

Another ride in the barrel for TV networks  
Merger-minded Storer comes calling on Viacom

# Broadcasting Jan 17

The newsw Weekly of broadcasting and allied arts

Our 46th Year 1977

NEWSPAPER

*Inaugural Eve  
Gala Performance  
Featuring A Galaxy of American Entertainment*

IN HONOR OF



PRESIDENT-ELECT JIMMY CARTER

A 2½ Hour TV Special from The John F. Kennedy  
Center For The Performing Arts, Washington, D.C.

To celebrate the Inauguration of The President  
and Vice President of The United States

*On The CBS Television Network*

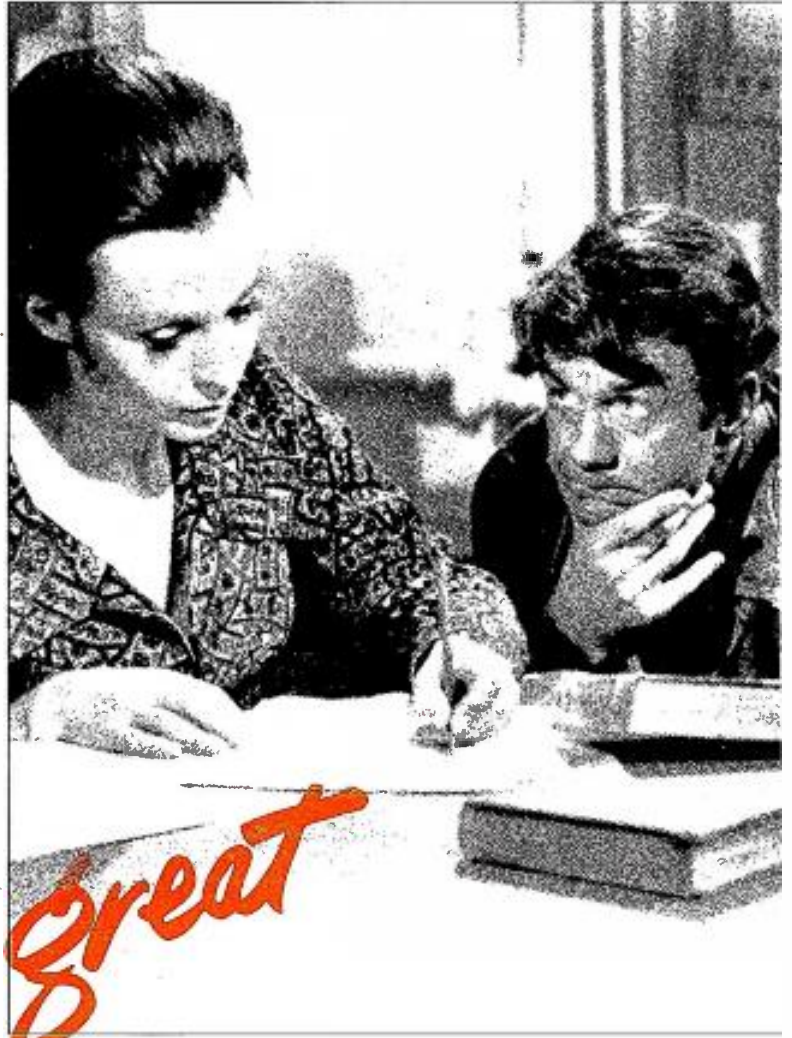
9:00-11:30 PM <sup>ET</sup>

Wednesday, January 19, 1977

**TIME LIFE**  
TELEVISION

36112LIRRA B5184RZK DFC/79  
A U L I R R A R Y  
U S A I R F O R C E  
M O N T G O M R Y A L 36112  
S E C T I O N

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



*Great*



"Charly"

Academy Award to Cliff Robertson  
for Best Actor of the Year.

# The Week in Brief

**THEY'LL DO IT** □ The FCC takes up the McGannon challenge to investigate alleged network dominance over affiliates, announces an inquiry. The action gets encouragement from Van Deerlin. **PAGE 19.**

**IT'S A SUCCESS** □ INTV pronounces its San Francisco meeting the best, looks forward to a better one in 1978. **PAGE 20.**

**HUDDLE IN HAWAII** □ The NAB boards will meet next week in Maui. Among the bullets to be bitten: what to do about family viewing. **PAGE 21.**

**STILL TALKING** □ CPB and PBS meet to discuss whose turf is whose, but come to no hard decisions. **PAGE 21.**

**MAKING AN OFFER** □ Storer Broadcasting wants to buy Viacom International for an estimated \$57 million. Combination would be cable's fifth largest. **PAGE 23.**

**FAIR DISPUTE** □ The National Association of Broadcasters and Metromedia ask the FCC to clarify the applications of the fairness doctrine. **PAGE 24.**

**TRY, TRY AGAIN** □ Senator Proxmire hasn't given up on his bill to abolish the fairness doctrine. **PAGE 25.**

**FROM ANOTHER SIDE** □ McClatchy Newspapers is being sued by a competitor who claims McClatchy operates an illegal newspaper monopoly in California. **PAGE 26.**

**FILL 'ER UP** □ Seats on the House and Senate Communications Subcommittees are still vacant, but the House Commerce Committee gets seven new members. **PAGE 26.**

**SHARING THE LOAD** □ Commerce Secretary-designate Juanita M. Kreps believes the Office of Telecommunications should take over some responsibilities from the Office of Telecommunications Policy. **PAGE 28.**

**SONDERLING ADDS TWO MORE** □ Sonderling Broadcasting plans to buy WDAS-AM-FM Philadelphia from Max M. Leon Inc. for \$4 million. **PAGE 28.**

**EASY DOES IT** □ Walter Reichel of Ted Bates tells independent stations at INTV convention to take cautious steps in forming "fourth network." **PAGE 29.**

**MORE SPOT-TV SPENDING** □ Media executives from

major advertisers tell an INTV session that budgets will be increased. They also complain about clutter. **PAGE 32.**

**HAPPY RETAILERS** □ The annual NRMA convention provides a forum for radio-TV success stories of major department stores, documenting further the inroads that broadcasting has been making into a newspaper preserve. **PAGE 32.**

**OPERATION PRIME TIME** □ Telerep's Masini's report on the programming project makes big news at the INTV convention. Stations put up \$4 million for the eight-part miniseries to run in May. **PAGE 34.**

**OPEN, PLEASE** □ FTC contends the American Dental Association should relax its code to permit advertising. **PAGE 34.**

**VIOLENCE IN K. C.** □ Danish and McGannon offer differing opinions on the need for TV programming reforms. They appeared in Kansas City at the PTA regional hearing on broadcast violence. **PAGE 36.**

**BACK ON TOP** □ In the first ratings week of 1977, ABC-TV recaptures the number-one spot in prime-time. **PAGE 37.**

**ROASTED AND TOASTED** □ Broadcasters at INTV convention denounce cable for sponging on independent TV outlets, but NCTA's Wheeler counters that the complainers are capitalizing on the added audience by raising their rates. **PAGE 39.**

**HELLO ... JIMMY?** □ CBS News's Salant offers the CBS Radio network for a three-hour telephone question-and-answer session with the American public. **PAGE 40.**

**SATELLITE VIRTUES** □ Independent stations, ITNA and Western Union spokesmen at INTV panel have words of praise for relay system. **PAGE 43.**

**TENACITY** □ NPR's Lee Frischknecht says it's been a tough but rewarding seven years for National Public Radio. Here's a look at the man who did so much to put it all together. **PAGE 65.**

**MOBIL DARED TOO** □ Vice President Herbert Schmertz, writing in "Monday Memo," gives the background on the advertiser's decision to release *Ten Who Dared* through nonnetwork commercial syndication. **PAGE 12.**

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# BLAIR L.A. WANTS TO THANK BLAIR U.S.A.

For far out-distancing two previous national reps in sales performance for KCRA-TV, Sacramento.

