 23,000 miles above Christmas Island in the Pacific Ocean.

NASA officials hope government agencies will be sufficiently interested to consider seeking funds for a satellite service, either individually or jointly. What NASA officials would be happy to receive is a request that it build the satellite system—and White House authority to undertake the project.

NASA was moved out of the satellite communications business by a White House concerned with leaving that work to private enterprise. NASA officials have long held that that was a mistake and that, as a result, U.S. is losing the lead in satellite communications technology.

NASA officials do not hold the briefcase-size radio out as a technological breakthrough. Dr. Brown said it represents technology "at least five years old." It was put together, he said, "with parts that were in the lab" and some that were purchased. But, he said, "it was designed for the purpose of demonstrating that there is technology that is available but little known."

Frequencies must be split with Third World, says UCC

The United Church of Christ urged the U.S. government last week to make certain that Third World nations are given an "equitable share" of the airwaves and the right to determine what messages they will receive from satellites that are under U.S. control.

This call was sounded by the Rev. Dr. Avery D. Post, president of the United Church of Christ, in a talk before the United Church Board for World Ministries in Grand Rapids, Mich., where he also asked the church to prepare to participate in the 1979 World Administrative Radio Conference.

He asserted the church must "stand with the Third World in its struggle for an equitable share of the electronic frequencies and for satellite control." Going beyond that, he said that developing nations "have a right to be free from bombardment of Yankee peddlers pushing luxury goods" and also "have a right in an interdependent world to plug into our technology for purposes they select, or to refuse it altogether."

Dr. Post said the U.S. contends that the flow of satellite signals should not be restricted between nations as a matter of freedom, but he called this argument "misleading." He claimed the U.S. wants a free flow of signals because "we can overwhelm any other nation by our ability to transmit political, cultural and, more important, commercial messages."

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Technical Briefs

Getting cheaper. Price cuts for home video cassette recorders have been announced by Sony, manufacturer of Betamax, and Zenith, Sony licensee. Sony's units will now list at \$1,085 and Zenith's at \$995, both down from \$1,300. Coming in time for Christmas buying rush, prices are now similar to competing unit sold by RCA at \$995 list. Sony spokesman said its cut was due to increased production volume and parts savings.

Applications speed-up. FCC Broadcast Bureau is considering proposal to streamline AM applications procedures by extending use of so-called "standard" directional antenna patterns, defined by computerized method of calculation, to stations now using older system of authorized patterns. Under present rules, only applications for new stations and for major changes employ computerized system. Commission said if all stations were switched to new systems "savings in processing time would be significant." Possible detriment would be reduction of predicted service areas for some stations with increases for others. Comments on proposal (Docket 21,473) are due Jan. 23, 1978; replies Feb. 22.

Sound by numbers. 3M Co. and BBC at New York press conference unveiled prototype digital audio mastering system ("Closed Circuit," Oct. 24), said to achieve signal-to-noise ratio of better than 90 db compared with 68 db ratio of "highest grade analog recording system currently available." 3M expects to produce three systems by mid-1978, with full manufacturing under way by late next year or by early 1979. Systems are to include two-track stereo recorder and 32-track pre-mix recorder, using one-inch tape. Target price is said to be under \$150,000.

Calling all disks. Society of Motion Picture and Television Engineers study group on video disk is preparing questionnaire inviting potential disk manufacturers to submit "position papers" describing systems in development and receptiveness to drafting of industrywide disk standard. Study group hopes to have results tabulated by its next meeting, which is set for National Association of Broadcasters convention next April.

On Sony bandwagon. Hubbard Broadcasting, group owner based in St. Paul, has placed \$300,000 order for five Sony BVH-1000 (Omega) high band video recorders in addition to one purchased earlier for its three TV stations. Units are also equipped with BVT-1000 time base correctors.

Dimmer lighting patent. Patent has been granted to Salvatore J. Bonsignore, staff lighting consultant, CBS-TV, and Sabert N. Howell, senior project engineer, CBS-TV, for new controlled dimmer lighting system they jointly developed. CBS said invention has "significant operational and economic advantages over current indus-

try lighting arrangements." It controls dimming capability of large electric lamps or luminaries on television/theatrical stages and remote television locations.

Growing market. Figures released by Electronic Industries Association show 149.3% rise in number of consumer video tape recorder/player units imported (BROADCASTING, Oct. 24) in first nine months of 1977. According to EIA, 115,411 units were imported, compared to 46,297 in first three quarters of 1976.

UHF applicant asks for crack at Salt Lake before FCC drops in V

An applicant for a new UHF station in Salt Lake City has asked the FCC to give it a chance before dropping a new VHF into that city. Springfield Television of Utah Inc. asked the commission to approve its television application, which, it said, "will eliminate the commission's relying upon models, forecasts, hypotheticals and speculations in determining whether UHF will succeed or fail." It requested the commission to remove Salt Lake City from its list of proposed drop-in sites.

According to Springfield, the drop-in proposals are based on the assumption that UHF stations cannot compete economically with VHF. Studies concluding that, it pointed out, have recently been questioned (BROADCASTING, Nov. 7). "If this [UHF] station fails, then even Springfield TV might have to concede that the drop-in VHF station might be necessary. However, the petition said, "if the station succeeds . . . then the commission must concede that a drop-in VHF channel is not required."

Springfield has asked the commission to grant its application for the UHF facility and see what happens. "At the very least," it said, the commission should not put the proposed station "under the cloud of a potential VHF drop-in competitor." The Association of Maximum Service Telecasters also filed in support of the Springfield petition.

Industry group says Carter was wrong about set prices

Prices of American-produced color television sets have declined since July 1, when the U.S. signed an agreement with Japan to limit the number of sets coming into this country, according to the Committee to Preserve American Color Television. The decline runs counter to the White House warning that the agreement would force a 10% rise in domestic prices. CPACT, an industry association, said the prices should continue to fall through the rest of this year and into the winter of 1978. It has urged President Carter to restudy the government economists' position that "imports always save consumers billions of dollars."

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Two-way cable poised for major test in Columbus

Warner Cable's Hauser is betting more than \$10 million on the proposition that the medium's time has come

Warner Cable Corp.'s Qube experiment kicks off in Columbus, Ohio, on Dec. 1 with a lot more riding on it than the company's own \$10 million-plus investment. A big part of the cable industry's future, too, may be determined there.

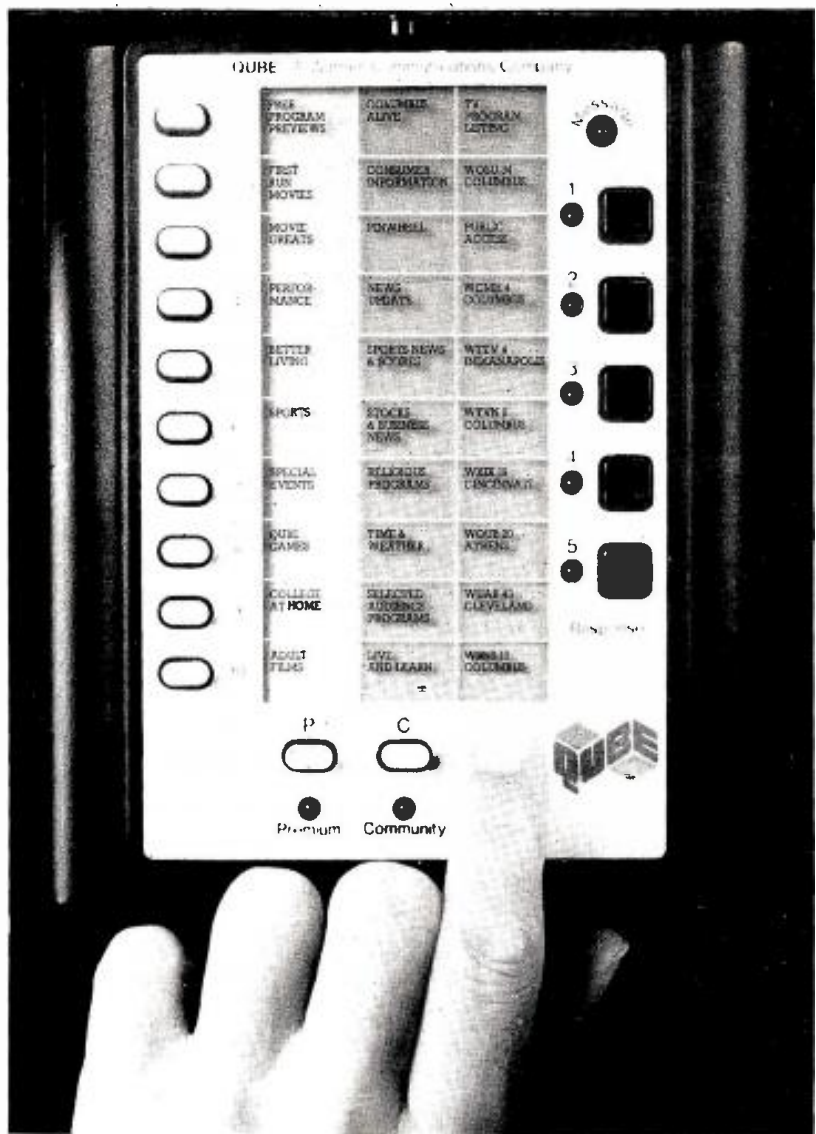
"How do you hook up the television households that don't subscribe to cable, most of them in the urban markets? I think it was our perception that cable had to have a new product and that the channel of subscription pay was not a sufficient product all by itself to make that kind of dramatic leap forward in the urban markets."

Those were his thoughts some four years ago, recalls Gustave M. Hauser, chairman and chief executive officer of Warner Cable, as he describes what his company has done about it. The vehicle for that "dramatic leap" he and his colleagues have come up with is Qube, a project combining conventional television, community channels, premium programming on a pay-per-view basis—and the capacity for subscribers to talk back to their TV's.

The control panel being installed in Columbus homes offers 30 channel choices, equally divided among "television" (four local stations, five imported signals and program listings); "community" (ranging from a daily package of local programs on *Columbus Alive* to all-day fare for preschoolers on *Pinwheel*), and "premium" (with a variety of new and classic movies, sports, arts programs and educational courses at a price range from \$1 to \$3.50).

Added to that are five "response" buttons allowing subscribers to participate in local game shows, vote on referenda, take quizzes and purchase products and—as already offered during a preview Nov. 12—predict the plays of a football game. The "home security option" (fire, burglary and emergency service) will be available next April.

For the 26,500 subscribers to Warner's pre-Qube Columbus system, installation of the new home terminal runs \$9.95; for new subscribers, the initial hook-up fee is \$19.95. Thereafter, the monthly service charge is \$10.95 plus whatever pay programming may be bought. A one-time charge of \$10 brings in six stereo radio channels, 24 hours per day. Without any precedent to go by and with marketing still under way, Mr. Hauser will not talk subscriber numbers. ("This has never been



TV's Chinese menu. The columns are P (premium), C (community) and T (television) and Warner Cable Corp. is counting on Qube subscribers in Columbus, Ohio, to experiment with each—and still be hungry for more. Beginning Dec. 1, Warner will be activating the home terminals for its two-way cable system. Those in column P are priced on a pay-per-view basis; columns C and T are included in the monthly subscription charge. Pushing P at the bottom and 2 at the left, for example, would send the film *Network* into the home for a charge of \$3.50. C1 offers "Columbus Alive," original programming from Columbus; T5 is an imported TV signal. And if a subscriber's interested in playing along with a local game show, predicting the plays during a football game, buying a product, or even registering sentiment with a politician, there are the five "response" buttons on the right, with yes, no and multiple-choice capacity. The home terminals are being manufactured by Pioneer, of Japan, for an undisclosed price.

done before," he says.) However, Warner's Columbus franchise does have a universe of more than 100,000 homes.

As Mr. Hauser explains, the city of Columbus was a clear choice for the experiment—with a fairly new, already built system; a "healthy and hospitable" regulatory environment, and the demographics that have made it a test market for a variety of companies. (With Qube's ability to show just what each of its subscribers is watching at a given time and to have subscribers register their interest in a specific product or service, Warner has

been attracting researcher interest.)

On the production end, Mr. Hauser claims the company is currently negotiating with some 150 sources. He says there have been no special favors from other divisions of Warner Communications Inc., and in particular, "our relationship with Warner Bros. is no different than with other picture companies." And while other Warner activities such as its Atari video games may one day be "integrated," he said the skills needed for Qube now "are not duplicated anywhere in the company."

Within 55,000 square feet in studio and



Hauser

administrative space in Columbus (there are about 250 employees so far), Warner has nine RCA color cameras for studio and remote work as well as more than three dozen Sony three-quarter-inch video-tape recorders. Among other things, this equipment (in three studios, one in a shopping mall) will be used to program *Columbus Alive* and other local shows which Mr. Hauser says "in effect is public access, but we organize it." Then there is the pay-per-view programming, which will originate both nationally and internationally, ranging from *Cafe Manhattan* (featuring New York nightclub acts) to the special *A Spectacular Evening in Paris*, a co-production of Warner Communications Inc. and the Societe Francaise de Production, Paris, said to represent an investment of about \$400,000 (BROADCASTING, Oct. 31). Aside from offering the original pay fare on its own Qube system, Warner plans to syndicate it elsewhere.

The home terminal, manufactured by the Japanese firm, Pioneer, includes a key to prevent unwanted purchases. After a pay program is selected, a subscriber has two minutes to change his mind before it is recorded for billing purposes. The monthly bill for pay-per-viewing will be similar to one for long-distance telephone calls. An "adult" channel will be available upon request; Warner does not, however, plan to program X-rated films.

While the premium programming will be uninterrupted, Warner will be selling commercial time on its community channels and in both "spot" and long forms. According to Mr. Hauser, Qube representatives have been talking to major national advertisers, with some local advertisers already on board. Mr. Hauser likens the process to "throwing darts." Given Qube's ability to "narrowcast" (be selective about which homes will receive a signal), Mr. Hauser says programs could be targeted only for a specific audience, say doctors or union members.

How Qube will develop, Mr. Hauser claims not to know. He views the Columbus experiment as another step in the "evolution" of the industry and speaks of a "very creative environment and willingness to explore." "Some of them [Qube's programs and services] will be successful. Some of them will not be. In the next city," he says, Warner's approach may look "very different from this Qube."

Taking care of business. Since many of its members were attending the Western Cable Show in San Diego, (BROADCASTING, Nov. 14), the National Cable Television Association held a meeting of its board of directors there at the same time. After a briefing on President Carter's plans for public broadcasting by Richard Neustadt, assistant director of the White House domestic policy staff, and Robert Sachs, consultant to the Office of Telecommunications Policy, the board pledged NCTA's support and urged that "both the administration and Congress provide equality among media in establishing and administering all public broadcasting programs".

Live television coverage of Congress was another proposal the board voted to support and said such coverage should be provided by the "appropriate bodies of the Congress rather than by any private interest."

In other actions, the NCTA board:

- Voted its "appreciation" of former FCC Chairman Richard Wiley for "his unparalleled leadership of the commission." A statement by the board said under Mr. Wiley's stewardship, the cable industry received "very fair treatment," setting in motion a deregulatory trend the board hopes the new FCC Chairman Charles Ferris will continue. It said Mr. Wiley's "industry, his fair and open treatment of all viewpoints and his unstinting efforts on behalf of the public interest will forever identify him as a singularly effective public servant."

- Authorized the association to seek court relief from the FCC's refusal to prohibit exclusive, long-term contracts obtained by television networks and local broadcasters that deny motion pictures to pay cable programmers.

- Approved NCTA's hiring of an outside accounting firm to prepare formal comments on an American Institute of Certified Public Accounting white paper that recommends standardization of accounting practices in the cable television industry.

- Selected Washington for the site of the 1981 NCTA convention. It will be held at the Sheraton Park hotel, April 26-29.

- Established a Jerry Greene Memorial Award to recognize "outstanding leaders in the industry who are under 40 years old." Mr. Greene, an NCTA board member, was killed in a plane crash in August.

- Scheduled the next meeting of the board for Feb. 13-14, 1978, in Boca Raton, Fla.

Cable Briefs

California buy. Viacom International, cable multiple system operator, has purchased Napa Valley Cablevision, Napa, Calif., for undisclosed amount, from American Cable Television (50%) and William P. Brooks, John R. Hancock, Alan R. Young, Thomas L. Young and Richard E. Evenson (together 50%). System serves more than 7,200 subscribers, 1,500 of whom also receive Home Box Office pay programming. Broker: Harmon & Co., Denver.

If this is simplification, keep it complicated. FCC actions simplifying, and in some cases eliminating, certification procedures has been appealed by three cable television system operators. Among them

is decision eliminating all but one of six standards to which commission held local cable television system franchising authorities. Standard limits franchise fee to 3% of gross revenues—5% if case for higher fee can be made. And one modification provides for inclusion of pay cable revenues in base on which fee is based. Cable operators involved in suit—Focus Cable of Oakland Inc., Teleprompter Corp. and Warner Cable Corp.—filed their petitions for review with U.S. Court of Appeals for Ninth Circuit, in San Francisco.

Y&R version of cable vista. Young & Rubicam has issued booklet, "The Emerging Video Environment," which estimates that by end of 1981 30% of U.S. homes will be connected via cable television, and that pay television will have three to four million subscribers.

The Broadcasting Playlist Nov 21

Contemporary


Last This week	This week	Title □ Artist	Label
5	1	<i>Don't It Make My Brown Eyes Blue</i> □ C. Gayle	United Artists
2	2	<i>You Light Up My Life</i> □ Debby Boone	Warner Bros.
1	3	<i>Boogie Nights</i> □ Heatwave	Epic
3	4	<i>Nobody Does It Better</i> □ Carly Simon	Elektra/Asylum
7	5	<i>How Deep Is Your Love</i> □ Bee Gees	RSO
4	6	<i>Theme from "Star Wars"</i> □ Meco	Millennium
6	7	<i>We're All Alone</i> □ Rita Coolidge	A&M
10	8	<i>Baby, What a Big Surprise</i> □ Chicago	Columbia
12	9	<i>Heaven on the Seventh Floor</i> □ Paul Nicholas	RSO
13	10	<i>Blue Bayou</i> □ Linda Ronstadt	Asylum
9	11	<i>It's Ecstasy . . .</i> □ Barry White	20th Century
17	12	<i>You Make Lovin' Fun</i> □ Fleetwood Mac	Warner Bros.
8	13	<i>I Feel Love</i> □ Donna Summer	Casablanca
20	14	<i>Native New Yorker</i> □ Odyssey	RCA
31	15	<i>Back in Love Again</i> □ LTD	A&M
11	16	<i>Just Remember I Love You</i> □ Firefall	Atlantic
15	17	<i>Brick House</i> □ Commodores	Motown
16	18	<i>That's Rock 'n' Roll</i> □ Shaun Cassidy	Warner Bros.
18	19	<i>It's So Easy</i> □ Linda Ronstadt	Asylum
21	20	<i>We Just Disagree</i> □ Dave Mason	Columbia
19	21	<i>Help Is on Its Way</i> □ Little River Band	Capitol
33	22	<i>Baby Come Back</i> □ Player	RSO
23	23	<i>Daybreak</i> □ Barry Manilow	Arista
27	24	<i>Swingtown</i> □ Steve Miller Band	Capitol
24	25	<i>Ian't It Time</i> □ The Babys	Chrysalis
25	26	<i>Sentimental Lady</i> □ Bob Welch	Capitol
29	27	<i>Gone Too Far</i> □ England Dan & John Ford Coley	Big Tree
26	28	<i>Your Smiling Face</i> □ James Taylor	Columbia
—	29	<i>Short People</i> □ Randy Newman	Warner Bros.
28	30	<i>She Did It</i> □ Eric Carmen	Arista
34	31	<i>We Are the Champions</i> □ Queen	Elektra
42	32	<i>Come Sail Away</i> □ Styx	A&M
14	33	<i>Keep It Comin' Love</i> □ K.C./Sunshine Band	TK
45	34	<i>She's Not There</i> □ Santana	Columbia
—	35	<i>Turn to Stone</i> □ Electric Light Orchestra	UA/Jet
35	36	<i>Here You Come Again</i> □ Dolly Parton	RCA
43	37	<i>Slip Sliding Away</i> □ Paul Simon	Columbia
—	38	<i>You're in My Heart</i> □ Rod Stewart	Warner Bros.
32	39	<i>Cold as Ice</i> □ Foreigner	Atlantic
41	40	<i>Hey Deanie</i> □ Shaun Cassidy	Warner Bros.
37	41	<i>You Can't Turn Me Off</i> □ High Inergy	Gordy/Motown
—	42	<i>Desiree</i> □ Neil Diamond	Columbia
48	43	<i>Run Around Sue</i> □ Leif Garrett	Atlantic
36	44	<i>Send in the Clowns</i> □ Judy Collins	Elektra
30	45	<i>Swaying to the Music</i> □ Johnny Rivers	Big Tree
47	46	<i>Do Your Dance</i> □ Rose Royce	Warner Bros.
50	47	<i>My Way</i> □ Elvis Presley	RCA
—	48	<i>The Way I Feel Tonight</i> □ Bay City Rollers	Arista
—	49	<i>Calling Occupants</i> □ Carpenters	A&M
—	50	<i>I Go Crazy</i> □ Paul Davis	Bang

Playback

Solid rock. From *Out of the Blue* (LP) comes *Turn to Stone* (United Artists/Jet), Electric Light Orchestra's latest single that bolts on to "Playlist" this week at 35. This three-week-old rocker (released the same week as the album) is "a superior song," says Bob James of KBDF(AM) Eugene, Ore., who also calls it "an outstanding piece of music." WBSR(AM) Pensacola, Fla., is playing ELO, too, and music director Dan Ingram says the record is "excellently produced. It's pretty heavy; full of hooks." **Wing It.** There's a choice for music directors who have decided to add the latest Wings single: both sides of the record are A's. Paul McCartney's *Mull of Kintyre* (Capitol) is in a ballad vein while the flip side, *Girls' School*, is fast-paced. WBSR is playing *Girls' School* because "it's good old Beatles/McCartney rock 'n' roll," says Mr. Ingram. But *Mull of Kintyre* is the more versatile of the two, says Ron McKay of WKIX(AM) Raleigh, N.C., where both sides are played. "I think it has the same appeal as *Hey Jude*: it's a sing-along record with bagpipe effects. Very catchy. *Girls' School* is awfully rough. It's one of those records you don't touch before 3 p.m." **Rewarding research.** *If You Leave Me Now* (Columbia) by Chicago (a record that is more than a year old) is number one at KFXX(AM), a top-rated San Bernardino, Calif., contemporary. Jeff Salgo, director of operations, explains the theory behind the station's unusual survey technique: "Just because people stop buying a record doesn't mean they don't like it anymore." Each week, researchers telephone about 100 people (chosen at random) and ask respondents to rate a list of about 50 records (both old and current) on a scale from "I love it" to "I hate it."

Country

Last This week	This week	Title □ Artist	Label
6	1	<i>Blue Bayou</i> □ Linda Ronstadt	Elektra
10	2	<i>Here You Come Again</i> □ Dolly Parton	RCA
1	3	<i>The Wurlitzer Prize</i> □ Waylon Jennings	RCA
4	4	<i>I'm Just a Country Boy</i> □ Don Williams	ABC/Dot
2	5	<i>More to Me</i> □ Charley Pride	RCA
18	6	<i>Come a Little Bit Closer</i> □ Johnny Duncan	Columbia
12	7	<i>One of a Kind</i> □ Tammy Wynette	Epic
3	8	<i>Heaven Is Just a Sin Away</i> □ Kendalls	Ovation
21	9	<i>Fools Fall in Love</i> □ Jacky Ward	Mercury
5	10	<i>Shame on Me</i> □ Donna Fargo	Warner Bros.
9	11	<i>Roses for Mama</i> □ C.W. McCall	Polydor
22	12	<i>Still the One</i> □ Bill Anderson	MCA
7	13	<i>From Graceland to the Promised Land</i> □ M. Haggard	MCA
11	14	<i>Let Me Down Easy</i> □ Christy Lane	GRT
8	15	<i>Once in a Lifetime Thing</i> □ John Wesley Ryles	ABC/Dot
—	16	<i>Born to Love Me</i> □ Ray Price	ABC
23	17	<i>I'm Knee Deep in Loving You</i> □ Dave & Sugar	RCA
14	18	<i>Love is Just a Game</i> □ Larry Gatlin	Monument
15	19	<i>You Light Up My Life</i> □ Debby Boone	Warner Bros.
20	20	<i>You Ought to Hear Me Cry</i> □ Willie Nelson	RCA
—	21	<i>What're You Doing Tonight</i> □ Janie Fricke	Columbia
25	22	<i>Everyday I Have to Cry Some</i> □ Joe Stampley	Epic
—	23	<i>Don't Let Me Touch You</i> □ Marty Robbins	Columbia
—	24	<i>Days that End in "Y"</i> □ Sammi Smith	Elektra
—	25	<i>Georgia Keeps Pulling on My Ring</i> □ Conway Twitty	MCA

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

Mark J. Meagher, director and president of newspaper division of Washington Post Co., parent of Post-Newsweek Stations, elected president and chief operating officer. Katharine Graham, chairman and chief executive officer, had been serving as president since departure of **Larry H. Israel** in February.