For erasing the prior reps legacy of revenue losses by posting nine successive quarters of tremendous national sales gains for KCRA-TV.\*

For doing such a remarkable sales job in other parts of the country that KCRA-TV has now assigned its representation in the greater Los Angeles area to Blair's Los Angeles office.

With eight experienced sales people plus twelve sales support specialists, Blair Los

Angeles is geared to provide KCRA-TV with the same strong representation performance the station gets consistently from Blair's 11 other offices. They all have the industry's best backing to do it—with on-line terminal links supplying instantaneous access to Blair's advanced REPPAK and TEL/AVAIL computer systems.

So if you're buying out of Los Angeles and need fast, accurate data on KCRATV or any Blair-represented television station, call Blair Los Angeles.

We'll give you the service that won the West!

 **BLAIR TELEVISION**

a division of John Blair & Company

\*Source: KCRA-TV



## Israel's future

Is Larry Israel contemplating departure from highly successful organization over which he presides as president of Washington Post Co.? Reports were current last week that he has been importuned to consider other ventures in communications, primarily broadcasting, although confirmation was lacking. Mr. Israel has been mentioned also for post in incoming Carter administration.

Mr. Israel, 57, joined Post-Newsweek organization as head of its broadcast properties in 1968, leaving Westinghouse Broadcasting as president of station group. He expanded Post ownership from two to four major-market television outlets. He was elected president and chief operating officer of Post company in 1973.

## Record viewing

Whatever happened in 1975, when ratings slippages had television broadcasters worried, it apparently has been corrected: Household usage of TV reached all-time high in 1976. Figures compiled from A. C. Nielsen Co. data put daily tuning average at six hours 18 minutes per home, 10 minutes more than shown for 1975 and three minutes more than in previous record year, 1973. Starting in April of 1976, daily average was higher each month than in comparable 1975 month.

## Elusive label

Redefinition of cable television system continues to be thorny issue for FCC. After long discussion last Wednesday, these are major questions that concern commission and staff: Should master antenna television systems be included within definition? (Commissioner James Quello is opposing inclusion, but Cable Television Bureau, which favors it, isn't giving up.) Should rules exemption that now applies to systems with maximum of 50 subscribers apply to systems with 250 subscribers or even more? (Cable Bureau, general counsel's office and Office of Plans and Policy favor extension, but Broadcast Bureau says some jurisdiction should be retained, at least in technical areas.) Should new class of systems be created: those that simply retransmit off-air signals and have no more than, say, 1,000 subscribers? (These would be substantially deregulated, but defining off-air is stumbling block.)

One area where there is said to be substantial agreement among commissioners is in defining systems in terms of head-end. Question remaining,

however, is whether grandfathered status system enjoys for some of its distant signals should accompany system when it expands into new community. Staff is proposing criteria for waivers permitting extension.

## Finalists

President-elect Jimmy Carter's choice for chairman of Federal Trade Commission will likely come from one of three people. Michael Pertschuk, well connected chief counsel of Senate Commerce Committee, is one. He wants job and has good chance. Another is former Representative Bella Abzug (D-N.Y.), who lost bid for Senate in New York primaries last fall. She has strong backing of women's groups and is being looked at for some high post by Carter team. Third is Robert Pitofsky, former chief of FTC's Consumer Protection Bureau, now professor at Georgetown University law school in Washington. Still another, but believed to have slighter chance, is Michael Lemov, chief counsel for Representative John Moss's (D-Calif.) Investigations Subcommittee.

Word is that Mr. Carter and top aide, Hamilton Jordan, haven't addressed FTC post yet, will put off all selections for regulatory agencies until after inauguration Thursday (Jan. 20).

## Signing on?

W. Bowman Cutter, one-time assistant to Larry Israel, president of Washington Post Co. (see above), may be working for Carter administration after Jan. 20. Mr. Cutter, 34, who joined Carter team in Atlanta last summer and, after election, was named head of transition team's budget analysis group, has been offered operational post in Office of Management and Budget by OMB Director-designate, Bert Lance. Mr. Cutter has not made decision, but he leaves no doubt offer is tempting. Before joining Post as Mr. Israel's assistant, in May 1975, Mr. Cutter was head of Washington-based Cable Television Information Center, which he helped found.

## Security

Although he has turned over authority as NBC's chief executive officer to President Herbert S. Schlosser (BROADCASTING, Jan. 10), Chairman Julian Goodman presumably will suffer no financial curtailment. His employment contract was extended last spring to June 1, 1979 ("Closed Circuit," June 14, 1976), presumably on terms at least as favorable

as old one's. In 1975 he was third highest-salaried officer-director of parent RCA (on whose board he continues to sit), with salary of \$180,000, deferred compensation of \$30,000 paid and \$60,000 to be earned out over next two years, and eligible on retirement at age 65 (in 1985) to \$112,841 annually in company-paid benefits. New contract details may be shown in RCA proxy statement due out in couple of months.

NBC Vice Chairman David C. Adams, who has toyed with idea of early retirement off and on for years and tried it once, is reported now to have decided to stay the course. Friends say he was toying with it again few weeks ago, thinking of retiring early this year, but in end decided against it. That was, in effect, last chance: In little more than year—on March 5, 1978—he'll be 65, mandatory retirement age.

## Local action

TV stations are bringing in reinforcements to help make 1977 better than 1976, when revenues climbed 25%. Canvass by Television Bureau of Advertising finds 20% more local salesmen on street now than year ago. That means more competition among stations as well as stiffer competition with newspapers resisting diversion of retail dollars from papers to TV.

One result: faster pace of registrations for TVB's eight-city regional sales workshops. Opener in Detroit tomorrow (Jan. 18) has 78 registrations—30% more than last year. For entire series, which ends in March, total is already approaching last year's final count of 496 and TVB expects it to reach or pass 600.

## Open for business

Washington oldtimers are equating activities of President Carter's lawyer son, Jack, with those of President Franklin D. Roosevelt's son, Elliott, generation earlier. In news last week was Jack Carter's stout defense of promotional material by client carpet company identifying him with his famous father. Jack Carter said that any of his clients may cite fact that he is Jimmy Carter's son "because it is true." He, along with his wife, will reside at White House as will his brother, Jeff, and wife.

Elliott Roosevelt, second son of FDR, also resided at White House when, in 1939 he invited station prospects to visit him to talk affiliation and representation with new network, Transcontinental, which didn't make it. Elliott, now 66, earlier had been vice president of Hearst radio.

**Kimberly-Clark** □ Company, located in Neenah, Wis., has instructed its advertising agencies, Leo Burnett of Chicago and Kelly, Nason of New York, not to buy commercial time for K-C products on TV programs depicting "excessive violence or anti-social behavior." Wayne L. Bildahl, vice president, consumer division-U.S.A., wants prescreening arrangements for programs to determine acceptability. Kimberly Clark spends about \$25 million a year on advertising, about 50% is in TV and radio. Company has scheduled two flights for its Thick & Thirsty paper towels beginning late this month and late March. Spots will run three to four weeks in 15 markets through Leo Burnett, Chicago. Women 18-49, are demographic target.

**ITT Gwaltney** □ Radio flights are scheduled for early February and late March for Gwaltney's Boned Ham and Big 8 franks. Ted Bates, New York, is concentrating on southern regional markets to reach women, 25-49.

**Volkswagen** □ Foreign car manufacturer slates four-week TV promotion late this month. Doyle Dane Bernback, New York, is buying in early and late fringe hours in 20 markets to reach men, 18-49.

**Eastern Airlines** □ Six-week radio drive is set for late this month. Young & Rubicam, New York, seeks radio spots in Southeastern markets to reach men, 25-49.

**Johnson & Johnson** □ Dental floss

## Rep appointments

- KSLQ(FM) St. Louis: Eastman Radio, New York.
- KEZY-AM-FM Anaheim, Calif.; WJPF(AM) Herrin, Ill.; KTFI(AM) Twin Falls, Idaho: Market 4 Radio, New York.
- WGTR(AM) Natick, Mass.: Queen Co., Boston.

will be spotlighted in second spot-TV flight in late February for three weeks. Young & Rubicam, New York, is seeking spots in day and prime-time hours for adults, 18-34.

**Burlington** □ Major textile and clothing manufacturer will accent pantyhose in four-week spot-TV drive, slated for late February. AC&R Advertising, New York, is going after day and fringe-time periods to reach women, 25-54.

**Welch Foods** □ Division of National Grape Cooperative Association will sponsor eight-week TV campaign to spotlight Welch's grape soda. RDR & Associates, New York, is aiming to reach women, 18-34, in day and fringe periods.

**Chrysler** □ Dodge-Aspen cars are set for three-to-five week spot-TV drive later this month. Young & Rubicam, New York, will place spots in prime, news, fringe and special-time periods to reach men, 25-49.

**Mobil Chemical** □ Soybean herbicide, MoDown, will get radio and spot-TV promotion beginning in mid-February for

two weeks and in late March for two weeks. Richardson, Myers and Donofrio, Baltimore, is covering Midwest to reach for farmers.

**Pan American** □ Airline is slated for TV and radio drive in late February for four weeks. Carl Ally, New York, is scheduling spots in major markets during prime and fringe time to reach adults, 25-54.

**Borden Foods** □ Food company starts two three-week radio flights for Cremora, non-dairy coffee creamer, beginning late February and late March. Campbell-Ewald, Detroit, will place spots in Northeastern markets, focusing on women, 25-64.

**Colgate-Palmolive** □ Company begins nine-week TV promotion for window cleaner, Add & Spray, late this month. William Esty, New York, is scheduling spots during day and prime-time periods to reach women, 18-54.

**Nathan's Famous** □ Sixty-year-old fast-food chain, noted for its frankfurters, is launching spot-radio campaign this month in New York. Effort is part of \$1-million budget, with emphasis in TV and radio. Campaign was created by Shaller Rubin Advertising, New York, and is aimed at men and women, 18-49.

**Pillsbury** □ Food product company plans three-week TV campaign for Tortino's frozen pizza in late February. Paragon, Minneapolis, aims for spots during late fringe and prime-time periods in at least 25 markets to reach women, 25-49.

**Hormel** □ Meat and food manufacturer features Hormel's Tender Chuncck ham in three TV flights starting March 14, March 21 and April 18 for three-to-four week duration. BBDO, Minneapolis, is setting promotional spots in day and fringe time for women, 25-49.

**Life Savers** □ Subsidiary of Squibb Corp. begins six-week TV drive for Carefree chewing gum this month. Dancer-Fitzgerald-Sample, New York, is aiming spots at teen-agers and women, 18-34, in 20 markets, during late fringe and prime-time periods.

**Peter Paul** □ Candy company will run two-week TV campaign for Peter Paul's York candy mints beginning in late February. Dancer-Fitzgerald-Sample, New York, is planning to place spots in fringe and prime-time hours to reach teen-agers and adults, 18-49.

**Air Canada** □ Canadian airlines begins radio push later this month for seven

## BAR reports television-network sales as of Dec. 26

ABC \$942,492,400 (31.9%) □ CBS \$1,031,208,700 (34.9%) □ NBC \$980,583,800 (33.2%)

Day parts	Total minutes week ended Dec. 26	Total dollars week ended Dec. 26	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on-10 a.m.	113	\$ 567,700	7,360	\$ 38,669,700	\$ 34,486,900	+12.1
Monday-Friday 10 a.m.-6 p.m.	928	11,032,300	51,741	634,517,400	527,348,000	+20.3
Saturday-Sunday Sign-on-6 p.m.	199	7,179,800	15,408	340,201,600	262,070,200	+29.8
Monday-Saturday 6 p.m.-7:30 p.m.	100	3,085,000	5,265	159,121,400	129,276,300	+23.1
Sunday 6 p.m.-7:30 p.m.	19	1,495,400	1,101	49,139,200	25,679,900	+91.4
Monday-Sunday 7:30 p.m.-11 p.m.	412	27,735,400	21,649	1,514,859,800	1,258,738,700	+20.3
Monday-Sunday 11 p.m.-Sign-off	167	3,540,300	10,625	217,775,600	175,327,300	+24.2
<b>Total</b>	<b>1,938</b>	<b>\$54,625,900</b>	<b>113,149</b>	<b>\$2,954,284,700</b>	<b>\$2,412,927,300</b>	<b>+22.4</b>

Source: Broadcast Advertisers Reports



# BEFORE THE FCC PULLS YOUR PLUG, LISTEN TO OURS.

On May 1, the FCC is pulling the plug on 24-hour simulcasting in most markets. Which leaves a lot of radio stations with several unpleasant alternatives. Hire a second staff. Invest in expensive automation equipment, and hope it doesn't get outdated too quickly. Or buy syndicated programming, and hope the supplier doesn't go out of business too quickly.

But now there is another alternative. It's offered by Filmways Radio, Inc., newest subsidiary of Filmways, Inc., whose other entertainment interests include publishing, television syndication, theatrical production, the manufacturing of broadcasting equipment and a studio recording operation. So Filmways Radio is a company with the financial stability to assure a long-term commitment to radio.

Filmways Radio is

offering a comprehensive package that wraps up programming, equipment, consultation and continuing customer service.

We've given our first format the trade name "20/40,"

because it's contemporary music for radio's most influential audience, adults 20 to 40 years old. The sound itself is being created in Filmways' Wally Heider Studios in Hollywood, the same complex

where much of the music is originally recorded. And for equipment, we offer the UN-SYSTEM, flexible broadcast automation at a fraction of what you'd expect to pay.

So before you make any decisions, call John Price or Steve Epstein, or send in the coupon. We'll send you a record that demonstrates the quality of our sound and our programming. And show you how easy it is to plug in our format when the FCC unplugs your simulcast.

**OUR  
PLUG.**



Filmways Radio, Inc.  
1610 N. Cahuenga Blvd.  
Los Angeles, CA. 90028  
Telephone: (213) 462-6421

Station Owner   
Station Manager

(Check one)

Name

Station

Address

City

State

Zip

Telephone (Area Code)

b-2

**FILMWAYS RADIO INC.**

1610 N. Cahuenga Blvd., Los Angeles, CA. 90028



# Meet the TK-46 from RCA.

## Successor to the world's most successful TV studio cameras.

### Chronology of a winner.

The TK-46 is a new camera.

But far from unproved.

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

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

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

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

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

### Innovation and improvement.

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

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



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

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

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

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

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

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

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



# **RCA**

balance; automatic centering control.

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

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

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

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

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

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

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

# Spotmaster

## easy-to-operate audio consoles

### a look at just 3 of the 16 spotmaster audio consoles

**5BEM 100** — a dual-channel five-mixer console with plug-in amplifiers and quality performance at only \$995. The 5BEM 100 provides twice the value and has the looks of a console twice its price. For stereo specify the 5BES 100 at \$1395.00 .



**4BEM 50** — a small console priced at only \$595, yet it contains many of the standard features of higher priced units: long-life, sealed mixers; speaker and headphone amplifiers; muting relays; eight inputs to four mixers with high or low level operation. An ideal unit for production or on-air use.

**8BES 100** — the pacesetter in value, stereo performance and superb styling. At \$2295 this big eight mixer stereo console has it all — 8 plug-in stereo preamps, 2 program amps, stereo monitor, headphone and cue amps, 2 speaker/cue/on air relays; accommodates 16 inputs. Monaural Model 8BEM 100 available at \$1595.00.