Meagher



Fink

Conrad C. Fink, VP-corporate secretary, Associated Press, New York, resigns after 20 years with AP to join Park Broadcasting and Park Newspapers, Ithaca, N.Y., as executive VP-administration.

Gene F. Jankowski, president of CBS/Broadcast Group, elected to CBS Inc. board of directors. He succeeds **John A. Schneider**, whom he replaced as head of broadcast group and who is now CBS Inc. senior VP and general executive (BROADCASTING, Oct. 24).

Jay Hoker, general sales manager of ABC's WXYZ(AM) Detroit, named VP and general manager of co-owned WRIF(FM) there.

Wayne J. Blick, secretary and assistant treasurer, Palmer Broadcasting Co., Des Moines, Iowa, named VP. He will continue to make headquarters at Palmer's WOC-AM-KIHK(FM)-WOC-TV Davenport, Iowa.

Fred Barber, general manager, WRAL-TV Raleigh, N.C., appointed VP of licensee, Capitol Broadcasting Co.

Herb Berg, station manager, WKDW(AM) Staunton, Va., joins WLVA(AM) Lynchburg, Va., as general manager.

Thomas W. Westrate, manager, human resources development, ABC personnel department, New York, named director of department. **Judith L. Martin**, manager, flight attendants, Trans World Airlines, Los Angeles, joins ABC, New York, as assistant to VP, personnel.

Eugene McGuire, director of employe relations for NBC, Washington, and its WRC-AM-TV-WKYS(FM) there, named VP-labor relations, NBC, based in New York. **Adolfo F. Luca**, senior attorney, NBC law department, appointed senior counsel.

Bernie Alan, operations manager, KKIS(AM) Pittsburg-KDFM(FM) Walnut Creek, both California, joins KSRF(FM) Santa Monica, Calif., as director of operations.

Jerry Bronston, promotion and public relations director, KMSP-TV Minneapolis-St. Paul, joins WLOL-AM-FM there as promotion, merchandising and community affairs director.

Walt Reno, music director-announcer, KORK-TV Las Vegas, appointed promotion manager.

Judith Umlas, editorial producer, WCBS-TV New York, appointed manager of station services.

Sher Call, from Lund-Heitman-Smith Advertising, Honolulu, joins KWTV(TV) Oklahoma City as community services director.

Deanna C. Nash, senior research analyst, Kirschner Associates, social science research firm, Washington, joins Public Broadcasting Service there as director of system research.

Dale M. Rhodes, director of audience services, University of North Carolina Television Network, named PBS director of communication research. **Kenneth R. Wirt**, chief research associate for Research and Programing Services, communications consulting firm, San Francisco, joins PBS as chief research associate. **Anthony R. Esposito**, principal of New Ways Learning Center, Wisconsin Rapids, Wis., named PBS research associate.

Bella Lagmay-Smith, with editorial and community relations departments, KABC(AM)-KLOS(FM) Los Angeles, promoted to publicist.

Broadcasters Promotion Association names four new officers to fill vacancies created by incumbents' moving to nonpromotion jobs: **Terry Simpson**, promotion director, WTTV(TV) Indianapolis, named president-elect, succeeding **Ken Talshoff**, who has moved from advertising, promotion and publicity director of WTMJ-TV Milwaukee to general manager, WTVG(TV) Newark, N.J. (BROADCASTING, Sept. 12); **Tom Dawson**, VP, division services, CBS Radio, New York, elected VP, succeeding Mr. Simpson; **Gail Morrell**, advertising and promotion director, CFCF-TV Montreal, becomes secretary, succeeding **Al Gordon**, who moved from advertising and promotion director to community relations director at WHC-TV Pittsburgh, and **Rich Hendry**, promotion and public relations manager, Mid-Continent Broadcasting, Pittsburgh, Kan., becomes treasurer, succeeding Mr. Dawson. **Roger Ottenbach** of WEEK-TV Peoria, Ill., BPA president-elect this year, becomes president on Jan. 1, 1978, succeeding Lynne Grasz of KMOX-TV St. Louis.

Betty Hudson, promotion manager, WSB-TV Atlanta, elected chairman of NBC Television Network Affiliates promotion managers committee, succeeding **John Furman**, Cox Broadcasting, Atlanta, who was named to honorary seat on committee. Newly appointed to committee were following promotion managers: **Aaron Mermelstein**, WSM-TV Nashville; **Jerry Anne Hadley**, KARD-TV Wichita, Kan.; **Cal Mahlock**, WKJG-TV Fort Wayne, Ind., and **Nancy Gullick**, KING-AM-FM-TV Seattle.

Newly elected officers, New Hampshire Association of Broadcasters: **Bob Connelly**, WWNH(AM) Rochester, president; **C. Palmer Dante**, WTSV(AM)-WECM(FM) Claremont, first

VP, and **Stuart Flanders**, WFEA(AM) Manchester, second VP.

Presley D. Holmes, VP, National Public Radio, Washington, named president, Chicago Metropolitan Higher Education Council, licensee of noncommercial WCME(TV) there.

Frank W. Baker, operations coordinator, non-commercial KOSU-FM Stillwater, Okla., joins noncommercial KWIT(FM) Sioux City, Iowa, as assistant director of broadcasting-operations manager.

Gary Stevens, senior VP-general manager, KDWB-AM-FM Minneapolis-St. Paul, named to board of trustees of Twin Cities Area Public Television Corp., licensee of noncommercial KTCATV there.

Broadcast Advertising

New appointments, J. Walter Thompson: **George Black**, chairman/chief executive officer, JWT/Frankfurt, Germany, and **Burkhard Schwarz**, managing director of that office, named senior VP's; **Mike Kalasunas**, associate research director, Chicago office, elected VP; **Stephen M. Vengrove**, creative group head, and **Alan W. Webb**, associate creative supervisor, New York office, named VP's. **Larry Moss**, copy supervisor from Leo Burnett, Chicago, rejoins JWT there as associate creative director; **Steve Holodnicki**, freelance illustrator and advertising consultant, joins Chicago office as copywriter, and **Melinda Green**, advertising director of Birmingham Bead Co., named copywriter.

Skip Finley, VP-general manager, radio division of Sheridan Broadcasting, Pittsburgh, moves to New York office of Mutual Black Network (half-owned by Sheridan) as manager of Eastern sales.



Korey

Lois Korey, creative director in charge of all creative operations for Needham, Harper & Steers, New York, elected executive VP. **Stanley Adams**, account supervisor, Dancer-Fitzgerald-Sample, New York, joins NH&S in same post. **Joey Cummings** and **Jim Jolliffe**, copy supervisors, Leo Burnett, Chicago, join Needham, Harper & Steers there as associate creative director and copy supervisor, respectively.

Don Turner, VP-executive creative director, Michel-Cather, advertising and public relations agency, New York, promoted to executive VP-director of creative services. **Walter Queren**, VP-group supervisor, promoted to senior VP-director of client services. Named associate creative directors were **Chris Gilson**, from Rapp & Collins division of Doyle Dane Bernbach, and **Bill Jenkins**, from Benton & Bowles, London.

Henry O'Neill, Eastern regional sales manager, Top Market Television, New York, named executive VP.

Michael Kay, program administrator, ABC Entertainment, New York, named manager, daytime and sports sales service, ABC-TV Network there.

Rudi F. Seligman, group creative supervisor, and **Norman J. Welli**, creative supervisor, Compton Advertising, New York, named VP's.

W. R. O'Neill, senior VP-management supervisor, Chevrolet passenger car advertising, Campbell-Ewald, Detroit, appointed associate Chevrolet account director.

Mary Ann Bohman, from Kelly, Scott & Madison, Chicago, joins Clinton E. Frank there as media supervisor. **Ellen Brownstein**, from Albert Jay Rosenthal there, joins CEF as spot buyer. **Michael T. Cosgrave**, from McCann-Erickson, Chicago, named to same post at CEF.

Frank H. Musial, copy supervisor, Medicus Communications, New York ad agency, named VP.

Ronald E. Green, account executive with Kaiser Broadcasting, Los Angeles, named to sales staff of Katz Television Continental there. **Mary Beth Brown**, account executive with Adam Young Inc. there, appointed to same post at Katz American Television. **Nelson P. Trotter**, from WEZF-TV Burlington, Vt., joins silver sales team of Katz Television Continental, New York.

Gary D. Landis, president and chief executive officer, Badillo/Compton, San Juan, P.R.-based subsidiary of Compton Advertising, appointed to additional position of regional director, Latin America/Caribbean.

Leslie P. Schumann, account manager, Bozell Jacobs, Chicago, and **Jerry M. Ireland**, independent marketing consultant, join Hoefer Dieterich & Brown, San Francisco, as account managers.

Dave Ammons, account executive, Weightman Advertising, Philadelphia, promoted to account supervisor. **Gloria Druss**, from Mel Richman agency, Bala Cynwyd, Pa., joins Weightman as copywriter.

Ann MacDiarmid, brand manager, Procter & Gamble of Canada, joins Botsford Ketchum, San Francisco, as account executive.

Dennis Mahoney, with Portland, Ore., office of Simpson/Reilly & Associates, station representative, appointed office manager, replacing

Chuck Burrow, who is retiring.

David J. Huey, planner-buyer, Foote, Cone & Belding, joins H-R Television, Detroit, as salesman.

Bill Boris, **Howard Cain**, and **Jack Powers**, VP's-management directors, and **Ted Weeks**, VP-manager of sales, Leo Burnett, Chicago, named senior VP's.

Ginny Buechler, with Haworth Group, marketing and media services firm, Edina, Minn., promoted to senior broadcast buyer.

Edward P. Ockenden, from RKO Radio Sales, New York, joins Mutual Broadcasting System's sales office there as account executive.

Geoffrey K. Attack, account manager, J. Walter Thompson, Atlanta, joins Hume-Smith-Mickelberry, Miami, in same capacity.

Vicki Ricker, media manager, Della Femina, Travisano & Partners, New York, joins Standard Brands, New York, as manager, broadcast advertising. **Nancy Fastenberg**, assistant group head, Grey Advertising, New York, named manager, media planning, Standard Brands.

Lawrence A. Lyttle, account executive, Metromedia's Metro TV Sales, Chicago, joins co-owned KTTV(TV) Los Angeles as national sales manager, replacing **Lee Rudnick**, promoted to VP-general sales manager, co-owned WXIX(TV) Newport, Ky.

Michael Kerrigan, local sales manager, WLCY-TV Largo, Fla., promoted to regional sales manager. He is replaced by **William N. Rismiller**, sales manager from WTHR(TV) Indianapolis.

James T. Branson, sales manager, WSOC(AM) Charlotte, N.C., named general sales manager, WLVA(AM) Lynchburg, Va.

Kenneth C. Spitzer, local sales manager, WVBF(FM) Framingham, Mass., promoted to general sales manager.

Caryl Swain, account executive, KJEZ(FM) Poplar Bluff, Mo., promoted to sales manager.

Robert Peratik, sales development manager, WPGH-TV Pittsburgh, appointed regional sales manager.

Terry Dick, account executive, ABC Radio Spot Sales, Chicago, named sales manager, KOB(AM) Albuquerque, N.M.

James T. Shea Jr., account executive, WEZE(AM) Boston, joins WROR(FM) there in same capacity.

Ollie Ward, account executive, KSDO(AM) San



Thirty-year man. Barton A. Cummings (r), chairman of the executive committee of Compton Advertising, New York, marked his 30th anniversary with the agency on Nov. 3. He served as chairman and chief executive officer from 1963 to 1970. With him is O. Milton Gossett, Compton's president and chief executive officer.

Diego, promoted to local sales manager.

Jim Keye, from WJON(AM) St. Cloud, Minn., joins KSFR(FM) Santa Monica, Calif., as retail sales manager.

Walter Olinyk, salesman, WBCK(AM) Battle Creek, Mich., named local sales manager.

Clair K. Bellows, local sales manager, KDNL-TV St. Louis, named regional sales manager.

Nancy Boehmcke, FM sales manager, RKO Radio Sales, New York, joins WNBC(AM) there as national account executive.

Dean Thacker, account executive, WMMS(FM) Cleveland, named local sales manager.

Tom Matthews, account executive and air personality, KYOR-AM-FM Blythe, Calif., named account executive, KVYN(FM) St. Helena, Calif.

Rick Moeller, account manager, KOIN-TV Portland, Ore., joins KGTV(TV) San Diego as account executive.

Charlotte F. Cain, product specialist, Arbitron, Beltsville, Md., joins WRC-TV Washington as sales research coordinator.

Programing

Chester R. Simmons, vice president, sports, NBC-TV, named president, NBC Sports Division—post expected to go to **Alvin Rush**, executive VP of sports division since it was created last August (BROADCASTING, Aug. 29). Mr. Rush remains executive VP reporting to NBC President Herbert Schlosser in "looser format" he says may include theatrical features, President Ford/Henry Kissinger specials and other projects.

Donald March, director, special projects, motion pictures for television and miniseries, CBS-TV, named to newly created position of vice president, motion pictures for television, CBS Entertainment Division. **Christine O'Connell Grierson**, director, motion pictures for television, named director, special projects, miniseries. **Peter Frankovich**, program executive, motion pictures for television, named executive producer, motion pictures for television.

Loreen Arbus, supervisor for specials and

A Call for Applications

National Fellowships in the Humanities for Journalists

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Fellowship Program funded by the National Endowment for the Humanities

Good Morning America, ABC Entertainment, West Coast, promoted to program executive, assigned to prime time specials.

Paul Monash, VP-programs, motion pictures for television and miniseries, CBS-TV, signs exclusive contract with ITC Entertainment as producer or executive producer of motion pictures for television and miniseries.

Dean Strober, executive assistant to William Bernstein, senior VP for business affairs, United Artists, New York, appointed director of business affairs.

Malcolm C. Klein, operator of his own management and marketing consultant firm, joins Multimedia Program Productions, Los Angeles, national syndication arm of Multimedia Broadcasting, New York, as Western representative.

Lenore Cantor, manager, NBC program research, West Coast, named director, program research, West Coast.

Jack Dunning, executive post-production manager, MGM, Culver City, Calif., promoted to post-production VP, supervising both feature films and television. **Mary Ledding**, member of MGM Television legal department, New York, appointed director of business affairs.

Tim Moore, sales director, WVOY(AM) Charlevoix, Mich., joins TM Productions, Dallas, as general sales manager.

Judy Gold, regional sales manager, Westwood One, Los Angeles-based producer-distributor of syndicated radio programs, appointed director of national sales.

Howard Magwood, owner-partner of Rose-Magwood Productions, Los Angeles, forms Howard T. Magwood Productions there to produce and direct commercials, documentaries, industrial films, television and features.

Dean C. Maytag, director of productions for Forward of Illinois Productions, division of WRAU-TV Peoria, Ill., joins WTMJ-TV Milwaukee as production manager.

Jim Reed, air personality, WLMD(AM) Laurel, Md., named program director.

Bob Meadows, production manager, KIOA(AM) Des Moines, Iowa, promoted to program director.

Randy Scott, sports director, WXEX-TV Petersburg, Va., joins sports department, WFLA-TV Tampa, Fla.

Olita Crawford, associate producer, WTTG(TV) Washington, appointed producer. **Vicki DeShazo**, assistant producer, promoted to associate producer.

Jay Ginberg, production engineer, KFWB(AM) Los Angeles, named production director, KVON(AM) Napa-KVYN(FM) St. Helena, Calif.

Newly elected officers, National Association of Farm Broadcasters: **Rich Hull**, WIBW-AM-FM-TV Topeka, Kan., president; **Gene Williams**, WNAX(AM) Yankton, S.D., president-elect; **Earl Sargent**, KWFT(AM) Wichita Falls, Tex., VP; **George Logan**, WIBW-TV Topeka, Kan., secretary-treasurer; **Bob Bulce**, Arkansas Radio Network, Little Rock, Ark., historian. National VP's: **Wayne Rothgeb**, WKJG-TV Fort Wayne, Ind. (Northeast); **Jerry Urdahl**, WAXX(AM) Chippewa Falls and WAXX-FM and WEAU-TV Eau Claire, both Wisconsin (north central); **Ken Root**, WKY(AM) and KTVY(TV) Oklahoma City (south central); **George Gatlley**, KBLU-AM-TV Yuma, Ariz. (West); **Wip Robinson**, WSAV(AM)

Harrisonburg, Va. (Southeast).

Jack Gregory, air personality, WAXY(FM) Fort Lauderdale, Fla., joins WGAC(AM) Augusta, Ga., as music director.

David B. Liroff, director of programing, non-commercial KETC(TV) St. Louis, appointed to Public Broadcasting Service's program managers advisory committee.

William J. Rodgers, production manager, KMEG(TV) Sioux City, Iowa, and **Loren B. Kayfetz**, music and program director, WDCS(FM) Portland, Me., join noncommercial KWIT(FM) Sioux City, as announcers-producers.

Broadcast Journalism

Donald Burks, assistant director of engineering, UPI, New York, appointed director of engineering. He succeeds **Jerome J. Callahan**, who is retiring.

Dick Rosse, chief financial correspondent, Mutual Broadcasting System, Arlington, Va., appointed Washington bureau chief.

Lee Thornton, reporter, CBS News, Washington bureau, assigned to White House in same capacity.

Jim Ruddle, anchorman, noncommercial WTTW(TV) Chicago, joins NBC News there as correspondent.

Gary Bentley, reporter-anchor, KABC-TV Los Angeles, named news director, KJEO(TV) Fresno, Calif.

Tom McHale, newscaster, WBCX(AM) Battle Creek, Mich., promoted to news director.

Jim Reiman, news director, KRON(TV) San Francisco, named assistant news director, KGTV(TV) San Diego.

New staff members, Alabama Information Network, state radio news network, Montgomery: **Jim Merlino**, news director, WQTY(AM)-WFM(FM) Montgomery, joins as anchorman-reporter; **Doug Benton Jr.**, assignment editor from WCOV-AM-TV there, joins as state reporter; **Chris Bence**, announcer from WKRQ(AM) Mobile, Ala., joins as anchorman-reporter; **Dennis Latham**, news director from WOOF(AM) Dothan, Ala., named state reporter; **Ann Smith Lewis**, news coordinator for Alabama Highway Department and public information officer for city of Montgomery, named general manager in charge of news and public relations, and **Jim Chaffin**, salesman for Precision Telecommunications, communications equipment manufacturer, Birmingham, Ala., joins as sales director.

James Dow Sheppard Jr., managing editor, *McDowell News*, Marion, N.C., named assignment editor, WRAL-TV Raleigh, N.C.

Elaine Blakeley, news director, WIBM(AM) Jackson, Mich., named assignment editor, WVIC-AM-FM East Lansing, Mich. **Audrey McCormick**, part-time reporter, promoted to capital correspondent. **Debbie Farhat**, anchor, WTRU(AM) Muskegon, Mich., named WVIC-AM-FM city/county correspondent.

Hal Wanzer, news director, WATE-TV Knoxville, Tenn., joins WTVK(TV) there as executive producer in charge of news.

Brian Bastien, anchorman, KFWB(AM) Los Angeles, named director of news and public

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NORTHWEST ORIENT CARGO

affairs, KBIG(FM) there.

Cynthia Sucher, news producer-anchor, KWTX(TV) Waco, Tex., rejoins WFTV(TV) Orlando, Fla., as news producer-reporter.

Mike Bonasso, anchorman, WDTV(TV) Weston, W.Va., joins WOMP(AM) Bellaire, Ohio, as assistant news director.

Stan Majors, producer-talk show host, WDAE(AM) Tampa, Fla., joins WMBB(TV) Panama City, Fla., as anchorman.

Robin B. Hinton, reporter, KARD-TV Wichita, Kan., named to same post, KHOU-TV Houston.

Tracy I. Gray Jr., assignment editor, WLS-TV Chicago, joins wis-TV Columbia, S.C. as reporter.

Judlyne Lilly, from KHOU-TV Houston, joins WTTG(TV) Washington as reporter. **Joe Rizzo**, WTTG newsfilm editor, promoted to senior associate news producer. **Bruce Kelbel**, programming film editor, promoted to newsfilm editor.

Art Weiss, news director, WTZE(AM) Tazewell, Va., joins WREN(AM) Topeka, Kan., as anchorman.

Lynne Gormley, reporter, WPRI-TV Providence, R.I., joins WSBT-AM-TV South Bend, Ind., in same post.

Jack Van Roy, from WFAA-TV Dallas, joins KXAS-TV Fort Worth as weekend weatherman.

Newly elected officers, North Carolina Associated Press Broadcasters: **Bill Ballard**, WBTV(TV) Charlotte, president; **Rabun Matthews**, WFMV-TV Greensboro, VP-television; **Rene Carpenter**, WVOT(AM) Wilson, VP-radio, and **John Lumpkin**, AP Raleigh bureau chief, secretary-treasurer.

Bob Moon, news director, KRSP-AM-FM Salt Lake City, elected president, Utah Associated Press Broadcasters. **Al Lewis**, KVNU(AM) Logan, named VP.

Equipment & Engineering

Charles A. Quinn, materials director, RCA Electronics Division, New York, named division VP, materials.

Raymond E. Fredrick, president, Anzac Electronics, Waltham, Mass.-based subsidiary of Adams-Russell, named group VP, Adams-Russell Microwave Electronics, group comprising Anzac and A-R's Antenna & Microwave Division, Amesbury, Mass.

Fred Wilkenloh, VP-engineering, Comm/Scope Co., Catawba, N.C., named VP-engineering and optical communications.



Wilkenloh



Best

Alex Best, staff engineer in charge of headend development, Scientific-Atlanta, Atlanta, promoted to engineering manager, cable communications division.

John Hidle, manager, allocations and RF systems, broadcast engineering, ABC, promoted to director, allocations and RF systems.

William R. Bevan, manager, electronics department, Shure Brothers Inc., Evanston, Ill., promoted to chief development engineer-electronics. **Robert B. Schulein**, manager, electroacoustical systems, appointed chief development engineer, acoustics. **A. Douglas Smith**, manager, electronics development, named manager-technical planning.

Sidney B. McCollum, sales manager for CMX/Orrco, joins Recortec, Sunnyvale, Calif., as national sales manager for video products. **William T. Yasueda**, national sales manager for Karex, manufacturer of video tape and video cassettes, joins Recortec as video product manager.

Ron Laek, Metromedia Television's technical operations supervisor, named assistant chief of engineering, Metromedia's WTTG(TV) Washington.

Allied Fields

Larry Katz, former chief of tariff proceedings branch of FCC Common Carrier Bureau, joins staff of Commissioner Joseph Fogarty as second legal assistant.

Greg Dutkowski, air personality, WDD(FM) Marion, Ill., joins Veteran Instructional Television Network of Veterans Administration, St. Louis, as supervisor of studio operations.

Deaths



Watts

W. Walter Watts, 75, executive with RCA Corp. for 25 years until his retirement in 1971 as executive VP and director, died last Tuesday (Nov. 15) in Boca Raton, Fla., after long illness. He is survived by his wife, Lillian, and daughter, Mrs. Elaine Patton. Memorial services will be held at later date.

Richard F. Nagle, 37, vice president and director of regional sales, Petry Television, New York, died of heart attack at his home in Glen Cove, N.Y., Nov. 12. He is survived by his wife, Barbara, one son and one daughter.

For the Record

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

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New stations

TV applications

■ San Francisco—K&L Communications Inc. seeks ch. 26 (542-548 mhz); ERP 2499 kw vis., 250 kw aur.

HAAT 1381 ft.; ant. height above ground 259 ft. P.O. address: 390 Carrera Drive, Mill Valley, CA 94941. Estimated construction cost \$1,599,551; first-year operating cost \$500,000; revenue \$550,000. Legal counsel A. Harry Becker, Washington; consulting engineer Raymond E. Rohrer. Principals: Lawrence M. Turet, Gloria Robinson and Clifford Meldman. Mr. Turet is Mill Valley communications consultant. Miss Robinson owns San Francisco area restaurant chain. Mr. Meldman is Milwaukee attorney. Application is mutually exclusive with renewal application of KTSF-TV San Francisco. Ann. Nov. 9.

■ Santa Rosa, CA—Sonoma Broadcasting Inc. seeks ch. 50 (686-668 mhz); ERP 69.5 kw vis., 37.15 kw aur., HAAT 3,079 ft.; ant. height above ground 156.6 ft. P.O. address: 1040 B Street, San Rafael, CA 94901. Estimated construction cost \$1,161,965; first-year operating cost \$693,978; revenue \$244,000. Legal counsel Farrand, Malti, Spillane & Cooper, San Francisco; consulting engineer Paul H. Lee. Applicant is owned by California Newspapers Inc., publisher of weekly newspaper in San Rafael. Principals are J. J. Craemer (40%), W. A. Brown (31%), B. B. Leibert (19%) and N. S. Yoffie (10%). Messrs. Craemer and Brown are also principals of KTIM-AM-FM San Rafael. Application is mutually exclusive with renewal application of

KFTY(TV) Santa Rosa. Ann. Nov. 9.