**13 additional models available**  
**usually in-stock for fast delivery**



**BROADCAST ELECTRONICS, INC.**

A Filmways Company

8810 BROOKVILLE ROAD — SILVER SPRING, MARYLAND 20910

Telephone: (301) 587-1800

weeks. Warwick, Welsh & Miller, New York, is placing radio spots in markets that include Houston, Dallas, Miami/Fort Lauderdale and Tampa/St. Petersburg to reach men, 25-49.

**Ship 'n Shore** □ Clothing company will feature its blouses in four-week spot-TV campaign beginning in late February. AC&R Advertising, New York, will place spots in day and fringe-time periods to reach women, 25-54.

**Rich Products** □ Buffalo, N.Y., food company will spotlight two of its products, Coffee Rich nondairy coffee creamer and cookie dough, in spot-TV campaign beginning in late February and running five to six weeks. Healy Shulte, Buffalo, will schedule spots during late fringe-time periods to reach women, 25-49.

**Pittway** □ Company plans TV promotion of smoke detector, First Alert, early next month. Grey Advertising, New York, will continue to use William Conrad, star of *Cannon*, as spokesman for TV spots. Agency plans national coverage during fringe-time periods in at least 25 markets to reach men, 25 and over.

**Amchem Products** □ For its agricultural chemist products, Amchem is launching spot-radio drive in late February for 10 weeks to reach farmers, 21 and over. Lewis & Gilman, Philadelphia, has created and is placing campaign.

**S.S.S.** □ Proprietary tonic will be promoted in spot-radio campaign slated to begin in late January for 21 weeks, principally in Southeastern and Southwestern markets. Tucker, Wayne, Atlanta, is zeroing in on men and women, 25-64.

**Riegel Textile** □ New York manufacturer will spotlight its kitchen accessories—towels, napkins, tablecloths—in three-week spot-TV campaign beginning in mid-February. Steele & Associates, Atlanta, is seeking daytime periods to zero in on total women.

**FMC** □ In its first major use of TV, FMC Corp., Chicago, has scheduled spot-TV campaign in 30 markets in Pennsylvania, Ohio, Illinois, Indiana and Minnesota. Six-week flight is set to get under way in March, via Marsteller, New York, which is aiming to reach men, 25-54.

**Dell Labs** □ Nail protector, Sally Hansen Hard-as-Nails, will get two spot-TV flights for four weeks in late February and in late April. Scali, McCabe, Sloves, Inc., will arrange spots during fringe-time period to reach women, 18-49.

**Sterling Drug** □ New York drug firm begins national TV drive for Bayer decongestant in late January for nine weeks. Doyle Dane Bernbach Inc., New York, will schedule spots during fringe time to reach adults, 18-49.

**And still climbing.** Advertiser investments in network television in November 1976 reached \$336.6 million, up 28.4% from November a year ago, bringing the total for the first 11 months to \$2.7 billion, a gain of 23% over the comparable period of 1975. The figures, compiled by Broadcast Advertisers Reports for the Television Bureau of Advertising, showed weekday daytime with the largest November gain, 34.3%, followed by nighttime with 34%. For the 11 months, weekend daytime made the biggest advance, 31%, with nighttime next at 22.6%. CBS-TV led the 11-month estimates with \$941,442,700. NBC-TV was second with \$894,631,700 and ABC-TV third with \$867,516,200.

The TVB/BAR table follows:

(figures in thousands)

	November			January-November		
	1975	1976	% chg	1975	1976	% chg.
Daytime	\$ 96,237.8	\$114,450.6	+18.9	\$ 749,120.7	\$ 927,100.2	+23.8
Mon.-Fri.	57,577.9	77,323.8	+34.3	517,053.6	623,052.7	+20.5
Sat.-Sun.	38,659.9	37,126.8	-4.0	232,067.1	304,047.5	+31.0
Nighttime	165,858.5	222,181.0	+34.0	1,449,354.6	1,776,490.4	+22.6
Total	\$262,096.3	\$336,631.6	+28.4	\$2,198,475.3	\$2,703,590.6	+23.0

	ABC	CBS	NBC	Total
January	\$ 64,331.1	\$ 83,501.1	\$ 78,657.7	\$ 226,489.9
February	80,903.9	73,104.1	76,507.0	230,515.0
March	75,444.6	87,717.0	82,892.4	246,054.0
April	74,823.8	86,404.5	79,110.1	240,338.4
May	73,076.8	91,275.4	80,646.1	244,998.3
June	63,397.2	74,652.6	72,515.6	210,565.4
July	82,808.6	64,035.7	61,997.7	208,842.0
August	62,918.0	64,342.3	61,226.5	188,486.8
September	77,430.6	85,264.7	80,876.7	243,572.0
October*	105,372.9	110,562.6	111,161.7	327,097.2
November	107,008.7	120,582.7	109,040.2	336,631.6
Year-to-Date	\$867,516.2	\$941,442.7	\$894,631.7	\$2,703,590.6


\*Revised

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Sydney, Toronto, Rio de Janeiro, Mexico City, Munich, Rome



# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Herbert Schmertz, vice president-public affairs, Mobil Oil Corp., New York

## An advertiser that dared with 'Ten Who Dared'

Mobil's decision to release the *Ten Who Dared* series through nonnetwork, commercial syndication resulted, in large measure, from our frustration with the networks—a frustration shared by many other corporations, as well as by the general viewing public.

The cost of network programming continues to skyrocket, while the quality of material available to sponsors continues to decline. For these reasons—and because we believe the networks exercise too much control over programming—Mobil is finding it difficult to do as much commercial television as we would like to do.

A study of the syndicated market, however, provided one solution to our problem. We can televise 10 hours of material in 50 of the nation's largest markets for about the same cost as sponsoring two network specials. And although going into 50 major markets gives us access to 70% of the viewing public, we do not need network-size audiences to justify the economics involved in the *Ten Who Dared* series.

Mobil, of course, is well known for its commitment to public television, which began with a 1970 expenditure of more than \$1 million to underwrite *Masterpiece Theatre*, a series of original dramas. That commitment remains firm, with our public television expenditures this year reaching about \$2 million. And our extensive experience in public broadcasting gave us two distinct advantages as we ventured into the commercial syndication field.

First, we knew the general public was frustrated by the networks' often-repetitious and mediocre offerings, and that a high-quality, limited series could be successful—the Mobil-underwritten *Six Wives of Henry VIII*, to cite just one example. The networks originally rejected the limited-series concept, but—through *The Blue Knight*, *Rich Man*, *Poor Man* and others—they have recently copied the idea, if not the quality of the shows backed by Mobil. Second, our deep involvement in public broadcasting has given us access to excellent material at relatively modest costs. Thus, we were able to secure *Ten Who Dared*, a series of hour-long episodes re-creating the epic journeys of 10 of the world's greatest explorers.

In our television programming, both public and commercial, our goal is to maintain and extend the reputation for quality that Mobil has built for more than a century. We feel that the reputation for quality in everything we do is one of our prime business assets. *Ten Who Dared* meets our standards, as do the efforts that



Herbert Schmertz is vice president of Mobil Oil Corp. His portfolio—public affairs—comprises corporate public relations, domestic and international government relations and urban affairs. He joined Mobil in 1966 as manager of the corporate labor relations department and became manager of corporate planning coordination in October 1968. He was elected vice president for public affairs in July 1969. He was also president of Mobil Foundation Inc. and chairman of the company's contributions committee from December 1971 to January 1973.

have gone into syndicating, packaging and promoting the series.

The BBC production was originally titled *The Explorers*. Aside from changing the title, we Americanized the series through special introductions by Anthony Quinn.

When aired in England, each of the episodes received highly favorable comment in the press. The *Daily Telegraph* said that the show on Charles Doughty, the Christian explorer of the Moslem world, was "closer to the essence of desert living than 'Lawrence of Arabia.'" And the *Daily Express* called the episode on journalist-explorer Henry Morton Stanley "a breathtaking film."

SFM, in syndicating the series for Mobil, succeeded—with a few exceptions—in purchasing the same time slot on the same day in all the major markets. Thus, there will be a network effect, since the series will be aired simultaneously at 8 p.m. on Thursdays, beginning with the Christopher Columbus episode on Jan. 13, and concluding with the show on South Pole discoverer Roald Amundsen on March 17. The uniform scheduling made promotion easier.

Mobil's advertising campaign for *Ten*

*Who Dared* included a three-page spread in the Jan. 10 national edition of *Time*, and one-page advertisements for the individual episodes are scheduled in that magazine for the duration of the series. Local stations are using regional editions of *TV Guide* as the basis of their advertising efforts. In addition, Mobil is furnishing the stations with promotional tapes and other materials, enabling us to maintain the graphic integrity of the series. And educational tie-ins, as usual, are in integral part of our involvement with the programs. In conjunction with *Scholastic* magazines, Mobil has sent teleguides to high school principals in an effort to encourage classroom discussion of the explorers featured in the series. We also have been working with Dr. Michael McAndrew, a renowned reading expert, to interest newspapers in printing the scripts of the shows.

As the sole sponsor of *Ten Who Dared*, Mobil has decided to have no commercial interruptions during the shows. We share with the viewing public a dislike for numerous breaks in the flow of a story. Instead, each episode will be preceded and followed by one of our "American Album" minidocumentaries—three-minute vignettes featuring citizens whose individual efforts exemplify the American way of life.

Of course, we would have preferred using our commercial time to discuss some of the issues now facing the United States. However, this time we avoided potential conflict over the content of our commercials. To believe an issue as important as the energy shortage is worthy of no more public discussion than a 30-second news story or an occasional news special—with little or no input from the nation's energy industry—is naive at best and irresponsible at worst.

Someday, perhaps, the situation will change. After all, it was not too long ago that syndication of a series such as *Ten Who Dared* by a corporation was unthinkable. But the networks' unyielding control over programming has created a demand by the viewing public and by corporate sponsors for quality entertainment on television. We believe that other companies are looking at Mobil's experiment with *Ten Who Dared* to determine whether similar ventures will meet their needs.

With that belief goes this hope: that the thrust to improve network programming will also be applied to open up network advertising. Then Mobil and other corporations—as well as interested and knowledgeable parties from all segments of our society—will be able to lend their expertise to the public debate of issues that is essential to our very survival as a nation.

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WLIF

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WAIT

KTRH/KLOL

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KFI/KOST

WSM AM/FM

KOAX

WTMJ/WKTI

WHN

WTAR/WKEZ

KFAB/KGOR

WIOD/WAIA

WPTF/WQDR

KOIT

WHAM/WHFM

WSYR

WTIC AM/FM

WWSH

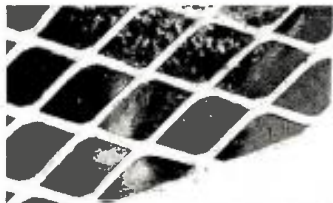
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## *The Christal Company*

919 Third Avenue, New York, N.Y. 10022  
212-688-4414 Robert J. Duffy, President



# KCAU-TV, Sioux City Alerts the Community to Animal Neglect



Scene: A city animal control truck parked near City Hall. In the back of the truck frightened animals exposed to below freezing temperatures for up to two and a half hours before being impounded.

One of the KCAU-TV cameramen filmed the incident and an editorial was broadcast with graphics commenting on the needless neglect. There was immediate viewer response to the editorial. The State Animal Licensing Inspector requested a copy of the editorial and screened the film.

What is important is the KCAU-TV community involvement to the point of caring for the well being of its pets.

KCAU-TV is the community's leading standard bearer and critic.

KCAU-TV gets things done.

Nothing is too big or too small... not even a snow-

covered kitten.



*Bill Turner*  
President

## KCAU-TV

SIoux CITY, IOWA

Rep. by Meeker



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**FORWARD  
GROUP**

WTRF-TV Wheeling

KCAU-TV Sioux City

WSAU-TV Wausau

WRAU-TV Peoria

KOSA-TV Oklaesa-Midland WMTV Madison

# Datebook

■ indicates new or revised listing

## This week

**Jan. 16-18**—*Illinois-Indiana Cable Television Association* convention. Speakers will include FCC Commissioner James H. Quello. Indianapolis Hilton hotel, Indianapolis.

**Jan. 18**—*Television Bureau of Advertising* regional sales seminar. Sheraton Southfield, Detroit.

**Jan. 18**—*Nebraska Broadcasters Association* legislature dinner. Nebraska Club, Omaha.

**Jan. 18**—*Radio Advertising Bureau* sales clinic. Sheraton Renton Inn, Seattle.

■ **Jan. 18-20**—Meeting to explore possibility of creative cooperative association for all-news stations to fill gap when NBC's News and Information Service shuts down. Jerry Coffin, NIS, is coordinator. Americana hotel, New York.

■ **Jan. 18**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." San Francisco Hilton, San Francisco.

**Jan. 19**—*Radio Advertising Bureau* sales clinic. Sheraton Inn-San Francisco Airport, San Francisco.

■ **Jan. 19**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Beverly Hilton, Beverly Hills, Calif.

**Jan. 20-21**—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meeting. Aladdin hotel, Las Vegas.

**Jan. 20-22**—*Alabama Broadcasters Association* winter conference. Ramada Inn, South, Tuscaloosa.

**Jan. 21**—*Radio Advertising Bureau* sales clinic. Sheraton-Los Angeles Airport, Los Angeles.

■ **Jan. 21**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Hyatt Regency, Phoenix.

**Jan. 21-22**—Winter meeting of *Public Radio in Mid-America (PRIMA)*. Sessions will include equipment update, FCC reregulation and deregulation, status of Association of Public Radio Stations-National Public Radio consolidation. Speakers: Sue Harmon, chairman of NPR board; Ron Bornstein, APRS board; Walter Sheppard, WITF-FM Hershey, Pa. (on copyright); Host: KMUW(FM) Wichita, Kan. Holiday Inn Plaza, Wichita.

**Jan. 21-22**—*Mississippi Broadcasters Association* annual sales clinic. Consultant Carleton Loucks will preside over Saturday session. Jacksonian-LeFleur's, Jackson.

**Jan. 22**—*Florida Association of Broadcasters* mid-winter conference. Speakers will include Representative Lionel Van Deerlin (D-Calif.); Donald M. Thurston, chairman of the radio board of the National Association of Broadcasters, and Russel C. Tornabene, vice president of NBC News. Darryl A. Ross, Frank A. Magid Associates, will conduct a workshop on station operations. Grenelefe Golf and Racquet Club, Cypress Gardens.

**Jan. 23-25**—*Idaho State Broadcasters Association* winter conference. Holiday Inn, Boise.

**Jan. 23-26**—*National Religious Broadcasters* 34th annual convention. Washington Hilton hotel, Washington.

**Jan. 25**—Deadline for entries in 1976 Sigma Delta Chi Awards of SDX, the Society of Professional Journalists. Competition is in 16 categories. Information:

SDX, 35 East Wacker Drive, Chicago 60601; (312) 236-6577.

**Jan. 25**—*Television Bureau of Advertising* regional sales seminar. Copley Plaza, Boston.

■ **Jan. 25**—*National Parent-Teachers Association* regional public hearing on TV violence. Sheraton-Chicago hotel, Chicago.

**Jan. 25-27**—*South Carolina Broadcasters Association* winter convention. Wade Hampton hotel, Columbia.

**Jan. 25-27**—*Georgia Association of Broadcasters* 32d annual Radio-TV Institute. Speakers will include Herbert Schlosser, president, NBC; Representative Lionel Van Deerlin (D-Calif.); Bill Ray, FCC, and Keith Jackson, ABC Sports. University of Georgia, Athens.