■ Richmond, TX (Rosenburg)—Trinity Broadcasting of Texas Inc., seeks ch. 45 (656-662 mhz); ERP 1683 kw vis., 336 kw aur., HAAT 578 ft.; ant. height above ground 619 ft. P.O. address: 9720 Town Park Drive; Houston 77036. Estimated construction cost \$691,632; first-year operating cost \$286,880; revenue \$900,000. Legal counsel James A. Gammon, Washington; consulting engineer Serge Bergen. Applicant is nonprofit corporation; Paul E. Crouch, president. Trinity is licensee of KLXA-TV Fontana, CA, and of KPAZ-TV Phoenix. It has also applied for new TV's at Seattle, Oklahoma City, and Denver. Ann. Nov. 9.

FM actions

■ Eupora, MS—Broadcast Bureau granted CP for new FM station on ch. 269, 101.7 mhz, with ERP 3 kw (h&v); ant. height 300 ft. (h&v); remote control permitted (BPH-9886). Action Nov. 7.

FM licenses

■ Broadcast Bureau granted following CP modifica-

tions to extend completion time to date shown: WBLX(FM) Mobile, AL (BMPH-15255) April 1; KIQO(FM) Atascadero, CA (BMPH-15246) March 31; KHIP(FM) Hollister, CA (BMPH-15252) March 31; KQED-FM San Francisco (BMPED-1520) April 1; WJRS(FM) Jamestown, KY (BMPH-15259) March 31; KCLD-FM St. Cloud, MN (BMPH-15260) March 31.

Ownership changes

Application

■ WCEM(AM)-WESP(FM) Cambridge, MD (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 106.3 mhz, 3 kw)—Seeks assignment of license from Community Radio Corp. to Verstandig Broadcasting Inc. for \$665,000. Seller is owned by Joseph I. Goldstein, owner of Washington excursion boat firm now in bankruptcy. He has no other broadcast interests. Buyer is subsidiary of M. Belmont Verstandig Inc., Washington jewelry firm, owned by members of Helen Verstandig family. John D. Verstandig, attorney and jeweler, will vote family's interests. They have no other broadcast interests. Ann. Nov. 1.

Actions

■ KAVI-AM-FM Rocky Ford, CO (AM: 1320 khz, 1 kw-D; FM: 95.9 mhz, 2.6 kw)—Broadcast Bureau granted assignment of license from Western Sun Broadcasting Co. to Lovecom Inc. for \$190,000. Principal in seller is George R. Gregg, who also owns KFTM(AM)-KBRU(FM) Fort Morgan, CO. Buyer is owned by W.K. Love and his wife, Chonetti. Mr. Love owns KROE-AM-FM Sheridan, WY (BAL-9094, BALH-2539). Action Oct. 31.

■ WIPC(AM) Lake Wales, FL (1280 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Olivia Broadcasting Co. to Salter Broadcasting Co. for \$200,000. Sellers: George Olivia Jr. and his wife, Gertrude. They also own WAKA(AM) Gainesville, FL; WPAX(AM) Thomasville, WSIZ(AM) Ocala, both Georgia. Buyer, owner of WKKD(FM) Aurora, IL is owned by Russell G. Salter and members of his family. They also own WBEL(AM) South Beloit, WRWC(FM) Rockton, WFVR(AM) Aurora, all Illinois (BAL-9070). Action Oct. 26.

■ WTRR(AM) Sanford, FL (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Myron and William Reck to Seminole Radio Corp. for \$156,000, plus \$40,000 covenant not to compete. Sellers are father (49%) and son (51%), respectively, who have no other broadcast interests. Buyer is owned by Robert E. Smith (95%) and his wife, Dorothy (5%). They also own WIXK-AM-FM New Richmond and WWIS(AM) Black River Falls, all Wisconsin (BAL-9103). Action Oct. 31.

■ KSTO-FM Agana, Guam (95.5 mhz, 2.6 kw)—Broadcast Bureau granted assignment of license from Gregorio Roberto, receiver, to Inter-Island Communications Inc. for \$39,000. Seller is receiver of Marianas Broadcasting Corp. Buyer is owned by Edward H. Pope, David L. Price (30.3% each) and seven others. Mr. Pope is engineer in Guam, and Mr. Price is part-owner of sports fishing firm there. They have no other broadcast interests (BAPLH-222). Action Oct. 26.

■ WBKN(AM)-WGOT(FM) Newton, MS (AM: 1410 khz, 500 w-D; FM: 106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Robert L. Tatum to Destiny Broadcasting Co. for \$200,000. Seller has no other broadcast interest. Buyer is owned by family of Walter L. Fuss, part-owner of College Park, GA., electrical supply firm. His son, Larry, is former announcer with WZYQ(AM) Frederick, MD. (BAL-9125, BALH-2556). Action Oct. 26.

■ KWRT-AM-FM Boonville, MO (AM: 1370 khz, 1 kw-D; FM: 99.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Big Country of Missouri Inc. from Kenneth R. Hodges (51% before; none after) to Richard and Patricia Billings (49% before; 100% after). Consideration: \$196,550. Principals: Mr. Hodges, who is selling his shares as part of divorce settlement, has no other broadcast interests. Mr. and Mrs. Billings have no other broadcast interests (BTC-8421). Action Nov. 8.

■ WJER-AM-FM Dover-New Philadelphia, OH (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 101.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of WJER Radio Inc. from Gary Petricola (55% before; 50% after) to Richard Kennedy and others (45%

before; 50% after). Consideration: \$1,000. Transfer represents corporate restructuring (BTC-8452). Action Oct. 31.

■ WADK(AM) Newport, RI (1540 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Key Stations Inc. from Arnold Lerner and Myer Feldman to Newport Communications Inc. for \$350,000, plus \$120,000 consulting agreement. Sellers (70% and 30%, respectively) are also principals of WLH(AM)-WSSH(FM) Lowell, MA, WLAM(AM) Lewiston, ME, and are applicants for new FM at Auburn, ME. Mr. Feldman also owns 75% of WWBA-AM-FM St. Petersburg and WCGL(AM) Jacksonville, both Florida. WCGL has been sold, subject to FCC approval, to Antelope Broadcasting Inc. for \$250,000 (BROADCASTING, Sept. 26). Buyer is principally owned by Peter W. Kuyper and Peter G. Mangone Jr. Mr. Kuyper is vice president of Paramount Pictures Corp., New York. Mr. Mangone is vice president of Chicago investment firm. Neither has other broadcast interests (BTC-8459). Action Nov. 7.

■ WHLP(AM)-WIKAFM) Centerville, TN (AM: 1570 khz, 1 kw-D; FM: 96.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Trans-Air Broadcasting Corp. to Davidson Broadcasting Corp. for \$180,000. Seller: David Price, who has no other broadcast interests. Buyers are Kenneth D. Lavender (10%) and (husband and wife) Sam and Mildred Littleton (90%). Mr. Lavender is assistant to governor of Tennessee. Mr. Littleton is general sales manager of WSM(AM) Nashville (BAL-9069, BALH-2529). Action Oct. 31.

■ KNAM(AM) Midland, TX (1510 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Green Dolphin Broadcasting to United Communications Inc. for \$125,000. Seller is principally owned by Michael FitzGerald, who also owns KNFM(FM) Midland. Buyer is owned by Robert D. Martin (51%) and O. Melvin Phillips (49%). They are Arizona physicians without other broadcast interests (BAL-9102). Action Oct. 28.

■ KPAC-AM-FM Port Arthur, TX (AM: 1250 khz, 5 kw-D, 1 kw-N; FM: 98.5 mhz, 3.8 kw)—Broadcast Bureau granted assignment of license from Port Arthur College Foundation Inc. to Clear Channel Communications Inc. for \$450,000 plus \$100,000 covenant not to compete. Seller is non-stock foundation; Mrs. W.F. Fredeman, chairman of board. Seller has no other broadcast interests. Buyer is owned by L.L. Mays, B.J. McCombs, John M. Shafer (31.67% each) and John W. Barger (5%). They own WOAI-AM-FM San Antonio and have recently received FCC approval of purchase of KELP(AM) El Paso (BROADCASTING, Sept. 5) (BAL-9140, BALH-2564). Action Nov. 7.

■ WPVA-AM-FM Petersburg, VA (AM: 1290 khz, 5 kw-D; FM: 95.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Sterling Broadcasting Co. to Atlantic Broadcasting Corp. for \$550,000. Seller is owned by Sterling Livingston, who has no other broadcast holdings. Buyer is owned principally by Tom Joyner, vice president of Beasley Broadcast Group (BAL-9131, BALH-2559). Action Oct. 31.

■ WKTS(AM) Sheboygan, WI (950 khz, 500 w-D)—Broadcast Bureau granted transfer of control of First Sheboygan Corp. from First Concord Corp. to Sheboygan Broadcasting Corp., owned by Julian E. Jetzer, for \$175,000, plus assumption of \$250,000 in liabilities. First Concord Corp., St. Paul, also owns Broadcast Financial Services, station consultant. First Concord is principally owned by Steven T. Moravec. There are 10 other stockholders, none of whom has other broadcast interests. Buyer is owner of Sheboygan photo processing company. He has no other broadcast interests (BTC-8446). Action Oct. 26.

■ KALG(AM) Alamogordo, NM (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Basin Broadcasting Inc. to Wycom Corp. for \$290,000. Seller is owned by Wayne Phelps, who is retiring and has no other broadcast interests. Wycom is principally owned by William Sims and owns KUGR(AM) Green River and KWYO-AM-FM Sheridan, both Wyoming. It has recently sold, subject to FCC approval, KOJO(AM)-KIOZ(FM) Laramie, WY, for \$410,000 (BAL-9108). Action Oct. 7.

for new VHF TV translator station to rebroadcast programs of KREZ(TV) ch. 6, Durango, CO, via K66AT, Mancos and rural areas, CO; condition (BPTTV-5722). Action Aug. 25.

■ *WCET Cincinnati, OH—Broadcast Bureau granted CP to change ERP to vis. 562 kw (max.); change type ant.; change ant. height to 1070 ft. (BPET-584). Action Oct. 18.

■ WZTV Nashville—Broadcast Bureau granted mod. of CP to change ERP of TV station to visual 2690 kw (max), 2040 khw; change type trans.; change type ant.; make changes in ant. structure; ant. height 1000 ft. (BMPCT-7709). Action Oct. 18.

■ KCOS El Paso, TX—Broadcast Bureau granted mod. of CP to change ERP of noncommercial TV station to visual; ERP 195 kw; max ERP 229 kw; change type ant.; ant. height 820 ft; change TL to South Slope of Franklin Mountain, and El Paso, change type trans. (BMPET-884). Action Oct. 18.

■ KSGW-TV Sheridan, WY—Broadcast Bureau granted mod. of CP to change type trans.; change type ant. and make changes in ant. structure (increase height); ERP 269; max. ERP 316; ant. height 1220 ft. (BMPCT-7702). Action Oct. 14.

AM applications

■ KBOK Malvern, AR—seeks CP to change SL and TL to: 600' W of Hwy 270, Malvern, AR; install new tower and new trans. and operate by RC from SL (BP-20,906). Ann. Nov. 8.

■ KNBS Manteca, CA—seeks CP to change TL/SL to: Lindbergh School, 311 East North St., Manteca (BPED-2549). Ann. Nov. 8.

■ WQQT Hartford, CT—seeks CP to change TL to: 120 Holcomb St., Hartford; operate by RC from studio site: 415 Granby St., Hartford; install new trans; install new ant; make change ant. system (decrease height); change TPO, ERP: 0.063 kw and HAAT: 86' change freq. to: 89.9 mhz (BPED-2456). Ann. Nov. 8.

■ WWWL Miami Beach, FL—seeks CP to change TL: No. 1 Biscayne Blvd., Miami; change type trans.; ant.; ERP: 100 kw (h&v) HAAT: 598' (h&v); make change ant. system (increase height) (BPH-10667). Ann. Nov. 8.

■ WRAS Atlanta—seeks CP to change TL to: Oakvale Rd. at Panthersville Rd., 1.4 mi. S of Panthersville, GA; install new trans.; ant.; make change ant. system (increase height); change TPO; ERP: 100 kw and HAAT: 371' (BPED-2476). Ann. Nov. 8.

■ WVOH Hazlehurst, GA—seeks CP to make changes in ant. system (increase tower height). Ann. Nov. 10.

■ KCCN Honolulu—seeks CP to make changes in ant. system. Ann. Nov. 10.

■ WCTW New Castle, IN—seeks mod. of CP (BP-20,364) to increase MEOV's. Ann. Nov. 10.

■ WSON Henderson, KY—seeks CP to make changes in ant. system (increase over-all tower height). Ann. Nov. 10.

■ WMEX Boston—seeks CP to change daytime non-critical hours radiation pattern. Ann. Nov. 10.

■ WDMJ Marquette, MI—seeks CP to make changes in ant. system (increase MEOV's values on nighttime pattern). Ann. Nov. 10.

■ KUXL Golden Valley, MN—seeks CP to change TL: 5650 St. Croix Ave., Golden Valley; change type trans.; make changes in ant. system. Ann. Nov. 10.

■ KTIS Minneapolis—seeks CP to replace new tower and install new ground system. Ann. Nov. 10.

■ KRWS Hardin, MT—seeks CP to change TL to: 0.4 mi. NW of Sarpy Rd., 2 mi. NE of Hwy No. 1-90, Hardin; SL/RC: 11 W. 3rd St., Hardin; make changes in ant. system (increase height); change HAAT: 222' (BPH-10785). Ann. Nov. 8.

■ WQAL Cleveland, OH—seeks CP to install new aux. ant. at main TL; ERP: 39 kw (h&v) and HAAT: 500' (h&v) for aux. only (BPH-10787). Ann. Nov. 8.

■ WFEC Harrisburg, PA—seeks mod. of CP (BP-20,610) to make changes in ant. system (BMP-14,474). Ann. Nov. 8.

■ KVWG Pearsall, TX—seeks CP to make changes in ant. system (BP-20,909). Ann. Nov. 8.

■ KBEC Waxahachie, TX—seeks CP to change radia-

Facilities changes

TV actions

■ K06JF Cortez, CO—Broadcast Bureau granted CP

tion pattern. Ann. Nov. 10.

■ KDXU St. George, UT—seeks CP to change TL: 1-15 Frontage Rd., St. George; change type trans. Ann. Nov. 10.

AM actions

■ WRBD Pompano Beach, FL—Broadcast Bureau granted mod. of CP to add MEOV's to daytime directional pattern (BMP-14452). Action Oct. 20.

■ WVL New Orleans—Broadcast Bureau granted mod. of CP to make changes in MEOV's (BMP-14469). Action Oct. 27.

■ WDON Wheaton, MD—Broadcast Bureau granted CP to increase power to 5 kw and change type trans.; conditions (BP-20165). Action Oct. 25.

■ KMTV Omaha, NB—Broadcast Bureau granted mod. of license covering change in SL of TV station to 10714 Mockingbird Dr., 3 blocks South of City Limits of Omaha, NB (BMLCT-834). Action Oct. 18.

■ KSUM Fairmont, MN—Broadcast Bureau granted CP to make changes in ant. system (add FM tower) (BP-20795). Action Oct. 20.

■ WCLW Mansfield, OH—Broadcast Bureau granted CP to make changes in MEOV's (BP-20890). Action Oct. 28.

■ KTLQ Tahlequah, OK—Broadcast Bureau granted CP to change ant.-TL; conditions (BP-20888). Action Oct. 27.

■ WAVL Apollo, PA—Broadcast Bureau granted CP to increase power to 5 kw; install directional ant.; and change type trans.; conditions (BP-20244). Action Oct. 20.

■ WFEC, Harrisburg, PA—Broadcast Bureau granted mod. of CP to make changes in ant. system; condition (BMP-14474). Action Nov. 2.

■ WAAN Waynesboro, TN—Broadcast Bureau granted CP to add nighttime power, change freq. and change hours of operation to unlimited (BP-20,318). Action Oct. 12.

■ KAGC Bryan, TX—Broadcast Bureau granted mod. of CP to change SL; change type trans.; remote control permitted (BMP-14472). Action Oct. 21.

■ KOOV(FM) Copperas Cove, TX—Broadcast Bureau granted mod. of CP to change TL (same site); specify SL and remote control as 408 S. Main, Copperas Cove; change ant. and trans.; make changes in ant. system (BMPH-15272). Action Oct. 12.

FM applications

■ KLMR-FM Lamar, CO—seeks mod. of CP (BPH-9747, as mod.) to change TL: Two Butte Creek Township, 0.8 mi. E of U.S. Rte 287, 3.7 mi. SSE from center of Lamar; SL same as trans.; change type trans.; change type ant.; make changes in ant. system (increase height); change HAAT: 475' (h&v) (BMPH-15283). Ann. Nov. 8.

■ WMOR-FM Morehead, KY—seeks CP to change TL to: on State Rd. 32, 0.2 mi. W of city limits of Morehead; install new trans.; ant.; change TPO; 3 kw (h&v) & HAAT: 300' (h&v) (BPH-10786). Ann. Nov. 8.

FM actions

■ WQHQ(FM) Andalusia, AL—Broadcast Bureau

granted CP to install new aux. trans. and aux. ant. at main TL; ERP 0.36 kw (h&v); ant. height 225 ft. (h&v); conditions (BPH-10722). Action Nov. 2.

■ KBAS(FM) Lake Havasu City, AZ—Broadcast Bureau granted CP to install new ant.; ERP 3 kw; ant. height minus 285 ft.; remote control permitted; conditions (BPH-10729). Action Nov. 2.

■ Parker, AZ—Broadcast Bureau granted mod. of FM CP to delete remote control; change trans. and ant.; make changes in ant. system; ERP 3 kw (h&v); ant. height 140 ft. (h&v) (BMPH-15266). Action Oct. 12.

■ KIOQ-FM Bishop, CA—Broadcast Bureau granted mod. of CP to change transmission line; ERP 1 kw (h&v); ant. height 2960 ft. (h&v); remote control permitted (BMPH-15267). Action Nov. 2.

■ KKOS(FM) Carlsbad, CA—Broadcast Bureau granted CP to install new ant.; ERP 3 kw (h&v); ant. height 300 ft. (h&v); remote control permitted (BPH-10713). Action Nov. 2.

■ *KECG(FM) El Cerrito, CA—Broadcast Bureau granted mod. of CP to change ant.; make changes in ant. system; condition (BMPED-1526). Action Nov. 2.

■ KLPC-FM Lompoc, CA—Broadcast Bureau granted CP to change TL to Purisima Hills, approximately 4.5 miles N. of Lompoc; operate trans. by remote control from studio location; install new ant.; make changes in ant. system; ERP 0.550 kw (h&v); ant. height 710 ft. (h&v) (BPH-10492). Action Oct. 19.

■ KJOI(FM) Los Angeles—Broadcast Bureau granted CP to replace transmission line; ERP 75 kw (h&v); ant. height 1180 ft. (h&v) (BPH-10725). Action Nov. 2.

■ *KNBS(FM) Manteca, CA—Broadcast Bureau granted CP to change TL/SL to Lindbergh School, 311 East North Street, Manteca (BPED-2549). Action Nov. 4.

■ *KMSA(FM) Grand Junction, CO—Broadcast Bureau granted CP to install new ant. (BPED-2550). Action Nov. 2.

■ WGAY-FM Washington—Broadcast Bureau granted mod. of CP to change ant.; ERP 21 kw (h&v); ant. height 770 ft. (h&v); remote control permitted (BMPH-15238). Action Nov. 3.

■ KSKI-FM Sun Valley, ID—Broadcast Bureau granted mod. of CP to change ant.; make changes in ant. system; ERP .051 kw (h&v); ant. height 2130 ft. (h&v); remote control permitted (BMPH-15271). Action Nov. 2.

■ WSWT Peoria, IL—Broadcast Bureau granted license covering changes in aux. trans. for FM station; ERP 13.5 kw (h&v); ant. height 480 ft. (h&v) (BLH-7517). Action Nov. 2.

■ WTIM Taylorville, IL—Broadcast Bureau granted CP to make changes in ant. TL; delete remote control (BP-20876). Action Oct. 31.

■ KANY(FM) Ankeny, IA—Broadcast Bureau granted mod. of CP to redescribe TL/SL as: 1551-1563 NE 66th Avenue, South of Ankeny; delete remote control; change trans. and ant.; ERP 3 kw (h&v); ant. height 300 ft. (h&v) (BMPH-15268). Action Nov. 2.

■ KARD(FM) Wichita, KS—Broadcast Bureau granted CP to install new ant.; ERP main 95 kw, aux. 27 kw (h&v); ant. height 860 ft. (h&v); remote control permitted (BPH-10726). Action Nov. 2.

■ WGRK-FM Greensburg, KY—Broadcast Bureau granted mod. of CP to change trans. and ant. (BMPH-15277). Action Oct. 12.

■ WKDQ(FM) Henderson, KY—Broadcast Bureau granted CP to make changes in ant. system; increase height (BPH-10702). Action Oct. 28.

■ WMAR-FM Baltimore—Broadcast Bureau granted CP to change transmission line; ERP 29 kw (h&v); ant. height 620 ft. (h&v); remote control permitted (BPH-10688). Action Nov. 2.

■ WXTR-FM La Plata, MD—Broadcast Bureau granted mod. of CP to change TL to 2.2 miles east of state Route 5 on state Route 382, Waldorf, MD, change SL and remote control to 1.3 miles NW of LaPlata; change trans. and ant.; made changes in ant. system (BMPH-15207). Action Oct. 5.

■ WCGY(FM) Lawrence, MA—Broadcast Bureau granted CP to install new aux. trans.; ERP 13.5 kw (h&v); ant. height 430 ft. (h&v); remote control permitted (BPH-10693). Action Oct. 5.

■ WMJC(FM) Birmingham, MI—Broadcast Bureau granted CP to install new aux. trans. at main TL: ERP 10 kw (h&v); ant. height 950 ft. (h&v); remote control permitted (BPH-10727). Action Nov. 1.

■ KXRA-FM Alexandria, MN—Broadcast Bureau granted CP to install new trans. and ant.; ERP 3 kw (h&v); ant. height 160 ft. (h&v); remote control permitted; conditions (BPH-10720). Action Nov. 2.

■ WCCO-FM Minneapolis—Broadcast Bureau granted license covering changes in aux. trans. for FM station; ERP 14.5 kw; ant. height 1300 ft. (h&v) (BLH-7516). Action Nov. 2.

■ KCLD-FM St. Cloud, MN—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 100 kw (h&v); ant. height 460 ft. (h&v); conditions (BMPH-15274). Action Nov. 3.

■ KOPR-FM Great Falls, MT—Broadcast Bureau granted CP to change TL; install new trans. and ant.; make changes in ant. system; ERP 0.75 kw (h&v); ant. height 300 ft. (h&v) (BPH-10681). Action Nov. 2.

■ KYBS(FM) Livingston, MT—Broadcast Bureau granted mod. of CP to change studio location, and remote control to 201 S. Main St., Livingston; change trans. and ant.; make changes in ant. system (BMPH-15269). Action Oct. 21.

■ KCBW(FM) Sedalia, MO—Broadcast Bureau granted CP to delete remote control; install new trans. and ant.; ERP 3 kw (h&v); ant. height 280 ft. (h&v); conditions (BPH-10719). Action Nov. 2.

■ KWBE-FM Beatrice, NB—Broadcast Bureau granted license covering changes; ERP 97 kw (h&v); ant. height 310 ft. (BLH-7514). Action Nov. 2.

■ WMGQ(FM) New Brunswick, NJ—Broadcast Bureau granted mod. of CP to change ant.; ERP 1 kw (h&v); ant. height 530 ft. (h&v); remote control permitted (BMPH-15276). Action Nov. 3.

■ WPHD(FM) Buffalo, NY—Broadcast Bureau granted CP to install new aux. trans. at main TL; ERP 2.75 kw (h&v); ant. height 340 ft. (h&v); remote control permitted (BPH-10724). Action Nov. 2.

■ WGCL(FM) Cleveland, OH—Broadcast Bureau granted CP to install new ant.; ERP 40 kw (h&v); ant. height 600 ft. (h&v); remote control permitted; conditions (BPH-10717). Action Nov. 4.

■ WNCI(FM) Columbus, OH—Broadcast Bureau granted CP to install new aux. ant.; ERP 13 kw (h&v); ant. height 480 ft. (h&v); remote control permitted (BPH-10692). Action Nov. 2.

■ WJAI(FM) Eaton, OH—Broadcast Bureau granted CP to change TL to 212 N. Barron, Eaton; change studio and remote control location to 100 Somers, Eaton; install new trans. and ant.; make changes in ant. system (BPH-10710). Action Oct. 28.

■ WBLY-FM Springfield, OH—Broadcast Bureau granted CP to redescribe TL as 2302 West First St., Springfield and replace FM transmission line; conditions (BPH-10714); and granted CP to install new aux. trans. at main TL; ERP main 50 kw, aux. 29 kw (h&v); ant. height 160 ft. (h&v); remote control permitted (BPH-10715). Action Nov. 2.

■ *WRTI(FM) Philadelphia—Broadcast Bureau granted CP to change ERP to 0.89 kw (h&v); ant. height 400 ft. (h&v); remote control permitted (BPED-2556). Action Nov. 2.