**Jan. 25-28**—*National Association of Broadcasters* winter board meeting. Royal Lahaina hotel, Maui Hawaii.

**Jan. 26**—*New Jersey Broadcasters Association* mid winter manager meeting. The Meadowlands, New Jersey Sports Complex (Giants Stadium), East Rutherford; Contact: Arnold L. Zucker, NJBA executive secretary, c/o Rutgers University Brunswick.

**Jan. 26-29**—*Society of Motion Picture & Television Engineers* 11th annual winter television conference. Theme topics will be "Beyond ENG" and "Digita Television." St. Francis hotel, San Francisco.

**Jan. 27**—FCC's deadline for comments on proposed rules to implement the "Government in the Sunshine" Act (Docket 21032). Replies are not requested. FCC Washington.

**Jan. 27-28**—*Federal Communications Bar Association* seminar, "Practicing Communications Law—The Tangents"; Co-chairmen will be Erwin Krasnow, general counsel, National Association of Broadcasters Washington, and Scott Robb, Robb & Reukauf, New York. Mayflower hotel, Washington.

■ **Jan. 28**—Former Commissioner Glen O. Robinsor addresses *Federal Communications Bar Association luncheon*. Army-Navy Club, Washington.

**Jan. 28**—*Missouri Public Radio Association* winter meeting. Campus Inn, Columbia.

**Jan. 28**—Deadline for entries in ninth annual *Robert F. Kennedy Journalism Awards* competition for outstanding coverage of the problems of the disadvantaged. Radio and television will be two of the six categories. Winner in the broadcast category, among others, will receive \$1,000 cash prize and be eligible for grand prize that will entail an additional \$2,000. Information and entry forms: Journalism Awards Committee, 1035 30th Street, N.W., Washington, D.C. 20007; (202) 338-7444.

**Jan. 28-30**—*Alpha Epsilon Rho's* Midwest regional convention for professional and student broadcasters in Illinois, Kentucky and Indiana. Southern Illinois University, Carbondale. Coordinator: Les Fuller, SIU chapter of Alpha Epsilon Rho.

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

**Jan. 31**—FCC's deadline for comments on proposed changes in international radio regulations to be presented at 1979 *World Administrative Radio Conference* of the *International Telecommunications Union*. Issues include proposed international frequency allocations table and number of problem areas affecting resolution of public and federal government needs (Docket 20271). Replies are due Feb. 21. FCC, Washington.



### Major meetings

**Jan. 23-26**—*National Religious Broadcasters* 34th annual convention. Washington Hilton hotel, Washington.

**Jan. 25-28**—*National Association of Broadcasters* winter board meeting. Royal Lahaina hotel, Maui, Hawaii.

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

**Feb. 12-16**—*National Association of Television Program Executives* 14th annual conference. Fontainebleau hotel, Miami. 1978 conference is scheduled for Los Angeles; site and date to be announced.

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

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

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

**May 18-21**—*American Association of Advertising Agencies* annual meeting. Greenbrier,

White Sulphur Springs, W. Va.

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

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

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

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

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

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

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

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

### February

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

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

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

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

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

**Feb. 2-3**—*Association of National Advertisers* joint workshops on television (Wednesday) and media (Thursday). Plaza hotel, New York. Contact: William Kistler, ANA, 115 East 44th Street, New York. (212) 697-5950.

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

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

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

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

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

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

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

dominium and Conference Center of Snowmass, Colo. Contact: IPI, 2969 Baseline Road, Boulder, Colo. 80303; (303) 443-6961.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

■ **Feb. 14-15**—*National Cable Television Associa-*

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tion board meeting. San Piper Bay, Port St. Lucie, Fla.

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

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

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

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

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

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

**Feb. 17-18**—Workshop on financial and legal problems of investing in the mass media, covering broadcast stations, cable, domestic satellite and earth stations and sponsored by *Seminars Inc., New York*. New York Sheraton, New York. (Other workshops will be held Feb. 24-25 at the Greenbriar, White Sulphur Springs, W. Va., and March 10-11 at the Fairmont hotel, San Francisco.

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

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

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

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

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

**Feb. 22**—*Tennessee Association of Broadcasters* legislative reception. Nashville.

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

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

■ **Feb. 23-24**—Second annual conference on CATV reliability with the *Society of Cable Television Engineers* and the *Broadcast Cable & Consumer Electronics Society of the Institute of Electrical and Electronics Engineers* as hosts. Quality Inn, Presidential Park, Atlanta. Information: Catherine Fahey, (203) 438-3774, or James Farmer, Scientific-Atlanta, (404) 449-2000.

■ **Feb. 23-24**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." The Palmer House, Chicago.

■ **Feb. 24**—*Radio Advertising Bureau* sales clinic. Ramada Inn, Airport, Detroit.

■ **Feb. 24-25**—Conference on "The Copyright Act of 1976: Dealing With the New Realities," sponsored by the *Copyright Society of the U.S.A.* and *The New York Law Journal*. Barbara Ringer, register of copyrights, Library of Congress, will be keynote speaker. New York Hilton, New York.

**Feb. 25**—North Carolina Farm Press, Radio and Television Institute of *N.C. Farm Writers and Broadcasters Association*. Sheraton-Crabtree, Raleigh.

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

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

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

## March

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

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

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

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

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

**March 2**—International Broadcasting Awards dinner of *Hollywood Radio and Television Society*, Century Plaza hotel, Hollywood.

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

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

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## On wallflowers

EDITOR: Amen to your editorial of Dec. 13, "Participating Democracy."

To read of broadcasters lagging behind publishers in assistance to third-world communications is particularly sad. In developing nations with high illiteracy rates, poor roads and communications systems, radio is the medium that will reach and teach the native populations. Only with access to free, truthful radio can these peoples hope to become informed—and only an informed populace can make meaningful political decisions.

As a consultant to the Voice of Kenya in its early years of independence, I saw the power of radio in a developing nation and saw too the powerful Russian drive to gain influence and control in African nations' broadcast media.

Let's not stand around thumb-twiddling until the music starts—only to find the girls already have partners.—*John R. Croghan, general manager, KSEM(AM) Moses Lake, Wash.*

## There were others

EDITOR: In BROADCASTING's thorough wrap-up of the 1976 presidential debates, there is one point that may need further clarification. It regards the well publicized matter of the candidates' involvement in the selection of questioners. The Jan. 3 article says: "Mr. Karayn acknowledged that the candidates indeed did have a role in the selection—they were permitted to submit 45 names of journalists prior to each debate." The point is that the candidates' recommendations were only one of many inputs of possible questioners. We had suggestions from the general public, from journalists about their colleagues, from journalists about themselves, from news organizations (radio, television and print), plus our own recommendations. The list from which the league worked was a compilation of all these suggestions. The source or sources of a specific individual's name was never indicated on the master list, nor did the candidates' suggestions carry more weight than any of the others. The candidates' representatives had no voice in the deliberations of the league's selection committee, no opportunity to see suggestions of the other nominee, no opportunity to screen any list or to see the league's own lists and no veto power over final choices.—*Jim Karayn, project director, '76 Presidential Debates.*

(Mr. Karayn, who directed the 1976 presidential debates for the sponsoring League of Women Voters, has just returned from a USIA-sponsored speaking tour of Europe and the Middle East where he says he encountered an intense curiosity about the U.S. TV debates. Apparently they were infectious: He reports that in Egypt, President Anwar Sadat has since set up TV de-

bates between the three party factions there. In Israel, one of Prime Minister Yitzhak Rabin's opponents in the upcoming May elections has challenged him to a TV debate. And in Iran, there is talk of requiring the prime minister to appear on TV monthly. Mr. Karayn's information is that as many as 150 million viewers overseas saw the first Ford-Carter debate.)

## Appreciated

EDITOR: You ran an item [Dec. 6, 1976] about the retirement of Quentin Proctor, chief of the license Division of the FCC. He is one of the nicest persons, in or out of the industry, that I have ever known.

Many years ago, I was wandering through the halls of the FCC, trying to find a particular office, and a friendly, outgoing man showed me the way. Amazingly, five or six years later, we happened to meet again, and he still remembered me and my name.

I'm currently engaged in a project for our state broadcasters association to gather history of early broadcasting, and Quentin has helped immeasurably in finding things in his files about the stations that operated in the 20's and 30's in Pennsylvania. There are too few Quentin Proctors in this world. He's concerned, friendly, highly competent in his job, with a simply fantastic memory—*Cary Simpson, Allegheny Mountain Network, Tyrone, Pa.*

(Mr. Proctor was the subject of a BROADCASTING "Profile," June 16, 1975.)

## They need the money

EDITOR: I agree in theory with those who have complained about the commercialism of noncommercial broadcasting. It's regretful that public broadcasters must resort to buying newspaper ads to solicit potential sponsors. However, for all the complaining, I have yet to see one constructive alternative offered that would guarantee the survival of public broadcasting.

Public broadcasters must seek corporate funding, and should do so in the most cost-effective ways they can find. If newspaper advertising is the best means of raising operating revenue, then aggressive newspaper advertising campaigns must be undertaken.

None of the complainers has shown that by running such ads, public broadcasting is better ratings or profits from commercial stations. Nobody has argued that even if such a bite does exist, similar ad campaigns by commercial stations couldn't more than make up the difference. The complaints have been based strictly on the argument that noncommercial broadcasters must avoid any activity that appears commercial in nature. This argument is unrealistic in view of the economics of public broadcasting.—*L. Scott Hochberg, broadcast consultant, Houston.*

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The newsweekly of broadcasting and allied arts

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# Big deal(s)

The singular big deal is the 14th annual conference of the National Association of Television Program Executives, which convenes in Miami's Fontainebleau hotel Feb. 12-16. The plural big deals are those that will be made on that occasion, between buyers and sellers of television program product.

Put together the deal and the deals and you have what *Broadcasting* has termed "the magnetic marketplace," exerting its pull on all elements in the buying and selling of TV station programming. Program directors. General managers. Syndicators. Agencies. Advertisers. Government officials. The creative community. The magnet that attracted 1,139 to Los Angeles three years ago, 1,352 to Atlanta two years ago, 1,891 to San Francisco last year and that will draw more than 2,000 to Miami this year.

*Broadcasting* has three big deals of its own lined up for NATPE. The first is our Feb. 7 issue (the **Pre-NATPE**, as it's come to be called), which will anticipate the program conference. The second is our Feb. 14 issue (**The NATPE**), which will attend it—and be distributed thereat. The third is our Feb. 21 issue (the **Post-NATPE**), which will report it. Not just for posterity, but for the thousands of other interested program executives who won't make it to Miami for those five days. And, as many have remarked, for the hundreds who were there but who rely on next Monday's *Broadcasting* to make a forest out of the trees.

Deadlines for advertising: Jan. 31, Feb. 7, Feb. 14.

## You belong in Broadcasting Feb 7/14/21

## Top of the Week

### FCC takes up challenge by Westinghouse

**Commission institutes inquiry into network-affiliate relations; main focus of investigation, as indicated in cautiously worded statement, is on programing**

The question of the three major networks' alleged dominance of the television industry—a question that seems continuously to intrigue and trouble government—last week became the subject of a wide-ranging inquiry by the FCC.

The focus is on the relationship between ABC, CBS and NBC and their affiliates, and the aim is to determine whether particular network practices "may improperly compromise or restrict" affiliates' programing discretion.

The inquiry—a relatively prompt response to a petition filed by Westinghouse Broadcasting Co. in September (BROADCASTING, Sept. 6, 1976)—is one of the most sensitive projects the commission has undertaken in years. And the tone of the notice reflects an awareness of that fact: It avoids even "tentative" conclusions, contains no proposals and stresses that the commission is interested only in obtaining facts.

The notice also indicates the commission is not specifically interested in pursuing a Department of Justice suggestion that it consider requiring the networks to divest themselves of some of their owned-and-operated stations. Although some questions involve the owned stations, the notice says the commission is not undertaking a "multiple or 'group' ownership proceeding." But as a response to a petition alleging that the networks dominate the industry and profit from that dominance at the expense of the affiliates, the questions open up areas of discussion fertile for controversy. The commission is interested not only in contractual relationships between the networks and their affiliates but in the general question of whether the networks "have maintained anticompetitive policies that unduly restrict the development of other programing sources." And this includes the networks' relations with program suppliers.

For instance, one key question asks for

comment on a Westinghouse allegation that networks are able not only to depress artificially the level of compensation they pay affiliates but close the door to competition from syndicators seeking to sell programing to the affiliates. "What factors exist that discourage vigorous competitive activities by syndicators or the creation of a 'fourth network'?" the agency asks.

The notice, which was adopted by a 7-to-0 vote, with Commissioners Robert E. Lee and Benjamin L. Hooks concurring in the result, marks the first time in some 20 years the commission has taken a close look at network practices. The last one produced the so-called Barrow report, named after Roscoe L. Barrow, then dean of the University of Cincinnati Law School, in 1958. And developments in the intervening years are cited as one reason for the inquiry.

However, many of the same issues to be examined by the commission are involved in the antitrust suits the Justice Department has filed against the three networks. The department has reached a proposed settlement with NBC, which would restrict its programing activities, but the other networks are continuing to defend against the suits.

What's more, the House Communications Subcommittee will review some of the issues in connection with its planned rewrite of the Communications Act. As a result, Representative Lionel Van Deerlin (D-Calif.), chairman of the subcommittee, wrote Chairman Wiley last week, endorsing the idea of an inquiry but asking that it be "reasonably well defined with respect to scope and timing." Representative Van Deerlin said that there have been occasions in the past when congressional investigations have been hampered by the

presence in the same area of government agencies.

As background for its inquiry, the commission notes that where some 50% of the programing aired by affiliates came from the networks in 1960, the amount now is about two thirds. And over the same period, network profits rose from \$33.6 million to \$208 million. Westinghouse contends that the compensation affiliates receive for airing network programs has shown a relative decline, from 23.1% to 13.4% of network revenues.

The commission, in seeking to assure itself that the networks are not engaging in practices that encroach on the discretion of licensees or "unnecessarily restrict the development of new programing sources," asks:

■ The extent to which clearances are other than voluntary. Do the networks use economic leverage to force clearances? The commission also asks whether affiliate contracts are consistent with a commission policy prohibiting the gearing of compensation payments to the amount of programing cleared.

■ Is a further expansion of network schedules likely, and if it occurs, would it have an adverse impact on the financial ability of affiliated stations to serve the interests of the local community? What is the relationship between the length of network schedules and the supply of and demand for syndicated programing? Would an increase in the total amount of available prime-time commercial minutes on the networks impede the development of additional networks?

■ Does their potential for producing programing give the networks an anticompetitive advantage over potential competitors? If so, does it limit the supply of inde-

---

**Hear, hear from the Hill.** Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, said last week that he's "delighted" that the FCC is going to begin to "scrutinize closely" whether the three networks have too much power in the current marketplace. Delivering the luncheon address on Monday at the Association of Independent Television Stations convention (also see page 21), Mr. Van Deerlin said however, that he had an open mind on the subject. "I have no preconceived notions," he said.

Earlier in the congressman's off-the-cuff remarks to the gathering, he recommended that President-elect Carter appoint "at least one mover and shaker, someone who's not a part of the establishment," to the FCC. There are two upcoming vacancies, he reminded his listeners, when Benjamin Hooks leaves some time this summer to head the National Association for the Advancement of Colored People and when Chairman Richard Wiley's term expires in June.