■ WMGK(FM) Philadelphia—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 12.5 kw (h&v); ant. height 1010 ft. (h&v); remote con-

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trol permitted; conditions (BMPH-15237). Action Nov. 2.

■ WRHY(FM) Starview, PA—Broadcast Bureau granted CP to make changes in ant. system (BPH-10694). Action Oct. 12.

■ *WTLR(FM) State College, PA—Broadcast Bureau granted mod. of CP to change TL to Stormsburg Rd., 2.8 miles NNE of Port Matilda, PA; change SL and remote control to 315 S. Atherton St., State College; change trans. and ant.; make changes in ant. system (BMPED-1509). Action Oct. 12.

■ WGXL(FM) Laurens, SC—Broadcast Bureau granted CP to change studio and remote control location to 250 N. Harper Ave., Laurens; install new trans.; and ant.; make changes in ant. system (BPH-10703). Action Oct. 25.

■ WSPA-FM Spartanburg, SC—Broadcast Bureau granted CP to install new aux. ant.; ERP 4.9 kw (h&v); ant. height 1890 ft. (h&v); remote control permitted (BPH-10691). Action Nov. 2.

■ WKIR(FM) Jackson, TN—Broadcast Bureau granted CP for changes; ERP 100 kw (h); 83 kw (v); ant. height 660 ft (h&v); remote control permitted; condition (BPH-10718). Action Nov. 2.

■ KSET-FM El Paso, TX—Broadcast Bureau granted CP to change type ant.; make change in ant. system; ERP 91 kw (h&v); ant. height 740 ft. (h&v); remote control permitted (BPH-10784). Action Nov. 2.

■ *KNCT-FM Killeen, TX—Broadcast Bureau granted CP to make changes in ant.; ERP 50 kw (h&v); ant. height 1170 ft. (h&v); remote control permitted (BPEP-2557). Action Nov. 2.

■ KTYL(FM) Tyler, TX—Broadcast Bureau granted mod. of CP to change TL; make changes in ant. system; ERP 100 kw (h&v); ant. height 460 ft. (h&v); remote control permitted (BMPH-15270). Action Nov. 2.

■ WTTX-FM Appomattox, VA—Broadcast Bureau granted CP to install new trans. and ant.; ERP 3 kw (h&v); ant. height 300 ft. (h&v); conditions (BPH-10723). Action Nov. 2.

■ WGTH(FM) Richlands, VA—Broadcast Bureau granted CP to change TL; ERP 0.45 kw (h&v); ant. height 800 ft. (h&v); remote control permitted (BPH-10421). Action Oct. 28.

■ KXLY-FM Spokane, WA—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 25 kw (h&v); ant. height 3030 ft. (h&v) (BPH-10711). Action Oct. 5.

■ WTMB-FM Tomah, WI—Broadcast Bureau granted license covering changes in trans.; ERP 100 kw (h), 93 kw (v), ant. height 660 ft. (h&v) (BLH-7510). Action Nov. 2.

In contest

Petitions to deny

■ KFI(AM)-KOST(FM) Los Angeles, Jim Cato, et al.

■ KLAC(AM)-KTTV(TV) Los Angeles, Jim Cato, et al.

■ KGFJ(AM) Los Angeles, KUTE(FM) Glendale, CA, Jim Cato, et al.

■ KTNQ(AM)-KGBS-FM Los Angeles, Jim Cato, et al.

■ KABC-AM-TV Los Angeles, Jim Cato, et al.

■ KNBC-TV Los Angeles, Jim Cato, et al.

■ KNX(AM)-KNXT(TV) Los Angeles, Jim Cato, et al.

■ KGO-AM-TV San Francisco, Community Coalition for Media Change.

■ KNBR(AM) San Francisco, Community Coalition for Media Change.

■ *KQEC(TV) San Francisco, Community Coalition for Media Change.

■ KRON-TV San Francisco, Community Coalition for Media Change.

■ KLIV(AM), KSJO-FM, KRRX(AM), KEEN(AM), KLOK(AM), KNTV(TV) San Jose, CA, Hugh L. Johnson.

■ KNBC(TV) Los Angeles, Deborah A. Lehman & Donald W. Ricketts.

■ KMET-FM Los Angeles, Deborah A. Lehman & Donald W. Ricketts.

■ KKHI(AM) San Francisco, Community Coalition for Media Change.

■ KDIA(AM) Oakland, CA, Community Coalition for Media Change.

■ KFRC(AM) San Francisco, Community Coalition for Media Change.

■ KPOL-AM-FM Los Angeles, Jim Cato, et al.

■ KBRT(AM)-KBIG-FM Avalon, CA, Jim Cato, et al.

■ KHJ-AM-FM Los Angeles, Jim Cato, et al.

■ KDAY(AM) Santa Monica, CA, Jim Cato, et al.

■ KIOI(FM)-KIQI(AM) San Francisco, Community Coalition for Media Change.

■ KBHK-TV San Francisco, Community Coalition for Media Change.

■ KFOG(FM) San Francisco, Community Coalition for Media Change.

■ KTSF-TV San Francisco, Lawrence M. Turet.

■ KABC-TV Los Angeles, Tim Brand & David Dewey.

■ KOVR-TV Stockton, CA, San Joaquin Communications Corp.

■ KFSN-TV Fresno, CA, Fresno Media Minority Advisory Committee.

■ KCKC(AM) San Bernardino, CA, Lew Trenner.

■ KNEW(AM)-KSAN(FM) Oakland, CA, Community Coalition for Media Change.

■ KTVU(TV) Oakland, CA, Community Coalition for Media Change.

■ KPIX-TV San Francisco, Community Coalition for Media Change.

■ KSFY-FM San Francisco, Community Coalition for Media Change.

■ KCBS-AM-FM San Francisco, Community Coalition for Media Change.

■ KRE(AM) Berkeley, CA, Community Coalition for Media Change.

■ KOIT-FM San Francisco, Community Coalition for Media Change.

■ KQED-FM-TV, KQEC(TV) San Francisco, California Public Broadcasting Forum, et al.

■ KSBW-TV Salinas, CA, League of United Latin-American Citizens.

■ KTLA(TV) Los Angeles, Greater Los Angeles Council on Deafness Inc.

■ KNXT(TV) Los Angeles, Greater Los Angeles Council on Deafness Inc.

■ KTTV(TV) Los Angeles, Greater Los Angeles Council on Deafness Inc.

■ KVOF-TV San Francisco, Committee on Children's Television.

■ KDTV(TV) San Francisco, Committee on Children's Television and Bay Area Hispanic Institute for Advancement.

■ KGO-TV San Francisco, Committee on Children's Television and Bay Area Bilingual Educational League.

■ KNTV(TV) San Jose, CA, Committee for Open Media.

■ KGO-TV San Francisco, KNTV(TV), Gill Industries.

■ KIIS-AM-FM Los Angeles, Daniel A. Bernath.

■ KRE-AM-FM Berkeley, CA, Marvin Robinson, et al.

■ *KCET(TV) Los Angeles, Greater Los Angeles Council on Deafness Inc.

■ KABC-TV Los Angeles, Greater Los Angeles Council on Deafness Inc.

■ KCOP(TV) Los Angeles, Greater Los Angeles Council on Deafness Inc.

■ KHJ-TV Los Angeles, Greater Los Angeles Council on Deafness Inc.

■ KNBC(TV) Los Angeles, Greater Los Angeles Council on Deafness Inc.

Designated for hearing

■ Scottsbluff, NE, Tracy Corporation, The Hilliard Co., **FM proceeding:** (Docs. 21259)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Frederick W.

Denniston to serve as presiding judge; scheduled prehearing conference for Dec. 14 and hearing for Jan. 26. Action Nov. 1.

■ Portsmouth and Norfolk, VA, Tidewater Radio Show (WPCE) and Willis Broadcasting Corporation (WOWI-FM), **renewal proceeding:** (Docs. 21278-9)—Chief ALJ Chester F. Naumowicz Jr. modified procedural schedule; continued hearing from Jan. 9 to April 10 in Portsmouth or vicinity and continued admissions hearing from Dec. 28 to April 3. Action Nov. 8.

Procedural rulings

■ Stockton, CA, Barnes Enterprises Inc. et al. **FM proceeding:** (Doc. 20925-7)—ALJ Walter C. Miller scheduled prehearing conference for Nov. 2 and scheduled further conference for Dec. 6. Action Nov. 2.

■ Jensen Beach, FL, Florida Gospel Network, et al., **FM proceeding:** (Docs. 20996, 20998-9)—ALJ Thomas P. Fitzpatrick continued Nov. 28 hearing to Dec. 14 and set certain procedural dates. Action Nov. 1.

■ Vero Beach, FL, Robert T. Roland, et al., **FM proceeding:** (Docs. 20922-4)—ALJ Reuben Lozner directed Broadcast Bureau to file comments on previously filed amendments by Nov. 11. Action Nov. 4.

■ Jeffersontown, KY, J-Town Radio Co., Pubcast Communications Inc., **FM proceeding:** (Docs. 21272-3)—ALJ Walter C. Miller, by three separate actions, scheduled prehearing conference for Nov. 2 at 2 p.m. instead of 9 a.m.; granted Broadcast Bureau's request and extended from Nov. 4 to Nov. 9, time to respond to Pubcast's petition for leave to amend (actions Nov. 1), and set certain procedural dates and scheduled hearing to be held Feb. 6 (action Nov. 2).

■ St. Louis, Midwest St. Louis Inc. and New Life Evangelistic Center Inc., **TV proceeding:** (Docs. 20820-1)—ALJ Joseph Stirmer granted request by New Life and scheduled further hearing conference for Nov. 11 at 9 a.m. Action Nov. 8. By separate action, rescheduled hearing conference from 9 a.m. to 2 p.m. on Nov. 11. Action Nov. 9.

■ Seminole, OK, KXOJ Inc. and Seminole Broadcasting Co., **FM proceeding:** (Docs. 21269-70)—ALJ James K. Cullen Jr. extended to Dec. 12 time for filing amended form 301 and supplemental material. Action Nov. 3.

■ Gilmer, TX, KHYM Broadcasting Co. and Daniels Broadcasting Inc., **FM proceeding:** (Docs. 21281-2)—ALJ James K. Cullen Jr. canceled hearing set for Dec. 14 to be rescheduled later. Action Nov. 4.

■ Richmond, VA, Roy H. Park Broadcasting of Virginia Inc., **renewal proceeding:** (Doc. 21409)—ALJ Reuben Lozner rescheduled prehearing conference from 9 to 9:15 a.m. on Dec. 1, and set forth list of questions that counsel should be prepared to answer at that conference. Action Nov. 2.

■ Puyallup, WA, Kaye Broadcasters Inc. (KUPY), **renewal proceeding:** (Doc. 18929)—ALJ James K. Cullen Jr., confirmed procedural dates scheduled at Oct. 27 conference; scheduled hearing to reconvene in Tacoma, WA, or vicinity on Feb. 14. Action Oct. 28.

Review board decision

■ Boston, RKO General (WNAC-TV) et al., **TV proceeding:** (Docs. 18759-61)—Chief, Office of Opinions and Review granted motion by Community Broadcasting of Boston, and extended to Dec. 16 time to reply to response of RKO. Action Nov. 3.

FCC decisions

■ WHBB Selma, AL—Commission remanded for further hearing proceeding on application of Talton Broadcasting Co. for renewal of license for WHBB(AM) Selma. Action Nov. 9.

■ WSTE(TV) Fajardo, PR—Federal appellate court affirmed in part and remanded in part commission's decision to deny application of WSTE to change transmitter site. It affirmed decisions and orders relating to violations of commission's technical rules on signal intensity over principal city, but would remand case to FCC for consideration of WSTE's application to establish UHF translator to correct such violations. Ann. Nov. 10.

■ Aberdeen, SD—Commission granted request by Dakota-North Plains Corp. of Aberdeen to relocate trans. site of KQAA-FM from Brown to Clarke county and increase output power and ant. height. FCC also waived rules requiring TL that would provide minimum field strength of 3.16 mv/m over entire principal community to be served. Action Nov. 1.

■ Commission denied request for amendment of rules to permit noncommercial station applicants to apply for unassigned FM frequencies in commercial FM band (channels 221-300). Action Nov. 1.

Allocations

Actions

- Chatoma, AL—Broadcast Bureau proposed assigning ch. 276A to Chatom as community's first FM. Proposal was response to petition by Washington County Broadcasters which said it would apply for CP if channel were assigned. Comments due Dec. 12, replies Jan. 3. Action Oct. 25.
- Anchorage—Broadcast Bureau assigned television ch. 4 to Anchorage, substituted ch. 3 for existing ch. 4 assignment in Seward, AK. Action resulted from petition by Consolidated Amusement which emphasized Anchorage is population center of Alaska but has only four television channels, all occupied. Action Oct. 25 effective Dec. 9.
- Burlington, CO—Broadcast Bureau proposed assigning ch. 281C to Burlington as community's first FM. Proposal was response to petition by KNAB Inc., licensee of daytime-only AM station KNAB Burlington. Comments due Dec. 16, replies Jan. 5. Action Nov. 1.
- Warsaw, MO—Broadcast Bureau proposed assigning ch. 249A to Warsaw as community's first FM. Proposal was response to petition by Valkyrie Broadcasting Inc. which said it will file application for channel if assigned. Comments due Dec. 16, replies Jan. 5. Action Nov. 1.
- Altoona, PA—Broadcast Bureau substituted UHF TV ch. 23 for UHF ch. 38 Altoona. Action was response to petition by John R. Powley, permittee of ch. 38 WOPC(TV) Altoona, who also requested and was granted modification of his CP to specify ch. 23 instead of ch. 38. Action Nov. 4 becomes effective Dec. 21.
- Tacoma, WA—Broadcast Bureau substituted ch. 279 for ch. 280A at Tacoma. Action was response to petition by Entertainment Communications, licensee of KBRD(FM) Tacoma, which requested substitution to upgrade broadcast facilities. Action Nov. 2 becomes effective Dec. 19.

Rulemaking

Petitions

- Galena, KS—Jack R. Maxton requests amendment FM table of assignments to assign ch. 296A to Baxter Springs, KS (RM-2989). Ann. Nov. 7.
- Florence, KY—Maranatha Broadcasting Corp. requests amendment TV table of assignments to reassign ch. 36 to Florence, by deletion from Portsmouth, OH (RM-2991). Ann. Nov. 7.
- West Liberty, KY—Kelse Arnett requests amendment FM table of assignments to assign ch. 292A to West Liberty (RM-2865). Ann. Nov. 7.
- Grand Rapids, MN—Grand Rapids Radio Inc.

(KXGR(FM)) requests amendment FM table of assignments to substitute ch. 245 for ch. 244A at Grand Rapids, and issue order to show cause to licensee of KXGR(FM) Grand Rapids (RM-2988). Ann. Nov. 7.

- Remsen, NY—Renman Broadcasting Inc., requests amendment FM table of assignments to assign ch. 228A to Remsen (RM-2990). Ann. Nov. 7.
- Belpre, OH—Max Bungard requests amendment FM table of assignments to assign ch. 296A to Belpre (RM-2987). Ann. Nov. 7.
- Aberdeen, WA—Quincy Valley Broadcasters Inc. requests amendment FM table of assignments to assign ch. 257A to Aberdeen (RM-2986). Ann. Nov. 7.

Actions

- Commission instituted inquiry looking toward simplifying engineering studies required in processing of AM applications by converting authorized directional ant. patterns to ones which could be computerized (Doc. 21473). Comments due Jan. 23, replies Feb. 22. Action Nov. 9.
- Commission instituted rulemaking looking toward amending annual employment report, FCC form 395, as pertains to all broadcast licensees and permittees. Comments due Jan. 23, replies Feb. 22. Action Nov. 9.
- Commission instituted rulemaking proceeding on growing problems encountered by "saturated" cable television systems in complying with FCC's mandatory signal carriage rules. Comments due Jan. 23, replies Feb. 22. Action Nov. 9.

Translators

Applications

- Lafayette, LA—Rush Broadcasting Corp. seeks ch. 15 with 1 kw rebroadcasting WRBT Baton Rouge, LA. Ann. Nov. 10.
 - Alamogordo, Holloman AFB, NM—NM Broadcasting Co. seeks ch. 57 with 100 w rebroadcasting KGGM-TV Albuquerque, NM. Ann. Nov. 10.
 - K80C0 Gold Beach, OR—seeks CP to make changes in ant. system & height above ground (BPTT-3428). Ann. Nov. 9.
 - K77BY Gold Beach, OR—seeks CP to make changes in ant. system and orientation (BPTT-3427). Ann. Nov. 9.
 - K71AZ Gold Beach, OR—seeks CP to make changes in ant. system and height above ground (BPTT-3426). Ann. Nov. 9.
 - K74AB Madras and Culver, OR—seeks CP to increase power to 100 w and change trans. (BPTT-3430). Ann. Nov. 9.
 - Superior, WY—Superior Community TV seeks chs. 6, 3, 7, with 1 w rebroadcasting KSL-TV, KTVX, KUTV Salt Lake City, respectively. Ann. Nov. 9.
- ### Actions
- K04JC Bouse, AZ—Broadcast Bureau granted CP for new VHF TV translator station to rebroadcast programs of KOOL-TV Phoenix (BPTTV-5813). Action Oct. 17.

- K08JG Elk and rural area along U.S. Highway No. 1; K09NW Mendocino, Albion and Little River area; and K12LD Greenwood Ridge, Navarro Head and Albion Ridge areas, CA—Broadcast Bureau granted CPs for three new VHF TV translator stations to rebroadcast programs of KQED San Francisco; K08JG grant subject to condition (BPTTV-5827-9). Action Oct. 19.
- K59BB Manchester and K68BD Point Arena, CA—Broadcast Bureau granted CPs for two new UHF translator stations to rebroadcast programs of KQED San Francisco (BPTT-3255-6). Action Oct. 19.
- K66AX Meeker, Wilson Creek and White River rural area, CO—Broadcast Bureau granted CP for new UHF TV translator station to rebroadcast programs of KBTV Denver, via K07GK, Yampa Valley, CO (BPTT-3298). Action Oct. 17.
- K77CH Grangeville, Cottonwood, Craigmont and Nezperce, ID—Broadcast Bureau granted CP to change freq. for UHF TV translator from ch. 77 to ch. 59; change type trans; increase output power to 20 w; make changes in ant. system; change call letters to K59BA (BPTT-3265). Action Oct. 19.
- W61AF Grand Marais, MN, K69BD Grand Portage, MN—Broadcast Bureau granted CPs for two new UHF TV translator stations to rebroadcast programs of WDIO-TV Duluth, MN (BPTT-3287-8). Action Oct. 26.
- K252AB Livingston, MT—Broadcast Bureau granted CP to change trans. location to Quinn Mountain, 11 miles WNW of Livingston; change transmission line; make changes in transmitting ant. of FM translator (BPFT-470). Action Oct. 21.

- *K24AC Falls City, NE—Broadcast Bureau granted CP for new UHF TV translator station to rebroadcast programs of *KUON-TV Lincoln, NE (BPTT-3223). Action Oct. 17.
- K72DH Dry Lake, Crystal and Ute, NV—Broadcast Bureau granted CP to change principal community for UHF TV translator to Overton, Logandale and Moapa area, NV; change TL; change primary TV station to KSL-TV Salt Lake City; make changes in ant. system (BPTT-3207). Action Oct. 19.
- W63AI Bear Creek, PA—Broadcast Bureau granted CP for new UHF TV translator station to rebroadcast programs of WDAU-TV Scranton, PA (BPTT-3301). Action Oct. 20.
- K02IX, K08JF Cherry Creek, SD—Broadcast Bureau granted CPs for two new VHF TV translator stations to rebroadcast programs of KHSD-TV Lead, SD, and KIVV-TV Lead, SD (BPTTV-5775-6). Action Oct. 20.
- K06JH, K08JE Wanship, UT—Broadcast Bureau granted CPs for two new VHF TV translator stations to rebroadcast programs of KUTV Salt Lake City, via K59AF, Summit County, UT, and KTVX Salt Lake City, via K61AB, Summit County, UT (BPT-TV-5843-4). Action Oct. 17.
- Sumner, WA—Broadcast Bureau canceled license authorization for television translator station K02CV; and deleted call sign K02CV. Action Oct. 13.
- W292AB LaCrosse, WI—Broadcast Bureau granted CP to change primary station for FM translator to ch. 279 Ladysmith, WI, and make changes in transmitting ant. (BPFT-369). Action Oct. 20.
- W221AD Oshkosh, Omro and Winneconne, WI—Broadcast Bureau granted CP for new FM translator stations to rebroadcast signals of WRVM(FM) Suring, WI (BPFT-370). Action Oct. 12.

- K252AI Evanston and Bridger Valley, WY—Broadcast Bureau granted CP for new FM translator station to rebroadcast signals of KRSP-FM Salt Lake, UT (BPFT-432). Action Oct. 12.
- K03EU, K06JG Wheatland, WY—Broadcast Bureau granted CPs for two new VHF TV translator stations to rebroadcast programs of KYCU(TV) Cheyenne, WY, and KTNE(TV) Alliance, NE (BPT-TV-5790-1). Action Oct. 17.

Cable

Applications

- Following operators of cable TV systems requested certificates of compliance, FCC announced Nov. 8 (stations listed are TV signals proposed for carriage):
- New England Cablevision, for Rochester, NH (CAC-09682); WMEG-TV Biddeford, ME.

Summary of broadcasting

FCC tabulations as of Oct. 31, 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	2,904	1	81	2,986	124	3,110
Educational FM	893	0	21	914	87	1,001
Total Radio	8,282	7	119	8,408	258	8,666
Commercial TV	721	1	5	727	50	777
VHF	513	1	2	516	6	522
UHF	208	0	3	211	44	255
Educational TV	242	3	14	259	6	265
VHF	93	1	7	111	3	104
UHF	149	2	7	158	3	161
Total TV	963	4	19	986	56	1,042
FM Translators	198	0	0	198	76	274
TV Translators	3,439	0	387	3,826	0	3,826
UHF	1,063	0	211	1,274	0	1,274
VHF	2,376	0	178	2,552	0	2,552

*Special temporary authorization

**includes off-air licenses

Professional Cards

<p>ATLANTIC RESEARCH CORP. Jansky & Bailey Telecommunications Consulting Member AFCE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400</p>	<p>EDWARD F. LORENTZ & ASSOCIATES Consulting Engineers 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCE</p>	<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFCE</p>	<p>COHEN and DIPPPELL, PC. CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 Member AFCE</p>
<p>CARL T. JONES ASSOCS. (Formerly Gautney & Jones) CONSULTING ENGINEERS 2990 Telestar Ct., Suite 405 (703) 560-6800 Falls Church, Va. 22042 Member AFCE</p>	<p>LOHNES & CULVER Consulting Engineers 1156 15th St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCE</p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCE</p>	<p>SILLIMAN, MOFFET & KOWALSKI Washington, D.C. Area 8701 Ga. Ave., Silver Spring, MD 20910 ROBERT M. SILLIMAN, P.E. (301) 589-8288 1925 N. Lynn St., Arlington, VA 22209 JOHN A. MOFFET, P.E. (703) 841-0500 Member AFCE</p>
<p>STEEL, ANDRUS & ADAIR 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 384-5374 (202) 223-4664 Member AFCE</p>	<p>HAMMETT & EDISON, INC. CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCE</p>	<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p>JULES COHEN & ASSOCIATES Suite 400 1730 M St., N.W., 659-3707 Washington, D.C. 20036 Member AFCE</p>
<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCE</p>	<p>VIR JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5542 DENVER, COLORADO Member AFCE</p>	<p>E. Harold Munn, Jr., & Associates, Inc. Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p>ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>
<p>JOHN H. MULLANEY Consulting Radio Engineers, Inc. 9616 Pinkney Court Potomac, Maryland 20854 301-299-3900 Member AFCE</p>	<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 (AC 713) 632-2821</p>	<p>HATFIELD & DAWSON Consulting Engineers Broadcast and Communications 3525 N. Stone Way Seattle, Washington 98103 (206)633-2885 Member AFCE</p>	<p>MIDWEST ENGINEERING ASSOCIATES Consulting Engineers 9834 A N UNIVERSITY PEORIA ILLINOIS 61614 (309) 692-4233 Member AFCE</p>
<p>DAWKINS ESPY Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344</p>	<p>MATTHEW J. VLISSIDES, P.E. STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications. Inspections, Supervision of Erection 7801 BURFORD DRIVE McLEAN, VA 22101 Tel (703) 358-9504 Member AFCE</p>	<p>C. P. CROSSNO & ASSOCIATES CONSULTING ENGINEERS P. O. BOX 18312 (214) 321-9140 DALLAS, TEXAS 75218</p>	<p>Satellite Telecom Services, Inc. Management and Engineering Consulting Services 2971 Flowers Rd. So. Atlanta, Ga. 30341 404-455-8369</p>
<p>KESSLER ASSOCIATES Consulting Engineers AM-FM-TV-Microwave Systems 1511 N.W. Sixth Street Gainesville, Florida 32601 (904) 376-3157 • (904) 373-5225</p>		<p>DON'T BE A STRANGER To Broadcasting's 157,000* Readers Display your Professional or Service Card here. It will be seen by the decision-making station owners and managers, chief engineers and technicians, applicants for AM, FM, TV and buyers of broadcasting services. *1977 Readership Survey showing 4.4 readers per copy</p>	<p>contact BROADCASTING MAGAZINE 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>
<p>Attorneys</p>	<p>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</p>		
<p>Services</p>	<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired & Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>dataworld inc Technical broadcast data base Engineering computations FCC actions "flag" service 1302 18th St., N.W., Suite 502 Washington, D. C. 20036 (202) 296-4790</p>

- Jal CATV, for Eunice, NM (CAC-10824): KSWs-TV Roswell, NM.
- Emmetsburg Cable TV, for Emmetsburg, IA (CAC-10876): interim authorization.
- Fossil Community TV, for Fossil, OR (CAC-10924): certificate of compliance.
- Cable TV, for Nuremberg, PA (CAC-10947): interim authorization.
- Dubois Area Cable TV, for Clearfield and Jefferson, both Pennsylvania (CAC-10972-3): interim authorization.
- Cable TV, for Reedsport, Winchster Bay, Lakeside, all Oregon (CAC-11006-8): certificate of compliance.
- Continental Cablevision of Michigan, for Blackman, MI (CAC-11016): interim authorization.
- Marion CATV, for Marion, OH (CAC-11017): interim authorization.
- Windsor Community Antenna, for Windsor, VT (CAC-11018): interim authorization.
- Jones Intercable Inc. DBA CATV Fund TV, for Smyrna and Wadley, both Georgia (CAC-11020-1): interim authorization.
- Vista Cablevision, for Vista, CA (CAC-11022): interim authorization.
- Midwest Video, for Paris, TX (CAC-11023): interim authorization.
- Mountain View Enterprises, for Mountain City and Clayton, both Georgia (CAC-11024-5): Interim authorization.
- Tower Communications, for Caldwell, OH (CAC-11026): certificate of compliance.
- Gulf Communications, for Barefoot Bay, FL (CAC-11027): interim authorization.
- Storer Cable TV of Florida Inc., for Williston, Levy, both Florida (CAC-11028-9): interim authorization.
- St. Joseph Cablevision, for St. Joseph, MO (CAC-11030): interim authorization.
- See More TV, for Westville, IL (CAC-11031): WTU Bloomington, IN; WILL-TV Urbana, IL; WUSI-TV Olney, IL; WCUI-TV Chicago, *WTTW Chicago, *WFYI and WHMB-TV, both Indianapolis.
- Rolla Cable Systems, for Rolla, MO (CAC-11032): certificate of compliance.
- See More TV, for Calin and Belgium, both Illinois (CAC-11033-4): WTU Bloomington, IN; WILL-TV Urbana, IL; WUSI-TV Olney, IL; WCUI-TV Chicago, *WTTW Chicago, *WFYI and WHMB-TV, both Indianapolis.
- Scott County Cablevision, for Weber City, Scott, both Virginia (CAC-11035-6): certificate of compliance.
- Cable Communications Operations, for Lima, Elida, both Ohio (CAC-11037-8): interim authorization.
- Bath TV Cable Service, for Bath, NY (CAC-11039-40): interim authorization.
- TV Cable, for Paintsville, KY (CAC-11041): interim authorization.
- Tele-Media Co. of Adail, for Warren, OH (CAC-11043): certificate of compliance.
- Continental Cablevision of New Hampshire, for Derry, Salem, both New Hampshire (CAC-11044-5): interim authorization.
- Tele-Media Co. of Adail, for Adena, Dillonvale, Smithfield, Cadiz, all Ohio (CAC-11046-9): interim authorization.
- Secondido Cablevision, for San Marcos, CA (CAC-11050): interim authorization.
- Blue Ridge Cable Television, for Palmerton, Bowmanstown, Weissport, Leighton, Parryville, Mahoning, Smohola, Lackawaxen, Rush, Coaldale, Stroud, Dela Water Gap, Ross, Hamilton Smithfield, East Stroudsburg, Stroudsburg, East Penn, Slatington, Walnutport, Lehigh, Lynn, Washington, Heidelberg, Franklin, all Pennsylvania (CAC-11051-75): interim authorization.
- Mountain View Enterprises, for Warwoman, Rabun, Five Points, all Georgia (CAC-11076-8): interim authorization.
- Midwest Video, for Clovis (NM), Cannon AFB, Texico, Farwell, all Texas (CAC-11079-82): interim authorization.
- Sierra Video, for Three Rivers, Springville, both

- California (CAC-11083-4): interim authorization.
- St. Croix Cable TV, for Baileyville, Calais, both Maine (CAC-11085-6): interim authorization.
- Pioneer Valley Cablevision, for Palmer, MA (CAC-11088): interim authorization.
- Glendive Cable TV, for Glendive, MT (CAC-11101): interim authorization.
- Service Electric Cable, for North Whitehall, Low Hill, Weisenberg, South Whitehall, Upper Macungie, Whitehall, Plainfield, Wind Gap, Pen Argyl, Lower Nazareth, Bushkill, Palmer, Bridgeton, Tinticum, all Pennsylvania (CAC-11102-15): interim authorization.
- Blue Ridge Cable Television, for West Penn, Lower Towamemung, both Pennsylvania (CAC-11126-7): interim authorization.
- Cable KOB Communications, for San Luis Obispo, CA (CAC-11423): WYAH-TV Portsmouth, VA.
- UA-Columbia Cablevision of Westchester, for New Rochelle, NY (CAC-11989): WCBS-TV New York, WJNM Montclair, NJ, WPIX, WNEW-TV, both New York, WEDW Bridgeport, CT, WNET Newark, NJ, WSBK-TV Boston, WTAF-TV Philadelphia, WNJU-TV Linden, NJ, WNYC-TV, WNBC-TV, both New York, WTVG, Newark, WXTV Paterson, NJ, WLIW Garden City, NY, WABC-TV, WNYE-TV, WOR-TV, all New York.
- Alpena Cablevision, for Sanborn, MI (CAC-12016): WYAH-TV Portsmouth, VA.
- Cox Cable Communications Inc. DBA Robins Telecable, for Robins AFB, GA (CAC-12024): WANX-TV Atlanta, GA, to delete: WALB-TV Albany, GA.
- Morris Cablevision, for Morristown, Madison, Morris Plains, Chatham, Florham Park, Morris, Denville, Hanover, East Hanover, all Pennsylvania (CAC-12038-47): WHYY-TV Wilmington, DE, WNYE-TV, WNYC-TV, both New York.
- Chincoco Properties, for Chincoteague Island, VA (CAC-12049): interim authorization.
- Morgan County Tele-Cable, for Martinsville, IN (CAC-12050): WTCG Atlanta.
- Central All Channel Cablevision, for Elwood, IN (CAC-12051): WTCG Atlanta.
- Greenfield Cabletelevision, for Greenfield, IN (CAC-12052): WTCG Atlanta.
- Johnson All Channels, for Franklin, IN (CAC-12053): WTCG Atlanta.
- Humboldt Bay Video Co. DBA HB Cable TV, for Blue Lake, McKinleyville, both California (CAC-12056-7): certificate of compliance.
- Hamilton County CATV, for Carmel, Hamilton, both Indiana (CAC-12072-3): WTCG Atlanta, to delete: WSNS Chicago.
- Lebanon CATV, for Lebanon, IN (CAC-12074): WTCG Atlanta, to delete WSNS Chicago.
- Sight and Sound Service Corp. of Greensburg, for Greensburg IN (CAC-12074): WTCG Atlanta, to delete WSNS Chicago.
- Pasadena CATV, for Pasadena, TX (CAC-12076): WTCG Atlanta, to delete KJAC-TV Port Arthur, TX.
- Community Tele-Communications, for Laramie, WY (CAC-12081): WYAH-TV Portsmouth, VA, WTCG Atlanta.
- Cablevision of Austin, for Austin, MN (CAC-12082): WYAH-TV Portsmouth, VA.
- Cablevision of Albert Lea, for Albert Lea, MN (CAC-12083): WYAH-TV Portsmouth, VA.
- Ultracorn of Marple, for Marple, PA (CAC-12084): WNJS Camden, NJ, WNJT Trenton, NJ, WLVT-TV Allentown, PA, WVIA-TV Scranton, PA.
- Logan Cablevision, for West Logan, Mitchell Heights, Logan, Man, all West Virginia (CAC-12085-9): WTCG Atlanta, WYAH-TV Portsmouth, Va.
- Marion Cablevision, for Marion, IL (CAC-12091): WTCG Atlanta, WYAH-TV Portsmouth, VA.
- Alpena Cablevision, for Alpena, MI (CAC-12092): WYAH-TV Portsmouth, VA.
- Service Electric Cable TV, for Washington, Upper Mount Bethel, Portland, Tatamy, Williams, Riegelsville, Upper Nazareth, all Pennsylvania (CAC-12093-100): interim authorization.
- Alpena Cablevision, for Alpena, Maple Ridge, both Mississippi (CAC-12104-5): WYAH-TV Portsmouth,

VA.

Certification actions

- Three cable television system operators have asked federal appellate court to review commission's Sept. 30 action streamlining cable TV rules by simplifying certification procedures and eliminating unnecessary filing requirements (Focus Cable of Oakland Inc., Teleprompter Corp. and Warner Cable Corp.). Ann. Nov. 15.
- CATV Bureau granted following operators of cable TV systems certificates of compliance:
 - National Video Systems, for Dover, Berkeley, both New Jersey (CAC-08064-5); St. Tammany Cablevision, for Slidell, LA (CAC-09079); Canadavideo Video, for Clifton Springs, NY (CAC-09128); Atlantic Cablevision Systems, for Atlantic, IA (CAC-09433); Teleprompter Cable Systems, for Reedsville, PA (CAC-09598); Lexington Multi-Vue-TV System, for Lexington, NE (CAC-09785); Wayne Communications, for Washington, GA (CAC-09077); Medelco, for Fairmont, MN (CAC-09145); Coaxial, for Frenchcreek, PA (CAC-09392); MSB Cable TV, for Lexington, Smith, Washington, Knox, Butler, all Ohio (CAC-09668-72); Cablevision of Augusta, for Columbia, GA (CAC-09746); Warner Cable Transmission, for Sac City, IA (CAC-09974); Phoenix Communications, for Iron Gate, VA (CAC-10103); Western TV, for Evanston, WY (CAC-07857); Pioneer Cablevision, for Maine, NY (CAC-08279); Teleprompter of Riviera Beach, for Holiday Country Club, FL (CAC-08284); Nodakable, for Bottineau, Harvey, both North Dakota (CAC-08510-2); Montgomery Video, for Gregg, PA (CAC-08733); Telstar Video, for North Lauderdale, FL (CAC-08798); Friona Cablevision, for Friona, TX (CAC-08916); Triad CATV of Indiana, for Portland, IN (CAC-09047); Mumsen Master Antenna Systems, for Viola, La Farge, both Wisconsin (CAC-09158-9); Television, for North Little Rock, Sherwood, both Arkansas (CAC-09184-5); Jacksonville TV Cable, for Jacksonville, NC (CAC-09257); Cable Television, for Wilmington, NC (CAC-09258); Chester County Broadcasting, for East Caln, Uwchlan, both Pennsylvania (CAC-09271-2); Kentland TV and Cable, for Brook, IN (CAC-09273); Continental Cablevision of Ohio, for Polk, OH (CAC-09292); Princeton Telecable, for Mercer, WV (CAC-09330); Greater Humboldt-Dakota City Cable TV, for Pochontas, IA (CAC-09406); Sammons Communications, for Upper Milford, PA (CAC-09447); Clinton TV Cable, for Clinton, TN (CAC-09454); Loudoun County Cable TV, for Loudoun, Lenoir City, both Tennessee (CAC-09455-7); Warner Cable of Altamont/St. Elmo, for St. Elmo, IL (CAC-09528); Tri River Cable, for Hillsboro, KS (CAC-09555); MBS Cable TV, for Wayne, OH (CAC-09680); Sierra Vista CATV, for Sierra Vista, AZ (CAC-09801); Southern Cable, for Stuttgart, AR (CAC-09809); Cable TV of Manot, for Manot, Ward, both North Dakota (CAC-09810-1); Skyline Cable, for Brookings, OR (CAC-09812); Catco, for Cherokee Village, AR (CAC-09819); Warner Cable of Altamont/St. Elmo, for Altamont, St. Elmo, both Illinois (CAC-09829-30); Telesystems Corp. DBA Saginaw Cable TV, for Saginaw, Zilwaukee, Carrollton, Buena Vista, Spaulding, all Mississippi (CAC-10063-8); Arizona Cable TV, for Maricopa, Paradise Valley, both Arizona (CAC-10145-6).

In contest

- Fort Myers, Lee County, FL (CSR-1184)—Cable Bureau granted waiver of commission's signal carriage rules to carry WTVT(TV) Tampa, FL, when that station broadcasts CBS telecast of Miami Dolphins home games and games are not broadcast by any station authorized to be carried by Southern. Action Nov. 8.
- Auzier, KY, Auxier Cablevision, **Cable TV proceeding:** (Doc. 21422)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Reuben Lozner to serve as presiding judge; scheduled prehearing conference for Dec. 20 and hearing for Jan. 31, 1978. Action Nov. 3.
- Rochester, NY (CSR-967)—Cable Bureau dismissed "Petition for Declaratory Ruling" at direction of commission. Action Nov. 3.
- Idabel, OK (CSR-1194T)—Cable Bureau granted special temporary authority to substitute KDFW-TV Dallas, while KSLA-TV Shreveport, LA, is temporarily unavailable. Action Oct. 18.
- Craigsville, WV, United Cable Company, **Cable TV proceeding:** (Doc. 21421)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Joseph Stürmer to serve as presiding judge; scheduled prehearing conference for Dec. 19 and hearing for Jan. 31, 1978. Action Nov. 3.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager wanted who is good on the street and in local sales for growing Western Massachusetts station. Excellent opportunity. Box P-46.

Experienced salesperson or manager needed for top sales position at major Salt Lake City AM station. Must be ready to assume sales management in six months. Extraordinary growth opportunity. Send resume to: Box P-53.

General Manager for AM station in progressive Northwest Arkansas area. Must have strong sales background and successful experience in operating a station. Good growth opportunity. Send resume and salary history. Box P-67.

General Sales Manager for group-owned Radio Station in major Mid-Western market wanted. Adult music format. Good fringe benefits. Person must be able to find, train and motivate local sales staff, supervise national sales. Long established station. Excellent working conditions. Send resume, references, salary requirements to Box P-75.

Sales Manager for AM/FM in Midwest Capitol City. Handle key local/regional accounts and provide leadership to sales team. Competitive market, excellent living conditions, Big Ten college town. Group ownership, stable. If you're a pro, your earnings will exceed \$25,000 the first year. EOE. Contact in confidence, Box P-77.

Are you a sales manager looking for ownership? AM/FM station seeking a young, eager manager for Ohio station which really needs awakened. Send resume and track record to Box P-70.

Sales opening, preferred top 100 market (South) for real "Heavy" that knows difference between Paper and Real Money. Must know Collections, Cash Flow important. Great Opportunity for Top Salesperson. Great Draw vs. Commission for stable non-floater who wants to "earn" Big Bucks. Mgmt opportunity for right person. "Greatest Future" working for No. 1 contemporary in market. We appreciate hard work and reward a hard worker excellently!! Note: Make sure you fill the described bill or you will be out as quick as you came in! Reply immediately with resume Box P-71.

New Suburban Peoria Radio Station seeks Sales Manager/Station Manager. Grow and Profit with our first station. Send full details including references to WTAZ, P.O. Box 3498, Peoria, IL 61614. All replies held confidential.

General Manager to organize, motivate excellent staff of 16. Powerful AM-FM, top regional acceptance. New, modern plant. Requires strong GM, solid ideas, heavy community involvement. Excellent salary, benefits. Send complete resume to: WKOK, Box 1070-R Sunbury, PA 17801.

WHNN rock winner in Saginaw-Bay City-Flint needs aggressive sales management. Send track, references and your best incentive plan. Group offers growth for performance. Take charge in 1978. Robert Liggett, 185 Grand River, Williamston, MI 48895. 517-349-4000.

HELP WANTED SALES

National and Regional sales director for medium market station in Great Lakes area. Direct calls on regional advertisers and major ad agencies. Solid experience required, but education and potential is equally important. Earnings commensurate with ability and results. An Equal Opportunity Employer. Write Box N-147.

Successful group owned station needs AE. Established list, guarantee, 20% commission. The aggressive, reliable person we hire for this position will make \$16-22,000. Excellent working conditions, chance for advancement. Send resume and track record ASAP. Box P-69.

Local sales manager for Midwest medium market—to handle a key account list and provide leadership and creativity within an eight-person sales force. Must have proven success in local radio sales, and management capabilities. Earnings potential to \$20,000 or more. Please include complete job history and references for this Equal Opportunity Employer. Write Box N-146.

Florida Metro Gulf Coast. Fulltime Sales Person. Must be a pro, a self starter and a proven, successful producer. At least 2 years fulltime experience selling radio advertising. Substantial base plus commission. All replies confidential. An Equal Opportunity Employer. Send complete resume to Box N-122.

Needed immediately. An account executive with minimum experience in Top-40 AM or FM sales. Qualifications one year in Top-40 sales, proven sales performance, desire to grow fast with new AM/FM Rock combination in young market. Sharp appearance, ability to move now. Please contact Brian Skelly, KASH/KSND, P.O. Box 10767, Eugene, OR 97401.

Sales Manager wanted for leading MOR station in this fast growing community with 70,000 people within 15 miles. Job includes supervising sales force plus selling top list. Person will have authority to revise lists and assign accounts. In house computer offers excellent control and data. Wonderful living in great climate by the ocean. Low cost of living comparatively. Excellent medical plan. Opportunity for growth with small public company. Can advance to a General Manager or to bigger market as we grow. Job immediately or early 1978. Send resume, give your sales by months for last three years and indicate salary guarantee requirement to Randolph Millar, WIRA, Fort Pierce, FL, an Airmidia Station, Equal Opportunity Employer.

Southern California Station ... Looking for an experienced broadcast salesperson. There is unlimited earnings and potential at this EOE station. Howard Fisher, KPRO Radio, Riverside, CA.

WNVY, Pensacola, Florida, needs experienced street fighter. Good list, above average incentive plan. Send resume, billing history 2070 N. Palafox, Pensacola 32501. EOE.

Immediate opening 2 Positions \$200 weekly salary minimum + commission for rich D.C. Suburban Market Contemporary Station. At least 1 year local sales experience. Write Box P-49.

Sales opening, preferred top 100 market (South) for real "Heavy" that knows difference between Paper and Real Money. Must know Collections, Cash Flow important. Great Opportunity for Top Salesperson. Great Draw vs. Commission for stable non-floater who wants to "earn" Big Bucks. Mgmt opportunity for right person. "Greatest Future" working for No. 1 contemporary in market. We appreciate hard work and reward a hard worker excellently!! Note: Make sure you fill the described bill or you will be out as quick as you came in! Reply immediately with resume Box P-81.

Salesperson—Opportunity for programmer/production type to move up to sales with 50 kw FM regional powerhouse in beautiful Western Maryland. Good voice and production capability a must. Unlimited potential for aggressive broadcaster. Will train. E.O.E. Call Ed Enderle at 301-724-2400.

Immediate great opportunity for aggressive Pro. AM/FM prime list, medium market, earnings limited only to ability. Phone 912-236-7794.

If you're a pro and can really sell... we'll pay you like a pro. Good active account list available, salary plus commission. Send resume to: Philip Weiner, WUPE AM & FM, Pittsfield, MA 01201, an equal opportunity employer.

Successful South Florida station is seeking an experienced aggressive sales person. Professional operation in beautiful expanding market. Send resume to Larry Baronoff, General Sales Manager, WSTU, Stuart, FL 33494. Equal Opportunity Employer.

Immediate opening for an experienced sales person with America's first all country music stations in one of Texas top cities. Call Charlie Phillips, 806-374-3796 or send resume to KZIP Radio, Box 5905, Amarillo, TX 79107.

Western New York—In one year, this contemporary AM has moved from nowhere to strong number one, 18-49. I need a salesperson who wants to grow with us. Guarantee plus commission, eventual sales management for right person, big list, FM pending. Write Mike Ameigh, WMNS, Olean, NY 14760.

Indian River Broadcasting Company has an opening for a radio advertising salesperson. Person should be aggressive and resourceful, and have a good personality. Must have a high school education or equivalent and must own a car. Must be experienced in sales, preferably time sales. Please send resume indicating starting salary to Jim Chaplin, PO Box 3032, Fort Pierce, FL. We are an Equal Opportunity Employer.

We've got it all. University Town. Fast growing area. Survey rated number one station. In Virginia's beautiful Shenandoah Valley. Fifteen thousand a year to start. Good growth potential with aggressive young group operation. Send resume to Tom Manley, WKCY, P.O. Box 1107, Harrisonburg, VA 22801. EOE.

HELP WANTED ANNOUNCERS

Immediate opening for announcer. First Tickets only. Write KPOW, Box 968, Powell, WY 82435. EOE.

Major Beautiful Music FM Station owned by major company, top Western market, needs announcer who takes pride in smooth, consistent, disciplined performance. Air and some production. 3rd required. Replies in total confidence. EEO. Resume to Box N-129.

DJ-Announcer. Play-By-Play back-up. Experienced only. Contemporary format. No phone calls. Air-check & resume. WFVA, Fredericksburg, VA 22401. EOE.

Air Personality for Contemporary or Country. Experience a must. Upstate New York. Send resume and salary requirements. Box P-32.

Rare opening for top personality at WGR, winner of Billboard's Pop/Adult Radio Station of the Year Award. Good Salary and company benefits. If you're really good, rush tape and resume to Larry Anderson, RD., WGR, 464 Franklin Street, Buffalo, NY 14202, 716-881-4555.

Immediate Opening Morning Drive. Adult Contemporary. Popular Station in University town. Experienced only. E.O.E. Tape and Resume to WELK Charlottesville, VA.

Radio Station KNPT-AM & FM on the Central Oregon Coast wants a full time experienced M.O.R. Personality Radio Announcer for evening shift. Must have good strong news delivery. Send audition tape with your first resume, to Bob Spangler ... Box 1028, Newport, OR 97365.

Experienced staff announcer for one of Central Ohio's outstanding MOR stations. Send tape and resume to Roger Fischer, WMRN, Box 518, Marion, OH 43302. An equal opportunity employer.

Top rated adult station in major, Ohio city needs experienced, mature announcer who can project warmth within a tightly structured format. Must be skilled in production and news. EOE. Send resume and salary requirements to Box P-54.

Illinois Medium Market AM/FM seeks First Phone Engineer-Announcer. Box P-56.

Combo Person. First Ticket. Philadelphia. Reply Box P-59.

Grow with one of Nebraska's leading adult contemporary stations. We're looking for a mature person to build our nighttime audience. Good voice, production ability, boardwork and attitude are a must E.O.E. Box P-74.

HELP WANTED ANNOUNCERS CONTINUED

Black Station. Top 15 market. East. Box P-85.

Outstanding Midwest Small Market leader looking for experienced morning announcer with wide broadcasting background. News and PBP helpful in keeping this community involved station on top. Box P-86.

NC Top 40 AM needs D.J. with first ticket and good production skills for 7-12 midnight. Send resume and a demo to Bob Dayton, PD., WCOG, Box 8717, Greensboro, NC 27410.

WHNN Saginaw-Bay City-Flint's top rocker lost another one. She's in San Francisco. Need dedicated pro to keep ratings. Tape, references to PD, Box 96, Saginaw, MI 48607.

If you're a solid announcer, one who's Program Director material, we'd like to hear from you. Must have strong voice and reading ability. Send tape and resume to KLMR, Box 890, Lamar CO 81052.

Need experienced Morning person and also Program Director. Send resume, salary requirements to Ray Lockhart, KOGA, Box 509, Ogallala, NE 69153. Immediate opening.

WOCB is looking for a talented Beautiful Music announcer with the administrative ability to oversee our FM operation and work with the format. Good pay. Cape Cod location. Send tape, resume, salary requirements, first letter, to R. Odeneal, WOCB, 278 South Sea Avenue, West Yarmouth, MA 02673.

Tender Lovin' Country calling for bright, friendly professional who takes pride in his product. 5 KW, 24-hour AM in the beautiful Rocky Mountain West. Call or write Andy Oleske, KTLC, Box 65, Twin Falls, ID. 208-733-3381. EOE/MF.

Versatile Achiever for Adult Contemporary air position with sales. Looking for the place to develop an all around radio background? Call or write. Vacations paid, advancement possibilities, EOE. Ben Granger, WIVQ, Peru, IL 61354. 815-224-2100.

Announcer that's strong of production for area's most exciting station. Tape and resume to: Bob Catan, Program Director, WUPE AM & FM, Pittsfield, MA 01201, an equal opportunity employer.

Roots—Does putting your Radio Roots in a town of 17,000 sound good to you? We're looking for somebody who wants to MOR jock two hours a day and work in an award winning News Department the rest of the day. Plus the possibility of sports color in January. Send tape and resume to Bill Miller, KGGF Radio, Coffeyville, KS 67337. EOE.

HELP WANTED TECHNICAL

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.

Chief Engineer needed for 1 kw AM, non-directional. Must have transmitter and studio maintenance experience. Contact: Bill McRae, General Manager, WMOH, 220 High Street, Hamilton, OH 45011. EOE/MF.

Great Opportunity for progressive, creative, hard-working Chief Engineer at relatively new, very successful FM. Excellent pay and benefits. Transmitter, studio equipment, preventive maintenance, and operational duties required. Send resume to WDIF, PO. Box 524, Marion, OH 43302.

Chief Engineer Wanted for Midwest Daytimer. Must have complete maintenance background and know directional antenna systems. Station filing for 2500 watts full time. \$275.00 per week plus fringe. Box P-3.

Chief Engineer. East-Central. \$20,000 a year. Box P-50.

Immediate opening for Chief Engineer. Dallas FM station. Excellent equipment. Must be experienced and strong on maintenance. Call Bart McLendon 214-651-1010 or send resume to 1917 Elm Street, Dallas, TX, attention Bart McLendon. We are Equal Opportunity Employer.

Chief Engineer needed for Medium Southern market. Must have experience with all phases AM, AM Directional, stereo FM, Automation, Studio, Rules and Regulations. Send resume and references to Box P-65.

Chief Engineer for 3 KW FM and 5 KW AM, DA. Central California Small Market. E.O.E. Box P-72.

Assistant Chief Engineer—major Midwest market, beautiful music station. Must be experienced in electronic equipment maintenance techniques and have First Class ticket. Good working conditions, salary and benefits. An excellent opportunity to get started with a successful large market radio station. Send resume with complete description of experience and salary history to Box P-73.

1st Phone Maintenance Engineer for AM-FM stereo. No air work. Southeast medium town, leading station, computer operation. Top salary, fringe benefits, and good boss. EOE. If you're looking for permanency, rush application and qualifications to Box P-82.

Immediate opening for Chief Engineer of small California chain. AM, FM, Live and Automated. First Phone required. Excellent technical background desired. Starting salary, expenses and benefits. Call Ross W. Forbes 916-673-7677.

Station Engineer. Wanted for AM & FM station in So. West with great growth potential. Experience in Construction and installation a plus. Send resumes in confidence to Box N-153.

Looking for an assistant Chief for 3 station group in Colorado/Nebraska. Experience in DA, FM's, STL's. Would except sharp individual with limited experience for training. On air—Sales experience a plus. Send resume, to Ray Lockhart, KOGA, Box 509, Ogallala, NE 69153. Salary open.

Experienced Chief Radio Engineer AM/FM Studio and Transmitter. Strong on maintenance. Phone 912-236-7794.

Chief Engineer—Quality oriented—for AM Directional and high power FM station. Formal electronics training required. Send detailed resume and salary requirements to Director Engineering, Box 6002, Roanoke, VA 24017.

Engineer—Chief, Pittsburgh AM/FM, first phone, experienced with high power XMTRs, AM directional array, stereo FM, and studio construction. Excel. salary and benefits, E.O.E. Reply to Box P-52.

Sconnix Group Broadcasting needs an assistant to our group engineer. Work with excellent equipment. Eight station chain. Travel involved. Live on Cape Cod or in New Hampshire. Send resume to R. Wholey, Sconnix Group Broadcasting, Laconia, NH 05156.

Assistant Chief Engineer—Qualified to do maintenance and installation of all types of studio equipment—including automation. Basic knowledge of digital logic systems most helpful. In detail call Mr. Sherwood, Chief Engineer, Gulfstream Broadcasting Co., Ft. Pierce, FL. 305-464-1330.

HELP WANTED NEWS

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.

Natural, conversational newstyle. Want news reader and interpreter—not a preacher. Pleasant voice important. Send tape and resume to Jim Miller, KFOR, Box 80209, Lincoln, NE 68501. Equal Opportunity Employer.

We don't want an ordinary news persons! If you see news in the unusual, are fascinated by features, excited by actualities, then you might be the person to run a new and unusual news department. It's an experiment so tell us all in confidence and see if it turns us on: Box N-14.

\$10,000 a year, for news, production, promotion, and play-by-play. Good living. Automated contemporary. Tape and resume to WOXO/WXIV, Box 72, Norway, ME 04268.

Experienced Sportscaster and broadcaster needed to head up Missouri's busiest sports department. The right person will also be able to handle some news and production. We originated more than 250 games last year. Box P-87.

50 KW-AM/100 KW-FM in No. 25 market has News/Public Affairs position opening in Mid-December. Requires experience and good delivery. EOE. Tapes and resumes only to: Doug Larsen KWJJ/KJIB, 931 S.W. King Ave., Portland, OR 97205.

Sport Report Flash Photographer. Journalism degree and minimum one year pro. Must be strong shooting, writing and reporting. E.O.E. Send resume and tape to George Mills, WCKT-TV, Post Office Box 1118, Miami, FL 33138.

News Coordinator for university radio station. Includes some reporting and teaching one course twice a year. Requires Masters Degree and two years experience in radio news. Application deadline: November 25, 1977. Apply to: Director of Personnel, Northwest Missouri State University, Maryville, MO 64468. Equal Opportunity Employer.

News Director for Alaska Public FM station. Will have responsibility to establish and operate local and regional broadcast news department; gather, write and report news stories; develop local-area oriented news and public affairs programming. \$1,000 per month. Resumes must be received by November 25, 1977, and must include a statement explaining your concept of community broadcasting, writing samples, and audition tape. EOE employer. Send resumes to: Manager, KRBD-FM, 2415 Hemlock, Ketchikan, AK 99901.

Newsperson. Immediate opening for a news reporter/announcer. Send tape and resume to the General Manager, WBBQ, Box 2066, Augusta, GA 30903. Minority applications are encouraged.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director. 100,000 watt automated FM-24 HR Contemporary. Top production capabilities—Promotion minded, good voice. Must be organized! Initiative and follow-through a must. Send resume, salary requirements. Box N-120.

Modern Country PD ... top, old line station in medium Louisiana market. \$10-15,000 to start ... advancement with group operation. Write Box N-155.

Music Director for 15KW stereo public station broadcasting Classical, Jazz, must have Bachelor's Degree or equivalent, music training, and endorsed FCC 3rd. Must be a professional broadcaster with pleasant, mature air personality for hosting daily classical show. Must know records and record companies and be willing to build programs around standard concert repertory. \$10,500-\$11,700 plus excellent benefits. Resumes only to Dr. Walter Sheppard, Manager, WITF-FM, PO. Box Z, Hershey, PA 17033. An Equal Opportunity/Affirmative Action Employer.

Teaching position open fall 1978. Ph.D. or ABD in broadcasting, college teaching experience, previous student station advisement, and professional radio experience essential. Assistant or Associate rank. Faculty Advisor, KTXI-FM. Apply to Dennis A. Harp, Director of Telecommunications, Box 4710, Texas Tech University, Lubbock, TX 79409. An Equal Opportunity/Affirmative Action Employer.

Combo Wanted ... Live in Paradise. Sell and Produce "spec spots". Salary + Commission. Great opportunity. KRUZ, Santa Barbara, CA 93101.

Adult contemporary Illinois automated AM seeks creative production director with good voice, initiative and follow-through ability. Finest production aids, equipment. Stable operation. Excellent starting pay. Many fringe benefits. Don Hoover, 815-937-2750. EOE.

Teaching Position open fall 1978. Ph.D. or ABD in broadcast journalism, college teaching experience, professional broadcast news experience essential. Assistant or associate rank. Position involves active participation in faculty services, extensive counseling, publishing and research. Apply to Dennis A. Harp, Director of Telecommunications, Box 4710, Texas Tech University, Lubbock, TX 79409. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

PD for 50k AOR FM. PD experience helpful. Send tape, resume, statement of programing philosophy and salary requirement to: C. Caggiano, VP/GM, WRKI, Box 95, Danbury, CT 06810. No calls please.

Competitive, automated Kansas City FM with "live" sound looking for communicating production person who is promotable to Production Director. Automation experience helpful. Third Class license required. Please send tape and resume to, Operations Manager, KUDL-FM, P.O. Box 758, Shawnee Mission, KS 66202. KUDL-FM, a Starr Broadcasting Station, is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Manager-Engineer seeking another position as same. Good deal for you! Box N-124.

Eleven year broadcast veteran, both radio and television, seeking position of manager and possible co-ownership of radio station. Prefer NC/SC but will consider any southeastern state. Box P-61.

General Sales Manager in Top 20 market wants to move up to GM. Top experience with top company. Box N-159.

SITUATIONS WANTED ANNOUNCERS

Experienced Country jock. 10 years experience. Call 1-707-839-3336.

Female announcer, 2 years radio experience seeking job at a contemporary station, medium market, 3rd. Box P-20.

Eight Years Experienced Black male jock with deep mellow voice and third class endorsed. Production experience too. Box P-37.

Experienced MOR, AOR personality. Including production, news. Dedicated to professionalism. Seeking position in small to medium market. Will relocate. Call Stuart, 516-938-1184. After 5 PM.

Available Now! 3rd phone endorsed, 1/2 year experienced announcer, good voice, reliable, dependable. Mike Allen 614-820-8372.

Mature female, third phone, 3 years experience with classical format. Copywriting talent. Box P-60.

Have First Will Travel. Contact T. A. Branch, 4312 Peach, Erie, PA.

Personality and Experience. with Top 40, MOR & AOR. Living in Maryland but will relocate for the right job. Great with production, commercials, and news. Call Paul 301-942-2614.

Get Christmas Gift Early! Hire me now! 9 yrs., 3rd, M.A., single. Small T40/MOR/Goldies. Anywhere, inexpensive. PD? "Jim" 313-663-7827.

Personality Seeks AC/MOR, Med/Large Market. Any Shift. Have programing and production experience. John Dial 814-948-4825, after 11 a.m.

I am looking for a station that wants split second timing and does not put up with mistakes in MOR to T40. That is my definition of pro, is it yours? 616-375-2294 after 6 p.m.

Touchdown! Experienced DJ, Top phone salesman, copywriter, 3rd. Engaging, selling-sound. Wants part-time, personality MOR and/or jazz format in suburban NYC. Phone Ernie Favaro, 212-588-9347 after 5:15 p.m. today.

I'm just a little guy fighting to get into the business. Two years College Radio. Good voice. Can follow directions. Willing to go anywhere on Eastern Seaboard. 3rd Endorsed. 24 years old. Dee Palazzo, 632 Warburton Ave., Yonkers, NY 10701. 914-965-8612.

Creative Production & air-work. 2-plus years experience in both CW & AOR, live and auto. Have also worked traffic, billing, copywriting & newsgathering. Top voice, solid background. Kevin at 405-341-0787.

Kent Verbeck formerly KRNY, KGFV, seeking position at small market Top 40/Contemporary station. First phone. 1144 Belmont Avenue, Lincoln, NE 68501, 402-475-8935.

Experienced Announcer-1st. Available immediately. Gary, 314-586-8577.

Seeking Country or Easy Listening. 19 years Country entertainer—third. Available Jan 78. Johnny Cross, Box 1205, Palm Springs, CA 92262.

Career Minded Broadcaster, 3rd Endorsed, 3/4 months on air. Experience. 31, married and ready to go. Al Donnelly, 212-628-7001.

SITUATIONS WANTED TECHNICAL

Engineering Management—15 years experience. 50 kw AM directional, high power FM, stereo, microwave, all phases. Want to remain in major market. Reply, Box P-63.

Chief AM*FM* High Power ... All facets Audio, Automation STL, Remote, RF and Audio Proofs ... Construction. Know directional antennas well. Serious minded, looking for future and benefits. Prefer New England, Texas area. Salary. Low to mid teens. 601-832-2633 "Lets Talk".

SITUATIONS WANTED NEWS

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.

Award Winning Journalist, 6 years experience in Top 20 market. Excellent references. 305-444-2713.

Proven News Talent seeks greener pastures. Over 5 years experience in field reporting and public affairs coverage. Knows whats important to your audience. Has experience with big city and small town markets. Box P-8.

Experienced Reporter-Anchorman. Have produced features for national feeds. Seeking serious, professional operation. Major market. Box P-12.

Sportscaster—Radio & TV—Recent college grad looking for first break. I've written & produced daily sports programs. PBP all sports. Good voice goes with the cred. I carry. Will relocate from Alaska to anywhere. Don't pass me by. Call Ed 618-654-8543 After 5.

Working Newswoman, New York station seeks reporting position. Professional voice/sharp news sense. Box P-62.

No Hurry. I'm selective. About ten years experience. Last five, news. Not rapid-fire, just believable and respected. All-news work. Partial to warm climate, but I'll listen. Box P-80.

Call Jeff Geller at 212-657-6851 if you need a dedicated reporter. BA Journalism, third phone.

Can't afford Howard Cosell. Sportscaster 27, seeking challenging new position. 2 years play by play, color commentary, sportscasts, actualities. B.A. Degree. Will relocate, Call 714-435-2574.

Experienced Sportscaster, formerly Director of Media Relations and PBP-Announcer for Minor-League Baseball Team desires position with radio station or sports team. Will relocate immediately. Write or call Ian (Jack) Phillips, 559 Alvarado St., Brisbane, CA 94005, 415-467-3973.

Sports Director six years experience all play by play, will relocate call 305-666-3615.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Ten Year Pro-D.J. in majors with extensive (RKO) top 40 adult and teen formats. Seeks Program Director position. Can make your station number one and increase sales. Solid track record. Box P-4.

No. 1 Rated Communicator and Music Director seeks PD or Assistant PD job with an aggressive country station. 12 year professional, 1st. Family man. Call 319-365-9431. 9AM-5PM.

Top 20 Program—News Director. Looking for station(s) where programing and news are important sales features. Call Karnes 717-322-7916.

TELEVISION

HELP WANTED MANAGEMENT

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

Vice President, Programming position for community licensed PTV station responsible for supervision of local public affairs, educative services, promotion and PBS/acquisition staff, budget and direction. Position available January 2, 1977. Contact Stephen M. Steck, Executive V.P. & General Manager, WMFE-TV, Orlando, FL. 305-855-3691. Equal Opportunity Employer.

HELP WANTED SALES

Top 50 Northeastern VHF affiliate seeks aggressive, highly-motivated account exec. Proven list will delivery \$25,000 minimum. The rest is up to you. E.O.E. Send resume to Box N-96.

Experienced Account Executive with ABC Affiliate in growing Mid Central market. The retail growth and low unemployment in market will assure your growth. Equal opportunity employer, M/F Send confidential, detailed resume to Box P-14.

National Sales Manager. Group owned VHF network affiliate in fast growing, most appealing top 25 markets. Unexcelled life style, weather and outdoor recreation facilities. Must be aggressive, mature, responsible ... good follow through. Want an achiever to work with major rep firm and on sales management team. Box P-15.

Executive Sales. Chapman Associates, media brokers, has opening for an additional Associate in the Eastern states. Applicant must have successful sales record and be of good character. Training will be furnished. Contact Paul Chapman, Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

Top 60 market, network affiliate, needs experienced local sales individual. Applicants should have strong background with retail and co-op advertisers and must be able to work with young, aggressive sales force. Excellent management opportunity and benefits. Send resume to Personnel Manager, WTOL-TV, Cosmos Broadcasting Corporation, P.O. Box 715, Toledo, OH 43695. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

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.

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.

TV Engineer—EE or Electronics graduate (or equivalent military). Experienced all phases. Start as Assistant Engineer. Consideration for chief in future. 3-5 years experience. Career opportunity. Excellent benefits. Contact C.A. Perkins, Box 8887, Jackson, MS 39204. Phone 601-372-6311. Equal Opportunity Employer.

We are presently seeking a competent maintenance technician to occupy a supervisory position at our remote controlled transmitter. Studio experience helpful; professionalism necessary. Call 304-525-7661. Equal Opportunity Employer.

Help Wanted (Male/Female). Broadcast Engineer, 1st Phone, experienced in Remote, Studio and XMTR operations and maintenance. Send resume to Director of Engineering, WNED-TV, P.O. Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Television Maintenance Engineer. Howard University, School of Communications, Department of Radio, Television, and Film requires experienced maintenance person for full complement of color industrial and broadcast television equipment. First class license and maintenance experience a must. Contact A.R. Ford, Chairman, Department of Radio, Television and Film, 2600-4th Street, N.W., Washington, DC 20059; 202-636-7927-28.

Instructional Television Engineer. Assume responsibility for completing conversion of monochrome system to color, including design and modifications, etc. Well-versed in maintenance of quad, helical and small format VTR's and familiar with Norelco color camera system. EE Associate Degree or equivalent. Three years related experience necessary. First class FCC license preferred. Norelco schooling opportunity, 22 days vacation, excellent benefits, competitive salary. Send resume to Personnel Department, St. Louis Community College, 5801 Wilson, St. Louis, MO 63110. An Affirmative Action/Equal Opportunity Employer.

Senior Television Engineer. Newly established University Video Center seeks Senior Television Engineer to direct the technical design, development, and maintenance of campus-wide television efforts. Qualifications: FCC 1st Class License. A Bachelors degree in Television Broadcast or combination of 3-5 years experience in designing television systems &/or experience in maintenance of helical scan and broadcast quality color television equipment is required. Some experience in coordinating work of other television repair and maintenance employees is desirable. Salary commensurate with professional training and experience. Submit resume and salary history to Daniel G. Lind, Coordinator, University Video Center, E212 East Hall, University of Iowa, Iowa City, IA 52242. The University of Iowa is an Equal Employment Opportunity and Affirmative Action Employer.

Engineers and TV Technicians for Saudi Arabia starting January 1, 1977. Qualifications for Engineers: BSC Electrical or Electronics, 5 years experience on TV Equipment or 2 years College and 7 years experience. Qualifications for Technicians: BSC Electrical or Electronics with 3 years experience or 2 years College and 5 years experience. Experience needed on Ampex machines, Transmitters, Microwave, Colour Cameras, Flying Spot Telecine, Film Production and Processing Machines. Please send resume to: Beta Service, P.O. Box 14311, Minneapolis, MN 55414.

Radio-TV Station Engineer. School district needs Radio-TV Station Engineer for FM radio station and 2500 MHz television station. Two year college level radio/TV electronics course and one-year maintenance and operating experience. FCC license required. Salary \$1237-\$1455 monthly. Send resume to: Classified Personnel, Long Beach Unified School District, 701 Locust Avenue, Long Beach, CA 90813.

Immediate opening for Television Maintenance Engineer. Send Resume and Salary requirements to Eugene Rader, Dir. of Eng., KBIM-TV, P.O. Box 910, Roswell, NM 88201. An equal opportunity employer.

Chief TV Engineer position available at Northern Illinois University. Responsibilities include direct supervision of technical staff involving: daily studio productions, remotes, campus R-F distribution system, equipment maintenance, video tape playbacks and television systems design and technical guidance. Phone: 815-753-0171, Ext. 80.

HELP WANTED NEWS

TV News Producer/Reporter weeknightly newscast. Public TV station WBGU-TV. Bachelor's degree in broadcast journalism and two years experience in broadcast news reporting/announcing. Salary \$9,500-\$10,000. Deadline for submission of applications November 25. Send letter of application, resume, official college transcript, three letters of recommendation, audition tape to Lenora Brogdon, WBGU-TV, Bowling Green, OH 43403. WBGU-TV is an Equal Opportunity Employer.

Co-Anchor: Medium Southwest market looking for top-flight anchor talent. Anchor noon and early evening news broadcasts. Possibly some producing. Good salary. EOE. Send resume to Box P-64.

Wanted experienced TV director for fast paced live newscast. Minimum 3 years commercial TV directing experience. Salary around \$15,000, plus benefits. Send resume with 3/4" tape of newscast you have been directing to Charlie Riley, Production Manager, KITV, 1290 Ala Moana Blvd., Honolulu, HI 96814. EOE.

News Photographer, minimum one year experience film and ENG, medium market. Start at \$160 for 40-hour week. Resume only to Box P-55.

Wanted . . . co-anchor for medium market in Beautiful Southwest. Must be journalist with some field and studio experience. Equal Opportunity Employer. Females and minorities are encouraged to apply. Box N-88.

Maintenance Engineer. Immediate opening in Pacific Northwest. Experience maintenance and digital technology. Experience with quad, helical VTR's, camera, switching, audio and remote transmitter control equipment preferred. Contact Jack Shawcroft, King Broadcasting Company, PO Box 24525, Seattle, Wa. 98124. 206-223-5141. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Director, progressive Southern station rebuilding image and staff, needs quick, creative director with recent switcher and vtr experience for newscast and production, EOE send resume and salary requirements. Box P-17.

Production Manager. CBS affiliate in New York State owned by broadcast group. Directing experience—plus essential. Full operation for CML and program production. Equal Opportunity Employer M/F. Box P-27.

Instructional Television Producer/Director. Originates, produces, directs, edits, duplicates, and promotes utilization of a wide variety of Closed Circuit Instructional Television/Audio productions. Bachelor's in Television, with a minimum of three years experience in television. Beginning salary: \$13,416. Send resume to Dr. Tom Perry, Director of Instructional Media, University of West Florida, Pensacola, FL 32504. An Equal Opportunity Employer.

Director/Producer needed for No. 1 network affiliate in top 100 market. Primary duties will involve production of programs, commercials, and promotion announcements. An Equal Opportunity Employer. Send resume and salary requirements to Box P-83.

Assistant Production Director—Group owned station needs strong and aggressive individual to handle administrative duties of Production Department. Experience in personnel scheduling and in supervision of personnel a definite plus. An Equal Opportunity/Affirmative Action Employer. Send resume and salary history to Box P-84.

Help Wanted (male/female). Coordinator of ITV. Experience in broadcast program scheduling, producing teacher guides, and ITV utilization. Send resume to WNET-TV, P.O. Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Three-channel VHF television station in South Pacific requires experienced manager for programs and production. PBS, NBC and ABC programming plus heavy local production makes this position an excellent challenge for the right person. Candidates must have a Bachelor's degree plus five years' relevant broadcasting experience and two years in a supervisory capacity. Salary range: \$16,228 to \$17,891. Free transportation and other benefits. Non-federal, two-year employment. Airmail complete resume, including family size, to the Director, Department of Manpower Resources, Attn: TV-1, Government of American Samoa, Pago Pago, American Samoa 96799. Deadline for application receipts is thirty days from the publication of this announcement. Permanent residents of American Samoa or those entitled to permanent residency who are not now living in American Samoa will be given full contract benefits, if selected. An Equal Opportunity Employer.

SITUATIONS WANTED SALES

Experience and enthusiasm available. Former TV local Sales Manager. Qualified all facets of broadcasting. All markets considered. Write Broadcasting Box P-51.

SITUATIONS WANTED TECHNICAL

Network Engineer degreed EE, first phone currently working in systems design with operations/maintenance background desires position as chief in large or medium market. For complete resume send your business card to Box P-48.

SITUATIONS WANTED NEWS

Award Winning Journalist, 6 years radio experience in top 20 market. Excellent references. 305-444-2713.

Law Degree, Major Market experience, Talk Show Host, consumer and news reporter, young, enthusiastic. 516-223-4934.

Desire Switch to Television as sports or news reporter-anchor, after 1/2 years as Radio-News Director in medium market. 1st ticket. B.A. degree, National Amateur Boxing champion, good-looking, dedicated. Box P-5.

Conscientious male with casual on-camera style seeking broadcasting position; MA, Communication and Television Production, University of Texas; former Special Assistant, Congressman William Cohen; willing to travel, relocate. Box P-11.

Sharp Female, major market experience, writer, assistant producer, research, on-air. Check me out! Box P-58.

Now anchoring and producing six and eleven news nightly. Personable heavyweight with network producing and reporting background and ND potential seeks larger challenge and market. Salary secondary to opportunity and market size and location. Confidential. Box P-66.

Enthusiastic, Aggressive. Female with five years broadcast experience seeks entry level position in television news. Contact Beth Hartan, 513-281-8020.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Directing assignments sought by experienced tech. 12 years. cameraman, audio, videotape. Heavy community theater. Prefer drama, musicals, NY area. Box P-22.

Director with three years experience at network affiliate, BA TV Production seeks position/relocation to intermountain West or West. Box P-79.

Medical Television Coordinator—Directs, produces, writes. Degree and three years experience. Includes C.C.T.V. and P.B.S. Robert Rees, 2310-70th, No. 122, Lubbock, TX 79412.

Young TV Director/Announcer B.A. Degree, First Phone with engineering experience, 2 years TV, 3 years Radio experience, 1 year part-time experience with CBS affiliate in medium California market. Seeking growth opportunities with major company. Aggressive with "can do" attitude. Phone Steve Sims 714-875-6968.

CABLE

HELP WANTED SALES

Wanted—An experienced, imaginative, aggressive sales executive to grow with local TV channel in association with the fastest growing cable system in the fourth biggest market. Write to C.C.P., P.O. Box 192, Collingswood, NJ 08108.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

5 or 10 KW AM transmitter, good condition. Barry, WAMB Nashville, TN 615-889-1960.

Used crane in good condition, similar to a Chapman Nike. Counterbalanced boom arm to -B-Deight. Contact Tom Scott 612-546-1111.

10 or 20KW FM Transmitter under 10 years old in good operating condition. Call Jim Somich 216-781-1420.

WANTED TO BUY EQUIPMENT CONTINUED

Need - 10 Watt FM Exciter or Transmitter Antenna, studio equipment, and Coxial Cable for a Black community center. Donations are tax deductible. Contact Mr. H. Johnson, Booker T. Washington Center, 24, Chapman Ave. Auburn, NY 13021, 315-252-1842.

Automation Systems—Top dollar for used systems. Call or write, Eastern Broadcast Supply, 419 Boylston St., Boston 02116. 617-534-8987.

Non Profit tax exempt organization about to build Christian FM Radio station. Welcome contributions of good used equipment. Sound of Life Incorporated, 37 Henry Street, Kingston, NY 12401.

FOR SALE EQUIPMENT

340 Feet 3-1/8" Transmission line RCA type MI-27791-D1B T 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.

Videotape Recorder Ampex VR3000 under 100 hours, spare head \$35,000 available Now. Box P-35.

RCA Color Film Island, TK-27 Camera, TP-15 Multiplexer, (2) Eastman 285 Projectors, TP-7 Slide Projector, excellent condition, 205-956-2200, \$35,000.

GE 240 Color Film Cameras, (2), excellent condition, \$8,000 each, 205-956-2200.

One—RCA TR4 MI43301A1 Serial No. 40207, Two headwheel panels MI40760. Contact Carland, Inc. 816-842-6098.

Color Film Island, GE 240, Telemation Multiplexer, (2) Eastman 285 Projectors, excellent condition, \$22,500. 205-956-2200.

Gates 7.5 KW FM Transmitter, Gates 5 Bay Antenna, 300' 1-5/8" Transmission Line, Collins 1 KW AM Transmitter, Ultimate 10 Channel Console, QRK 5 channel Stereo Console, Gates 4 Channel Stereo Console, Gates Gateway Mono Console, CBS Stereo Limiter, Ampex 440 Recorder, 2 SMC Carousels, Automation Brain. Call: 404-487-9559.

Ampex VR3000's 2 available, top condition, \$33,000 ea. \$63,000 the pair. Merlin Engineering Works. Palo Alto, CA. Call 800-227-1980 or 415-329-0198.

Ampex Manuals. For all Video and Pro Audio products \$5 to \$20 ea. Most brand new. Merlin Engineering Works. 800-227-1980 or 415-329-0198.

5" Air Hellax—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Two Ampex VR-3000 Portable High Band Videotape Recorders, with three video heads, battery packs, battery chargers and body braces. Top operating condition and sensibly priced. Videocom 617-329-4080.

For Sale: Gates FM-5B transmitter, with two Phelps Dodge Low Pass Filters 1-5/8". Can purchase with Sparta 680 Exciter and 682 Stereo Gen. Ed Tomlin, CE or John Fern GM, KAGM, Klamath Falls, OR 97601. 502-882-2551.

For Sale: Video production equipment; 2 IVC 870s; 1 IVC 600 VTR; 2 Panasonic color cameras; 2 Telemation b/w cameras; Film chain with b/w cameras, 16 mm and 35 mm projectors; 3 racks with monitors; camera controls; Danscoll switcher, and other equipment. For more information, call: M. Howes, Washington Adventist Hospital, Takoma Park, MD. 301-891-7318.

Brand New, never tuned or used 5 KW FM Transmitter and Stereo Exciter. \$15,000. 301-475-8937.

RCA TTU-1B UHF Television Transmitter. Tuned to channel 31. Antenna included. Stored in Indiana. \$2,500. Call Bill Kitchen. 904-837-2798.

RCA TR-70B High Band Quad VTR's, two available, both have DOC, CAVE, Monitor, one wired for Editor, one unit has RCO Editor, exclusively available from MATEC, 205-956-2200.

Used Automation Systems: Gates SC-48; Schafer 800; Schafer 902; IGM 750. Call or write, Eastern Broadcast Supply; 42 Main St., Leominster MA 01453. 617-534-0441.

Systematics Raim 1000 TBC, Panasonic NV-2121 VCR, Panasonic NV-2110M VCP, Sony Betamax w/ tapes, case of DuPont 60min 3/4" videocassettes. All never used, must sell. KIOQ 714-873-5861.

FM Transmitters: Gates FM-20H3-20KW, Collins 831G2B-20KW, Bauer 610-10KW, CCA FM-10000D-10KW, Gales FM-10-H3-10KW, Collins 830F1A-10KW, Gates FM-10G-10KW, Bauer 605-5KW, Collins 830E-1B-5KW, RCA BTA-1E1-5KW, RCA BTF-5B-5KW, Gates FM-5G-5KW, Gates FM-5B-5KW, RCA BTF-5G-5KW, ITA FM-5000B-5KW, Gates FM-1G-1KW, Collins 830D-1A-1KW, RCA BTF-1E1-1KW, Gates FM-1C-1KW, ITA FM-1000C-1KW, ITA FM-250B-250W, Gates FM-250C-250W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Stereo Generator Harris for TE-3 New in factory box, \$600. WFAA, Farrell, PA 16121.

ENG—Ikagami HL-35, Sony DXC-1600, Sony VO-3800 VCR, All Mobile Video—212-757-8919, 415 West 55th Street, NY, NY 10019.

Automation System and 10 Channel Stereo Console. Call 404-487-9559.

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.

Bionic Boffos: Funny. Intelligent. Affordable! Free sample: Bionic Boffos, Box 457 Capitola, CA 95010.

Latest Gags \$2. Latest Monologues \$4 Gagwriting Lesson \$1. Robert Makinson, 417 State, Brooklyn, NY 11217.

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.

Horoscope Program, two minutes daily, written and produced with quality female voice to grab radio audiences and sponsors. Available many markets. Ed Fritts, Box 450, Paducah, KY 42001, 502-442-8231.

THE PRIZE CABINET supplies name brand merchandise for your next contest. Cost - 20% of retail. Call collect (319) 326-2023. Write: THE PRIZE CABINET, 304 Union Arcade, Davenport, IA 52801.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160, 303-795-3288.

Program Logs Analyzed Experienced. From \$150. Elizabeth Jatman, 6229 Springhill Ct., No. 102, Greenbelt, MD 20770. 202-785-2720.

INSTRUCTION

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.

San Francisco, FCC License, 6 weeks 1/16/78. Results guaranteed, Veterans approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St., 94102. 415-392-0194.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin January 3, February 13. 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.

1st phone test preparation. Free information. VA. benefits. Financial Aid. A.A.B. 726 Chestnut, Philadelphia 19106. Phone 215-922-0605.

Minneapolis Location FCC 1st Class License. Eight weeks—top instructors. \$475. THE SCHOOL OF COMMUNICATION ARTS. Division Communications Arts. Inc. 2526 27th Avenue South, Minneapolis, MN 55406. 612-721-5357.

RADIO Help Wanted Sales

McMartin expands again!

Our increased sales require us to add additional district sales managers in the broadcast division.

Two territories are available, (1) Upper Mid-West (2) Central Sun belt.

Requirements are: 3-5 years experience in station engineering and/or management ... extensive travel required.

Salary plus commission and a very lucrative benefit package.

Call or write Bob Anderman,
Broadcast Sales Manager
McMartin Industries
4500 S. 78th St.
Omaha, Neb. 68127
402-331-2000

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR

Automated Country Music format needs aggressive, knowledgeable PD to impart life and spirit. Familiarity with Gates and IGM Automation equipment preferable but no technical duties involved. Must have excellent air voice. Send resume and tape to Fred Epstein, WHHT-FM, PO. Box 3788, Davenport, Iowa 52808. EOE

Situations Wanted Announcers

RADIO PERSONALITY

Seasoned radio pro wants music show. Warm, friendly style with humor & information. Impressive background, including 10 years in Top 5 market. Strong on talk also. 313-649-2694.

TWO MAN MORNING TEAM

Makes it easy for your listeners to get up ... with humor, personality, and just plain fun. Act now and get a 10% discount. Reply to Box P-76.

Situations Wanted News

NEWSMAN

with outstanding record as Newscaster and Government reporter including Presidential Convention & Campaigns—Best of References—Plenty of experience—Relocate in any Major Market—Reply Box P-18.

TELEVISION

Help Wanted News

WEEKEND TV ANCHOR

A progressive Midwestern TV-AM-FM Operation is looking for a weekend editor/anchor, with general assignment reporting on weekdays. Prior TV experience a must. Excellent opportunity with a growing Midwestern chain. Equal Opportunity Employer. Send resume to Broadcasting, Box P-78.

Help Wanted Technical

TV ENGINEERING SUPERVISOR

Immediate opening for individual to supervise technicians assigned to TV production and maintenance. Solid technical background, an FCC First Class License and a minimum of 5 years of TV broadcast experience is required. Previous supervisory experience is desirable. This position involves rotation to day and evening shifts. Please send resume to the Personnel Department.

WNAC-TV



RKO General Building
Government Center
Boston, MA 02114
Equal Opportunity
Employer
M-F-H-Vets

Help Wanted Technical Continued

IMMEDIATE OPENING

Experienced Television Technician/Operator and Technician Supervisor

Must have First Class FCC License and good background in Solid State technology.

Send resume or call:

KMOL-TV

P.O. Box 2641

San Antonio, Texas 78299

512-226-4251

An Equal Opportunity Employer

SALES AND APPLICATION ENGINEERING

Western Region. If you can work with broadcast engineers, helping them to apply our digital remote control systems; if you can increase sales by motivating Reps; if you combine strong technical know-how with proven sales ability, send your resume and salary requirements to: Bob Cochran, Time and Frequency Technology, 3000 Olcott St., Santa Clara, CA 95051.

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

Help Wanted Management

BROADCAST STATISTICAL ANALYST

Frazier, Gross & Clay, Inc., Washington, D.C., television and radio management consulting firm has opening for statistician with at least 3 years industry experience. Must have strong background in statistical analysis and math modeling, and good working knowledge of computer programming. Top flight small company of innovative professionals. Opportunity for personal and financial growth. Please send resume and salary history to:

Susan Harrison
Frazier, Gross & Clay, Inc.
5028 Wisconsin Ave., N.W.
Washington, D.C. 20016

Sales Engineer

The Grass Valley Group, Inc. has an opening for a Sales Engineer for the western states. We are looking for a capable and creative individual to work out of our LA sales office. This key sales engineering position requires an individual with a solid technical background in broadcasting. Preference will be given to individuals with proven sales performance.

Our compensation package includes excellent company benefits in addition to our salary and commission programs.

Interested applicants, please submit a resume in confidence to Val Marchus, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

A Tektronix Company

**The
Grass Valley Group**

Creative Services Radio & Television

ADVERTISING/PROMOTION MGRS. AND ASSTS.
PUBLIC RELATIONS MGRS. AND ASSTS.
ART DIRECTORS AND DESIGNERS

Major broadcast group is interested in obtaining resumes from creative services professionals for future consideration. Even if you are not contemplating a move at this time, send a resume so we can call you in the future if an opening occurs at one of our stations. Our people are aware of this ad. Box P-90

E O E/M F

**Help Wanted Programing,
Production, Others**

**INSTRUCTIONAL RESOURCES
MEDIA SPECIALIST**

The State University College at Fredonia, New York would like to obtain an Associate for Instructional Resources-Media Specialist, Television. The individual selected will be responsible for the acquisition, creation, and distribution of acceptable instructional programming. It is expected that the primary emphasis will be in television, but the individual should be aware of and willing to utilize other visual media. M.A. preferred. Salary is negotiable but will probably fall between the range of \$12,700-\$16,800. Inquiries should be addressed to: Dr. John Malcolm, Director of Instructional Resources Center, State University College, Fredonia, New York 14063. An Affirmative Action/Equal Opportunity Employer.

Situations Wanted News

**AVAILABLE IMMEDIATELY
AWARD WINNING**

reporter-producer-anchor-assignment editor with 17 years in broadcasting and top 20 market experience. Now in municipal government public relations but desire return to TV news in producing or management capacity. Contact Jack Moore, Rt. 1, Box 175, McAllen, TX 78501 (512-682-3347)

REPORTER

Investigative awards. Network exposure. Large market experience on beat, general assignment and minidocs. Additional experience as medium market TV News Director. Missouri grad. Prefer South, Southwest or West.

Box P-36

**TV News
Director**

Professional Journalist with proven management skills and rating history. Currently top 30 market.

Box P-68

Miscellaneous

**BUILD A BETTER
STUDIO**

Call Aderhold Construction Company. A complete construction management team of architects, builders, engineers and designers. No problem too large or too small. 404/233-5413.

**Aderhold Construction
Company**

3384 Peachtree Rd. NE / Atlanta, Georgia 30326



Miscellaneous Continued

100% ID TRADE

Gwainsound of Dallas IDs free for major market radio in return for broadcasting Top quality 30 minute Church program on Sunday. Send coverage map, 52 time 30 minute rate, and musical format... No obligation. De-Munck Simmetink & Co., 914 Center Avenue, Costburg, Wisconsin 53070.

Radio Programing



LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

Free Golf/Car Rental

FLORIDA FREE GOLF

Completely furnished delux condominium apartments for two \$55 per day until April 21 with greens fee included at nearby top-rated Deer Creek C.C. 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

Wanted To Buy Stations

SUBSTANTIAL COMPANY

desires acquisitions of CATV, radio or TV stations. Minimum pre-tax earnings of \$200,000 required. Write Lawrence Flinn, Jr., National Cable Communications Corp. 19 West Elm St., Greenwich, Ct. 06830. Reply in confidence.

PRINCIPAL

Looking for Radio property. \$850,000. Cash or Terms. Turn around O.K. Present financials and values on first offering.

Write:

Bayard M. Grant
920 Board of Trade
Kansas City, MO 64105

PUBLIC COMPANY

interested in acquisitions and /or mergers.
T.V.—Radio.
Profitability not a factor.
Reply Box E-69.

For Sale Stations

**MEDIA BROKERS
APPRAISERS**

RICHARD A.
SHAHEEN INC.
435 NORTH MICHIGAN - CHICAGO 60611
312-467-0040



**For Sale Stations
Continued**

H.B. La Rue, Media Broker

RADIO - TV - CATV - APPRAISALS

WEST COAST: 1204 RUBE BUILDING - SAN FRANCISCO, CALIFORNIA 94104
415/673-4474

EAST COAST: 210 EAST 53RD ST., NO. 5D, New York 10025
212/282-0737

TWO FLORIDA AMs

Excellent mgmt. Real estate included. Good upside potential. \$760K. 20% down. Should self-amortize.

OTHER GA-FLA. STATIONS

BECKERMAN ASSOCIATES

14001 Miramar, Madeira Beach, Fla. 33708
(813) 391-2824

- Daytimer, Sou. Calif. Exclusive programming. Billing \$200,000. Positive cash flow of \$65,000. County pop 350,000. \$520,000. Liberal terms.
- Powerful ethnic daytimer with good billing. Central Georgia metro area. \$810,000. Assume corporate note.
- AM/FM near major Northeastern metro market. Cash billing about \$800,000. Pop 2 1/2 million. Real Estate Excellent buy for \$2,000,000. Terms.
- Daytimer. Sou. Central Florida. Power increase and nighttime available. Good buy. \$180,000. 15 year terms.
- Fulltimer. Near coast of Maine. FM on file. Billing \$80,000. Real estate. \$160,000.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Powerful stereo. Near Canada. Solid investment. \$400,000. Assume note.
- No down payment. Covering big S.E. Tenn. city. 1,000 watt daytimer. Payment \$3,965 per month.
- Oregon fulltimer. Profitable. \$180,000. Terms.
- AM/FM Utah. 11,000 city. 30,000 trade area. \$230,000. First two years pay \$1100 per month. \$30,000 d.p.
- Class "C" Stereo. Central Texas. 30,000 pop trade area. Good billing. \$280,000.
- 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. Has FM CP. Single Station market. North Central Calif. Good buy for \$480,000. Liberal terms.
- Fulltimer. Major metro area of Tenn. Good billing. A bargain at \$560,000. 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.
- Daytimer. Within 25 miles of Albany, Ga. Billed \$85,000 with no salesmen. \$265,000. Terms.
- Powerful fulltimer in New Mexico. \$725,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS

Stock Index

Stock symbol	Exch.	Closing Wed. Nov. 16	Closing Wed. Nov. 9	Net change in week	% change in week	1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	N	41 7/8	40 1/4	+ 1 5/8	+ 4.03	46 3/4	36 3/4	8	18,107	758,230	
CAPITAL CITIES	CCB	N	57 1/2	55	+ 2 1/2	+ 4.54	57 1/2	44 3/4	11	7,481	430,157
CBS	N	52 3/8	50 1/4	+ 2 1/8	+ 4.22	62	47 1/8	8	28,100	1,471,737	
COX	N	33 3/4	29	+ 4 3/4	+ 16.37	33 3/4	25 1/2	10	6,360	214,650	
GROSS TELECASTING	GGG	A	14 1/2	14	+ 1/2	+ 3.57	15 1/2	13 5/8	7	800	11,600
KINGSTIP COMMUN.	KTVV	O	5 3/4	5 3/4			5 3/4	3 7/8	10	462	2,656
LIN	LN8	O	21	21 1/8	- 1/8	- .59	21 1/8	16 1/2	8	2,745	57,645
MOONEY	MOON	O	2 5/8	2 5/8			2 5/8	1 7/8	33	425	1,115
RAHALL	RAHL	O	18 1/2	18 1/2			19	8 5/8	20	1,281	23,698
SCRIPPS-HOWARD	SCRIP	O	33 1/2	33 1/2			37	31 1/2	8	2,589	86,731
STARR**	SBG	M	6 1/4	6 1/8	+ 1/8	+ 2.04	7	3 1/2		1,418	8,862
STORER	SBK	N	21	20	+ 1	+ 5.00	26 7/8	19 3/8	5	4,876	102,396
TAFT	TFB	N	31 3/8	28 3/4	+ 2 5/8	+ 9.13	33 7/8	24 5/8	8	4,070	127,696
TOTAL									78,714	3,297,173	

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	16	14	+ 2	+ 14.28	17 7/8	13 1/8	3	11,656	186,496
JOHN BLAIR	BJ	N	17 7/8	17 1/4	+ 5/8	+ 3.62	19	11 1/8	5	2,432	43,472
CHRIS-CRAFT	CCN	N	7 1/2	7 7/8	- 3/8	- 4.76	9 3/8	4 1/2	6	5,810	43,575
COMBINED COMM.	CCA	N	27 3/8	25 1/4	+ 2 1/8	+ 8.41	27 3/8	19	9	6,799	186,122
COWLES	CWL	N	16 3/4	16 1/8	+ 5/8	+ 3.87	16 3/4	12 1/2	19	3,969	66,480
DUN & BROADSTREET	DNB	N	30 3/4	29 3/4	+ 1	+ 3.36	30 7/8	26 1/4	16	26,356	810,447
FAIRCHILD INC.	FEN	N	15 1/4	14 5/8	+ 5/8	+ 4.27	15 5/8	9 1/2	12	5,708	87,047
FUQUA	FQA	N	8 5/8	8 1/2	+ 1/8	+ 1.47	13	8	5	9,293	80,152
GANNETT CO.	GCI	N	36 1/4	36	+ 1/4	+ .69	40 3/4	32 3/4	15	22,430	813,087
GENERAL TIRE	GY	N	23 1/4	22 7/8	+ 3/8	+ 1.63	29 1/4	22 3/8	4	22,242	517,126
GLOBE BROADCASTING**	GLBTA	D	4 1/8	4 1/8			4 3/8	2 1/8		2,772	11,434
GRAY COMMUN.	O	10 1/2	10 1/2				12 3/4	8		475	4,987
HARTE-HANKS*	HMN	N	29 3/4	29 3/4			32 7/8	26	11	4,477	133,190
JEFFERSON-PILOT	JP	N	30 5/8	29	+ 1 5/8	+ 5.60	32 3/8	26 5/8	10	23,400	716,625
MARVIN JOSEPHSON	MRVN	O	12	12			17 1/4	10 1/4	6	1,981	23,772
KANSAS STATE NET.	KSN	O	7 1/4	6 3/4	+ 1/2	+ 7.40	8 1/2	4 3/4	8	1,716	12,441
LEE ENTERPRISES	LNT	A	24 1/2	23 3/4	+ 3/4	+ 3.15	28 1/8	22 1/4	11	5,010	122,745
LIBERTY	LC	N	23 1/8	22 1/4	+ 7/8	+ 3.93	23 1/8	18	7	6,762	156,371
MCGRAW-HILL	MHP	N	19 1/2	18 3/4	+ 3/4	+ 4.00	19 5/8	15 5/8	10	24,675	481,162
MEDIA GENERAL	MEG	A	15 1/8	14	+ 1 1/8	+ 8.03	20	13 5/8	7	7,277	110,064
MEREDITH	MOP	N	24 5/8	22 5/8	+ 2	+ 8.83	24 5/8	17 3/8	6	3,074	75,697
METROMEDIA	MET	N	32	31	+ 1	+ 3.22	32	25 1/4	7	6,707	214,624
MULTIMEDIA	MHED	O	24 3/4	24 1/4	+ 1/2	+ 2.06	25 1/2	21 1/2	10	4,394	108,751
NEW YORK TIMES CO.	NYKA	A	19 3/8	18 3/8	+ 1	+ 5.44	19 1/2	15 3/4	9	11,207	217,135
OUTLET CO.	OTU	N	19 3/4	18 5/8	+ 1 1/8	+ 6.04	24 1/4	16 5/8	8	2,140	42,265
POST CORP.	PDST	O	23 1/2	22 3/4	+ 3/4	+ 3.29	23 1/2	16 1/4	8	867	20,374
REEVES TELECOM	RBT	A	2 3/8	2 3/8			3	1 3/4	24	2,380	5,652
ROLLINS	RQL	N	19 5/8	19 3/4	- 1/8	- .63	24 1/4	17 1/8	11	33,000	647,625
RUST CRAFT	RUS	A	21 7/8	21 1/8	+ 3/4	+ 3.55	23 1/2	8 1/2	14	2,291	50,115
SAN JUAN RACING	SJR	N	11 5/8	9 7/8	+ 1 3/4	+ 17.72	11 3/4	7 5/8	14	2,509	29,167
SCHERING-PLOUGH	SGP	N	31 3/4	29 5/8	+ 2 1/8	+ 7.17	44 3/4	28 1/4	10	54,084	1,717,167
SONOERLING	SDB	A	10 1/2	11 1/2	- 1	- 8.69	12 7/8	8 3/8	5	1,103	11,581
TECH OPERATIONS**	TO	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	N	25 1/4	23 5/8	+ 1 5/8	+ 6.87	25 3/8	20 3/4	10	33,911	856,252
WASHINGTON POST CO.	WPO	A	33 1/2	30 1/4	+ 3 1/4	+ 10.74	33 1/2	21 3/4	10	8,545	286,257
WOMETCO	WOM	N	12 1/8	11 1/4	+ 7/8	+ 7.77	12 3/4	10 7/8	8	9,404	114,023
TOTAL									373,432	9,016,108	

Cablecasting

ACTON CORP.	ATN	A	7	7 1/4	- 1/4	- 3.44	7 3/8	3 1/8	8	2,710	18,970
AMECO**	ACO	O	1/8	1/8			1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	30 1/4	29 1/2	+ 3/4	+ 2.54	32	19 3/4	18	3,856	116,644
ATHENA COMM.** *	O	3/8	3/8				3/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O	4 1/2	4 1/8	+ 3/8	+ 9.09	4 3/4	3 1/8	23	8,309	37,390
CABLE INFO.**	O	5/8	5/8				7/8	1/2	3	663	414
COMCAST	O	5	5 1/8	- 1/8	- 2.43	5 1/4	3 3/4	9	1,651	8,255	
COMMUN. PROPERTIES	COMU	O	7	6 7/8	+ 1/8	+ 1.81	7 3/4	3 5/8	17	4,761	33,327
ENTRON*	ENT	O	2 1/4	2 1/4			2 1/4	7/8	2	979	2,202
GENERAL INSTRUMENT	GRL	N	19 7/8	18 1/4	+ 1 5/8	+ 8.90	23	17 5/8	8	7,504	149,142
GENEVE CORP.	GENV	O	9	8 1/2	+ 1/2	+ 5.88	9 1/4	7 1/2	60	1,121	10,089
TELE-COMMUNICATION	TCOM	O	6 1/4	6 1/8	+ 1/8	+ 2.04	7 3/8	2 7/8	39	5,281	33,006
TELEPROMPTER	TP	N	7 7/8	8 1/8	- 1/4	- 3.07	9 3/8	6 3/4	23	16,793	132,244
TEXSCAN	TEXS	O	1 3/4	1 7/8	- 1/8	- 6.66	2	1 1/4	10	786	1,375
TIME INC.	TL	N	34	32 7/8	+ 1 1/8	+ 3.42	38 1/4	31 3/4	9	20,349	691,866
TOCOM	TOCM	O	3 5/8	3 5/8			4 5/8	2 1/4	8	632	2,291
UA-COLUMBIA CABLE	UACC	O	22	21 1/2	+ 1/2	+ 2.32	23 1/2	15 1/2	15	1,679	36,938
UNITED CABLE TV	UCTV	O	6 7/8	6 7/8			6 7/8	3 7/8	172	1,880	12,925
VIACOM	VIA	N	20	16 1/4	+ 3 3/4	+ 23.07	20	9 1/2	17	3,750	75,000
TOTAL									86,029	1,363,024	

Stock symbol	Exch.	Closing Wed. Nov. 16	Closing Wed. Nov. 9	Net change in week	% change in week	1977		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
Programing											
COLUMBIA PICTURES	CPS	N	18 1/2	18 1/2			18 3/4	7 3/8	11	6,748	124,838
DISNEY	DIS	N	40 3/8	35 5/8	+ 4 3/4	+ 13.33	47 5/8	32 1/2	17	31,894	1,287,720
FILMWAYS	FWY	A	8 1/2	8 5/8	- 1/8	- 1.44	9 7/8	6 7/8	7	2,275	19,337
FOUR STAR			1 1/4	1	+ 1/4	+ 25.00	1 1/4	3/4	13	666	832
GULF + WESTERN	GW	N	11 5/8	10 3/4	+ 7/8	+ 8.13	18 3/8	10 1/4	3	48,215	560,499
MCA	MCA	N	35 7/8	33 1/2	+ 2 3/8	+ 7.08	42 3/4	32	8	18,554	665,624
MGM	MGM	N	22 5/8	23 1/4	- 5/8	- 2.68	24 1/8	16	9	13,102	296,432
TELETRONICS INTL.	O		4 1/2	4	+ 1/2	+ 12.50	6 1/2	3 1/2	7	1,018	4,581
TRANSAMERICA	TA	N	15 1/4	14 7/8	+ 3/8	+ 2.52	16 1/2	13 5/8	7	66,928	1,020,652
20TH CENTURY-FOX	TF	N	22 3/8	22 1/2	- 1/8	- .55	25	10	8	7,684	171,929
WARNER	WCI	N	29 7/8	28 1/4	+ 1 5/8	+ 5.75	32 1/2	25 3/4	7	14,352	428,766
WRATHER	WCO	A	7 1/2	7 3/8	+ 1/8	+ 1.69	8 3/8	4 1/2	10	2,243	16,822
TOTAL										213,679	4,598,032

Service

BBDO INC.	BBDO	O	27 3/4	26 1/2	+ 1 1/4	+ 4.71	29 3/4	22 1/2	8	2,513	69,735
COMSAT	CQ	N	36	31 1/4	+ 4 3/4	+ 15.20	36 3/4	28 3/4	11	10,000	360,000
DOYLE DANE BERNBACH	DOYL	O	20	20 1/8	- 1/8	- .62	22	16 3/4	6	1,866	37,320
FOOTE CONE & BELDING	FCB	N	16 3/4	17 1/2	- 3/4	- 4.28	18	14 3/4	7	2,304	38,592
GREY ADVERTISING	GREY	O	22 3/4	22 3/4			28	16 1/2	5	821	18,677
INTERPUBLIC GROUP	IPG	N	27 7/8	25	+ 2 7/8	+ 11.50	39 1/4	22 1/2	6	2,387	66,537
MCI COMMUNICATIONS**	MCIC	O	2 7/8	3 1/4	- 3/8	- 11.53	3 1/4	7/8	41	20,137	57,893
MOVIELAB	MOV	A	1	3	- 2	- 66.66	3	1	6	1,410	1,410
MPD VIDEOELECTRONICS	MPO	A	5 1/4	4 7/8	+ 3/8	+ 7.69	9	4	8	520	2,730
A. C. NIELSEN	NIELB	O	22 1/8	21 1/4	+ 7/8	+ 4.11	22 1/4	18 7/8	12	10,762	238,109
OGILVY & MATHER	OGIL	O	39 1/2	36	+ 3 1/2	+ 9.72	39 1/2	31	8	1,805	71,297
J. WALTER THOMPSON	JWT	N	22 1/4	20 3/8	+ 1 7/8	+ 9.20	22 1/4	15 1/8	8	2,649	58,940
TOTAL										57,174	1,021,240

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	4 5/8	4 1/8	+ 1/2	+ 12.12	6	2 3/8	7	1,672	7,733
AMPEX	APX	N	9 3/4	9 1/8	+ 5/8	+ 6.84	11	7 3/8	11	10,885	106,128
ARVIN INDUSTRIES	ARV	N	20 5/8	19 3/8	+ 1 1/4	+ 6.45	20 5/8	14 1/2	5	5,959	122,904
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	3 1/8	3	+ 1/8	+ 4.16	3 1/4	1 3/4	11	1,654	5,168
COMU	COH	A	3 1/4	3 1/8	+ 1/8	+ 4.00	3 1/2	2 1/8	12	1,779	5,781
CONRAC	CAX	N	21 7/8	20 5/8	+ 1 1/4	+ 6.06	27 1/4	19 5/8	7	1,803	39,440
EASTMAN KODAK	EASKD	N	52 3/4	51 5/8	+ 1 1/8	+ 2.17	86 3/4	49 7/8	14	161,369	8,512,214
FARINDON	FARN	O	9 3/4	8 1/2	+ 1 1/4	+ 14.70	12	8	11	4,628	45,123
GENERAL ELECTRIC	GE	N	51 7/8	51	+ 7/8	+ 1.71	56 5/8	45	12	184,581	9,575,139
HARRIS CORP.	HRS	N	41 3/4	41 7/8	- 1/8	- .29	41 7/8	28	13	12,164	507,847
HARVEL INDUSTRIES	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.**	IVCP	O	7/8	1	- 1/8	- 12.50	2 3/8	1/4		2,701	2,363
MICROWAVE ASSOC. INC	MAI	N	27 3/4	26 1/2	+ 1 1/4	+ 4.71	27 3/4	20 1/4	12	1,320	36,630
3M	MMM	N	49 1/2	48 1/4	+ 1 1/4	+ 2.59	57	46 1/4	15	115,265	5,705,617
MOTOROLA	MOT	N	38 1/4	37 7/8	+ 3/8	+ .99	56 7/8	36 3/4	11	28,544	1,091,808
N. AMERICAN PHILIPS	NPH	N	29	29			36	28 1/4	6	12,033	348,957
OAK INDUSTRIES	OKI	N	15 3/4	13 1/2	+ 2 1/4	+ 16.66	17 7/8	9 5/8	14	1,639	25,814
RCA	RCA	N	28 5/8	28	+ 5/8	+ 2.23	31 3/4	25 3/8	11	74,812	2,141,493
ROCKWELL INTL.	ROK	N	29 1/4	28 1/4	+ 1	+ 3.53	36 3/4	28 1/4	7	32,700	956,475
RSC INDUSTRIES	RSC	A	1 7/8	1 7/8			2 3/8	1 5/8	8	2,690	5,043
SCIENTIFIC-ATLANTA	SFA	A	22 1/8	21 3/8	+ 3/4	+ 3.50	23 1/2	16 3/4	14	1,646	36,417
SONY CORP.	SNE	N	7 5/8	7 5/8			10 3/8	7 5/8	14	172,500	1,315,312
TEKTRONIX	TEK	N	39 5/8	37 1/8	+ 2 1/2	+ 6.73	68 1/2	28 1/4	15	16,267	644,579
TELEMATION	TMT	O	7/8	7/8			1	1/2	1	1,050	918
VARIAN ASSOCIATES	VAR	N	19 1/8	17 1/4	+ 1 7/8	+ 10.86	21	14 3/4	12	6,838	130,776
WESTINGHOUSE	WX	N	18 1/4	17 3/4	+ 1/2	+ 2.81	22	16 1/4	7	87,492	1,596,729
ZENITH	ZE	N	14 5/8	14 1/8	+ 1/2	+ 3.53	28	13 5/8	7	18,818	275,213
TOTAL										964,186	33,244,221
GRAND TOTAL										1,773,214	52,539,798

Standard & Poor's Industrial Average

104.9 102.3 +2.6

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.

Les Crystal: a doer for NBC's news operation

Les Crystal isn't used to the attention. Since taking over the presidency of NBC News on Oct. 5, he's found himself crossing that line between newsman and news copy.

But it goes with the territory. "When I think of the number of years that I have been on the reporter's side of the microphone and camera," says Mr. Crystal, "the turnabout is fair play. And whether I like it or not, it's tough. Frankly, I think it's good for me: I have a better appreciation of what we put people through."

If Les Crystal's been frazzled at all by the spotlight—or by his moves to vice president, special programming; executive vice president, and then president, all since last December—he doesn't show it.

Characterizing himself as "calm" and not easily upset, he confirms his reputation. Says *NBC Nightly News* co-anchor David Brinkley, "He is unexcitable, not given to tantrums . . . Whatever is happening, he is controlled." Mr. Brinkley's on-air partner, John Chancellor, agrees with that assessment.

Mr. Crystal, 43, comes to his new assignment with 20 years of broadcast journalism experience. Unlike his predecessors, he is completely out of the radio-television mold as a journalist, except perhaps for a college summer's tour of copyboy duty at the *Chicago American*. This is also in contrast to his opposite numbers at the other networks—Richard Salant at CBS News is a former lawyer; Roone Arledge of ABC News and Sports added news to his sports domain.

Being something of a newsmaking newsman now, Mr. Crystal will accept the customary speaking invitations, but has no plans to become a spokesman. "I'm an inside person," he says. "The main priorities are in here, not out there."

High on the list of his priorities are the obvious: "to make our evening news program even better than it is," and, given the ratings realities, perhaps the more difficult goal: "to achieve a pre-eminent position in terms of its popularity."

Mr. Crystal, who first worked in network news as Midwest regional manager for the old *Huntley-Brinkley Report*, is no stranger to the fact "there have been some fluctuations but basically the relative positions have been the same for the past 10 years in network evening newscasts"—and that means NBC is second to CBS.

Yet, says Mr. Crystal, first isn't necessarily best. "I think you have to make a distinction between it being a superior program and it being the most popular program," he says. "We'll make it better—the ratings notwithstanding." Despite



Lester Martin Crystal, president, NBC News; b. Sept. 13, 1934, Duluth, Minn.; BA and MA, Northwestern University, 1952-57; news writer, WBBM-TV Chicago, 1957-58; news director, WFBG-TV (now WTAJ-TV) Altoona, Pa., 1958-60; news director, WFIL-AM-TV Philadelphia, 1960-1963; producer, WMAQ-TV, 1963-1965; joined *Huntley-Brinkley Report*, predecessor of *NBC Nightly News*, as regional manager, Chicago, 1965-67; news editor, New York, 1967; associate producer, 1967-68; producer, 1968-70; European field producer, London, 1970-73; executive producer, 1973-76; produced NBC News coverage of conventions and election night, 1976; vice president, special programs, NBC News, then executive vice president, 1977.; present position since Oct. 5, m. Toby Wilson, 1958; children—Bradley, 17; Alan, 15, and Elizabeth, 10.

rumors, making the nightly newscast better does not, apparently, involve a shuffle in anchors. "There are no plans to change the anchors on our major shows," he says—an answer he's repeated often as he grows accustomed to being on the receiving end of reporters' questions. Similarly, Mr. Crystal says not to expect any massive turnover in the reporter ranks.

There were, however, changes in the *NBC Nightly News* format instituted shortly before he took over the top NBC News job from Richard Wald, and Mr. Crystal claims to be pleased with them. He says that the expanded lead story and, in particular, the nightly mini-documentary, "Segment 3," allows the show to "cover all the news and still cover something in depth."

Another priority, this one from management, involves an hourly prime time news series. NBC President Herbert Schlosser "really laid it out to me as one of my missions," says Mr. Crystal. It's one that he's already tackled; last week NBC announced that, using its monthly *Weekend* show as a nucleus, it would introduce a weekly prime

time magazine show in the fall (see page 39).

Over-all, Mr. Crystal acknowledges his responsibility to be "aggressive" and "interesting, while meeting the high journalistic standards that are absolutely requisite." He adds, "If I can do that and get that across to everybody here, then I think I will have fulfilled my goals."

He's also out to explore new ground; although he admits "in my background I'm not really known as a creator or an innovator. I've been known much more as a doer."

Mr. Crystal began his career as a doer in broadcasting in 1957 as a news writer for CBS owned-and-operated WBBM-TV Chicago. He had been working there part-time while studying for his BA and MA degrees at Northwestern University and also had summer news writing stints in his hometown of Duluth, Minn., at KDAL-AM-TV, and at WCCO(AM) Minneapolis-St. Paul. The position of news director at WFBG-TV (now WTAJ-TV) Altoona, Pa., followed a year later and by 1958 he was holding the same title at WFIL-AM-TV Philadelphia.

His association with NBC started in 1963 at its WMAQ-TV Chicago as producer of the station's *NBC News: Chicago Report*, the city's first 30-minute evening newscast. From there he joined NBC's *Huntley-Brinkley Report* (the predecessor of the *NBC Nightly News*) in 1965, and then went up the ranks from regional manager in Chicago, news editor in New York, associate producer, producer, European field producer in London, and then executive producer in 1973.

After a "leave of absence" to produce NBC's coverage of the 1976 political conventions and election night, he returned to NBC News as vice president, special programming; executive vice president, and finally president, as of early last month.

Of his new position, he says "in terms of a career achievement, I couldn't have been asked to do anything more important." Yet, he reminds himself aloud, he felt the same way about directing the political coverage last year and being executive director for the *NBC Nightly News*.

Aside from news emergencies, meetings and the like, Mr. Crystal has been maintaining a 9 a.m.-7 p.m. work schedule. While he has been able to find time for his family, he says the job requires "thinking about it 99% of your waking hours and God knows what percentage of your sleeping hours."

Mr. Crystal claims the most difficult aspect of his job so far has been "not enough time to read, not enough time to contemplate." But after being there for only a little more than a month, he adds: "Maybe that will change when I get more organized."

Protection for sale?

The smoke signals emanating from the House Communications Subcommittee are too changeable these days to read. Two weeks ago Chairman Lionel Van Deerlin (D-Calif.) and the ranking Republican member, Lou Frey of Florida, emerged from a meeting with the so-called broadcaster advisory committee to announce that everything was proceeding harmoniously toward a rewrite of the Communications Act (BROADCASTING, Nov. 14). Last week, in a wind shift of 180 degrees, the subcommittee's chief counsel, Harry (Chip) Shooshan III, all but wrote off any prospect for change in the broadcasting parts of the act. Whom is a broadcaster to believe?

It was only a month ago that Chairman Van Deerlin promised the National Radio Broadcasters Association "virtually the total deregulation of radio," with no strings attached (BROADCASTING, Oct. 17). Television, he said later, was "a different bag," but he saw for it at least a prospect of a license term extension from the present three years to five.

Now Mr. Shooshan is saying that deregulation for either radio or television is not to be had unless broadcasters make political trade-offs that they resisted at the advisory committee meeting. Among trade-offs he mentioned was an annual tax on gross revenues to support noncommercial broadcasting or to fund the entry of minorities into broadcast ownership.

Mr. Shooshan is not the first to suggest that the commercial system be taxed to support the noncommercial system. That was one of the options mentioned but discarded in the Carnegie Commission report that outlined the present noncommercial system. He is, however, adapting the proposal to a novel application. In effect Mr. Shooshan is suggesting that broadcasters buy release from federal controls. By this reasoning the Communications Act of 1934 is up for sale.

It is difficult to believe that Mr. Shooshan is speaking for the members of the subcommittee. Surely the broadcasting sections of the legislation under review will be studied for their own content and effect, not as bargaining chips to be played in a game of social engineering.

It is clear, however, that the serious part of Mr. Van Deerlin's rewrite is yet to come. For the moment there may be little for broadcasters to do but wait for a draft of legislation to emerge from the subcommittee.

Fallout from fairness

The sequels to the latest appellate court decision in a fairness doctrine case could be, to say the least, interesting. The court affirmed a challenged FCC ruling of 1974 exempting ordinary commercials from the doctrine (and thus reversing the FCC of 1967 which had ruled that cigarette commercials triggered a mandate for antismoking messages). Not content, however, the court told the FCC to take another look at two proposals it had rejected in the deliberations that led up to its 1974 decision. Those proposals are as interesting for the personalities as for the policies involved.

One proposal, submitted by Henry Geller, one-time general counsel of the FCC and now the presumed appointee to the new job of assistant secretary of commerce for telecommunications, starts out innocently enough. Mr. Geller professed concern over the "chilling effect" of the FCC's case-by-case review of complaints of unfairness. His solution, however, is to invoke a general fairness review at license renewal time—and in the interval to require the licensee each year to report "the 10 controversial issues

of public importance, local and national, which it chose for coverage during the prior year."

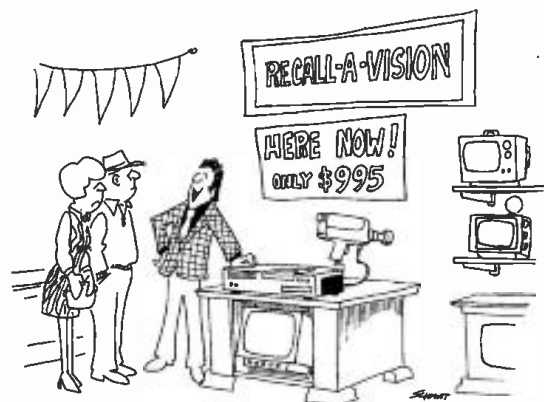
Mr. Geller would replace the chill with government heat. His formula guarantees federal intrusion into editorial judgment to a degree not yet dared by the FCC, as Mr. Geller himself is wise enough to recognize. It would escalate the fairness doctrine's present advocacy of "a reasonable amount of time for the presentation . . . of programs devoted to the discussion and consideration of public issues" to an annual requirement that broadcasters seek out at least 10 issues that are "controversial."

Does Mr. Geller want us to believe that in practice the FCC would resist the temptation to review the "controversiality" or "importance" of the issues broadcasters had selected? In 1978 or, perhaps more aptly, 1984 what "national" issues could we expect the FCC to approve as that year's minimum quota? And what conflicting interests would the FCC decree must be given how much time to expose the full dimensions of the controversy?

The other proposal that the appellate court told the FCC to reconsider came from the Committee for Open Media, which has championed the conversion of broadcasting from journalistic force to common carrier. COM wanted the FCC to require broadcasters to set aside an hour a week for public access over which the broadcasters would have no editorial control. In addition, COM would require the airing of responses to "editorial advertisements."

This, of course, is a formula for cacophony in the access hour and for unending disputes over rights of reply to advertising. The commission was eminently correct in rejecting the formula originally, though it did so with reasons that proved inadequate for the court.

It will be a different FCC that returns to the Geller and COM proposals, and the new chairman, Charles D. Ferris, will find himself with few close associates to turn to for advice, unless he wishes to encounter the most flagrant conflicts of interests. Mr. Geller, as has been noted here before, has counseled Mr. Ferris on policy and personnel and introduced him to the lawyer whom the new chairman later named as general counsel of the FCC, Robert Bruce. Mr. Bruce's wife, Collett Guerard, was counsel to intervenors who supported the COM access proposal in the court. COM itself was represented in the appeal by Frank Lloyd, now administrative assistant to Mr. Ferris. Mr. Ferris may have to start taking long walks by himself before voting on the issues the court has handed him.



Drawn for BROADCASTING by Jack Schmidt

"Why wait till next summer to see reruns?"



DENMAN

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Everybody knows that Boeing is Seattle's biggest business. But many people are surprised to learn that higher education ranks second. Besides two thriving private universities and a three-campus community college, Seattle is also the home of the giant University of Washington. Located on 680-acre grounds just five miles north of the downtown business center, the UW is the largest single-campus university on the West Coast. It has a tremendous impact on the city both intellectually and economically.

Numbers tell part of the UW story: 37,000 students, 16,000 faculty and staff, 243 million annual payroll, another 250 million spent locally on goods and services. But the real importance of the UW goes beyond mere figures. It's the hub of the state's higher education system, oriented to graduate work and the most gifted of the state's undergraduate talent. Its schools of medicine and law are among the very best in the nation. The excellence of its scientific and technical programs has made the University the country's largest recipient of federal grants and research contracts.



SNEDDON

The real bottom line on the University is people. Here in the Seattle-Tacoma region, more than 17% of our local population are college graduates, as compared to the national average of 13%.



SNEDDON

An additional 21% of our citizens have completed at least one year of college as compared to the 15% national figure. And the state of Washington as a whole, now ranks second among all states in the average educational level of all its citizens. Higher education is big business up here, and business is booming.

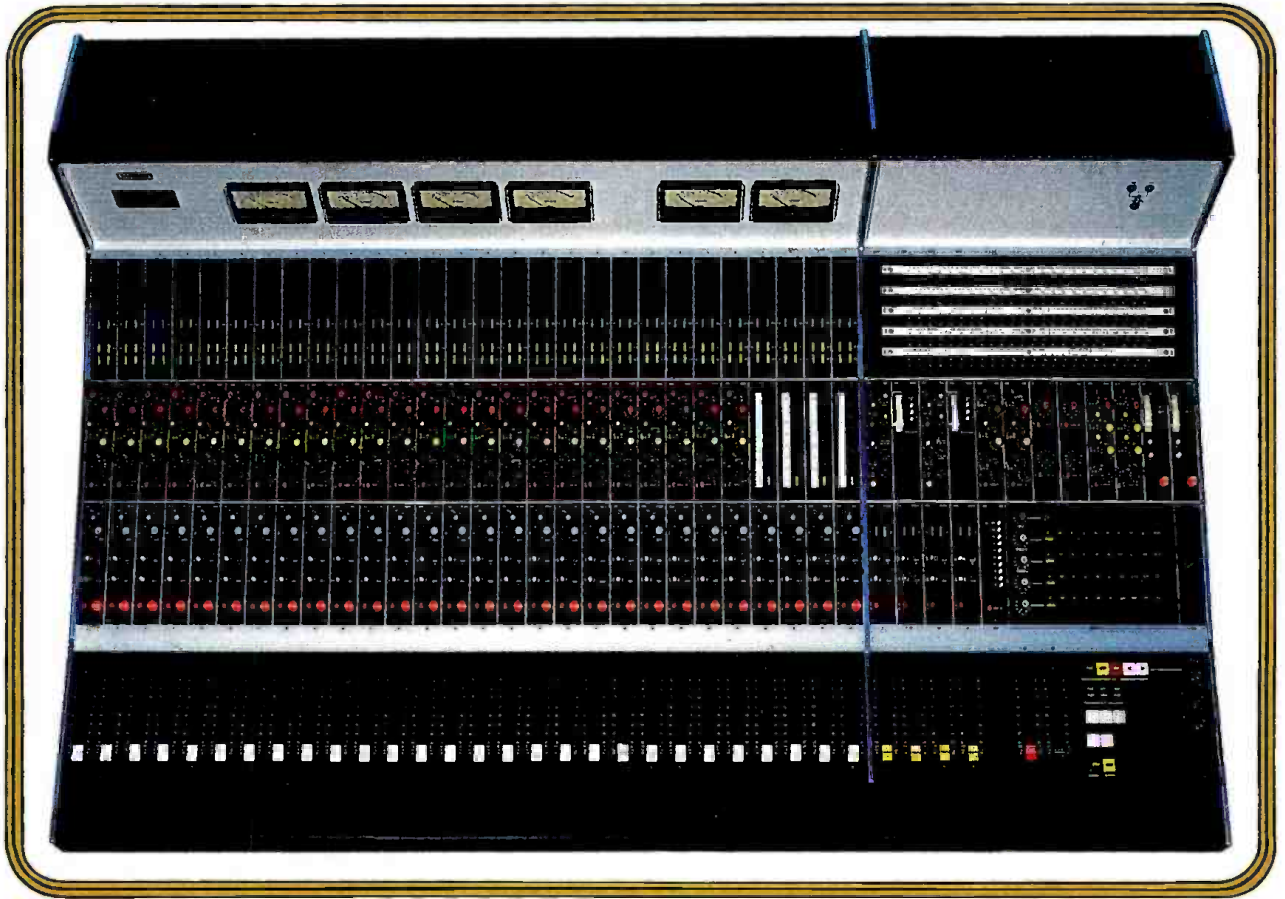
The high level of education of our viewers and listeners is one of the reasons why KOMO-TV and KOMO Radio devote so much energy and so much airtime to news and public affairs programming. And our fifty year commitment to responsible, community-oriented broadcasting pays off: KOMO Radio is consistently the leading adult station in the area. KOMO-TV leads the market again this year, and ranks as one of the most successful ABC outlets in the entire nation.

KOMO

Fisher's Blend Station, Inc.
 KOMO-TV, Channel 4, ABC
 KOMO Radio, 1000 on the dial, ABC Information Network.
 Representatives: Katz Agency, Inc., Simpson/Reilly and Assoc.

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The Way We Are.



We are innovators, designers and craftsmen who have a thorough knowledge of our marketplace and the desire to build the best possible products for it.

We are inspired by perfection, not by compromise.

We are dedicated to the achievement of excellence in quality, performance and dependability.

We are the creators of totally balanced systems designs, in highly flexible configurations.

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