On the expected move-up of Senator Ernest Hollings (D-S.C.) to the chairmanship of the Senate Communications Subcommittee, "I couldn't be more pleased," Mr. Van Deerlin said. "Fritz Hollings is one of tomorrow's men, he's a new-South type. He has a long and broad view of national policy, and he'll be a lot easier to get along with than John Pastore." Mr. Van Deerlin also complimented the new ranking minority member of the House Communications Subcommittee, Louis Frey (R-Fla.), and said, "He has an open mind and asks questions."



pendently produced programs?

■ To what extent are producers able to sell programs to networks only on condition they grant interests not related to the airing of the programs? These interests are said to include a commitment to use network production facilities. And the commission wants to know the extent to which network facilities are used in the production of network programs.

■ What effect could network demands for options on programs running as long as seven years have on competition—more specifically, on the supply of programs available to stations through syndicators?

■ Should limitations be placed on the ability of networks to secure exclusive rights to rerun episodes originally seen in a previous television season?

■ About the relationship between network owned-and-operated stations and program suppliers. Westinghouse alleges that some of the practices in the owned-and-operated stations' purchases of syndicated programming adversely affect the quantity and quality of syndication offerings. The commission asks for comments on the extent of "block buying" by the networks' owned-and-operated stations, on whether the purchase of programs is tied to the leasing of network production facilities and on whether a network contract for exhibition by an owned-and-operated group is a prerequisite for the success of a first-run syndicated program.

The commission is giving the inquiry unusual attention. A special staff unit composed of economists, attorneys and others "with relevant experience and expertise" will be established to evaluate the comments and, if necessary, to follow up on the comments with the issuance of questionnaires. If those procedures are not adequate, the commission said, the unit will be given subpoena powers. The only member of the special unit who is known is John Bass, head of the existing office of network study. The unit will operate under direct supervision of the commission.

The commission hopes to complete the inquiry with the issuance of a report within one year following receipt of comments. The deadline for the first round of comments is May 1, with replies due June 1.

Whether the report will conclude the matter remains to be seen. Officials say the possibility of further proceedings—including rulemakings—depends on any evidence of "abuses" that is developed.

**The Fogarty footnote.** Although the commission made a point of noting that its projected network inquiry is not "a multiple or 'group' ownership proceeding," Commissioner Joseph Fogarty, in a separate statement, said he did not read that advisement "as precluding the examination of any issues as to multiple ownership as it may affect the programming market." Nor, he added, "do I view this statement as precluding commission consideration of appropriate action to remedy any abuses which this inquiry may disclose."



**San Francisco scenes.** The Association of Independent Television Stations figuratively covered the waterfront at its convention last week. Numerous issues were treated in workshops and there were top government officials on hand. Among the many panel sessions was this one, on the fourth market in TV programming, which dealt primarily with "Operation Prime Time." The session featured (l-r) Telerep's Al Masini, MCA's Stanley Newman, TAT's Robin French and General Foods' Archa Knowlton. The story is on page 34.



**Some who spoke.** From the left, INTV Chairman Leavitt Pope (story below); Ted Bates's Walter Reichel, who came with a caveat (page 29), and Representative Lionel Van Deerfin (preceding page).



**Boon or bane?** Debating's cable's effect on independents were (l-r) attorney Robert Coll, the FCC's James Hobson, KSTW-TV Seattle's Crawford Rice and NCTA's Thomas Wheeler (page 39).

## A good convention, a better year ahead

### Boosted by record attendance, INTV looks toward bigger budget, more Washington efforts

The "biggest" and the "best" were the superlatives being tossed around to describe the fourth annual convention of The Association of Independent Television Stations (INTV) by Herman Land, the full-time president of the organization, and by Leavitt Pope, INTV's chairman, and president of WPIX(Tv) New York.

"We're planning on doubling our budget for next year," said Mr. Pope. The current annual budget runs to "a little over \$200,000," he said.

The increase, more than 80% of which will come out of members' dues, will be directed toward "an enlarged sales effort, more research and more of a presence in Washington," Mr. Pope continued. A bigger lobbying effort in Washington is important, he said, because the House Communications Subcommittee rewrite of the Communications Act of 1934 is likely to affect independent stations in areas that may not necessarily be stressed, or even

covered, by the activities of the National Association of Broadcasters.

The first step in heightening INTV's Washington presence, he added, will be to up the retainer the organization pays to its law firm, Pierson, Ball & Dowd.

On the sales front, Mr. Pope said, INTV might add a full-time representative to cover the Midwest out of Chicago.

Mr. Land said INTV is urging its members to get their position papers in to the FCC in time for the commission's syndication-exclusivity hearings.

The success of the convention itself was made manifest in the fact that 325 people registered in 1976, about 100 more than last year's total.

The 48 member-station figure remained the same (the only two major independent-station holdouts, according to INTV sources, are WSBK-TV, Storer's station in Boston, and WBFF-TV Baltimore) but the associate-members' roster jumped from 15 to 39 in the past year. Major studios, syndicators and national rep firms make up the bulk of the companies that count themselves as associate members.



# NAB boards face full agenda at Hawaii meeting

**Association must decide what it will do to television code now that family viewing is outlawed and what action it will take on rewrite of Communications Act**

The boards of the National Association of Broadcasters—radio, TV and joint—convene their annual winter meeting Monday (Jan. 24) in Maui, Hawaii, confronted by a full plate of activity.

They have two urgent problems of major proportion to resolve—what to do about TV violence after the U.S. district court in Los Angeles declared enforced family viewing unconstitutional, and what to offer to the House Communications Subcommittee in its planned revision of the Communications Act.

On the first, the NAB TV board is expected to take the pro forma step of ratifying the NAB executive committee's decision to appeal Judge Warren Ferguson's family-viewing decision. But the TV board has before it another decision that is not so cut and dried—what to do in the interim with the TV code, which contains the now-outlawed family-viewing provision.

A special committee of the TV code review board has already begun dialogues with network presidents (BROADCASTING, Jan. 10) and with the Association of Independent Television Stations at its convention in San Francisco last week and has another consultation scheduled the first week in February with TV writers and producers in Hollywood, to discuss ways to curb TV violence. (In addition, it has had a request for a meeting from former FCC Commissioner Nicholas Johnson's National Citizens Committee for Broadcasting, but nothing has been set yet.) TV Code Board Chairman Robert Rich of KBJR-TV Duluth, Minn., will give a progress report on those meetings to the board in Hawaii.

What will result from that is anybody's guess. NAB Board Chairman Wilson Wearn of Multimedia Broadcasting, Greenville, S.C., said last week it is possible the board will take some action for the interim in Maui. "We have to make some decision," he said, but what that might be, "I can't say."

On the second issue, the Communications Act rewrite, the joint board will approve a statement of principles setting forth the industry's interests in the rewrite project. A draft of the statement, under way now at the staff level, contains "15 to 20" principles, pressing familiar stops such as the need for license stability, a caution against over-regulation, the need to preserve a system of free, commercial broadcasting.

The first draft of the statement is being prepared by the NAB government relations department with additional guidance from NAB lawyers, network lawyers,

representatives of the Association of Maximum Service Telecasters and a handful of other Washington communications lawyers. That group met two weeks ago at NAB with House Communications Subcommittee Counsel Harry M. (Chip) Shooshan, who, both sides report, impressed on it the subcommittee's intention to question virtually every tenet of the present system of broadcast regulation. NAB staffers left the meeting somewhat disturbed that the subcommittee will not likely clear any broadcast-related legislation in the first year of the project—disturbed because that means the subcommittee will not consider separately this year a license renewal bill, which has been the association's number-one priority legislation for several years. The NAB also seeks separate consideration by the subcommittee of legislation to authorize the FCC to fine cable operators for rule violations—something it cannot do now—and to require radio manufacturers to make all radio sets both AM and FM.

Urgings to the subcommittee to give separate and immediate attention to these issues will likely appear in the association's statement of principles, particularly in regard to license renewal. Mr. Wearn said last week, "The hope is to get the new Congress to pull it out and do something with it as soon as possible."

Another major agenda item at the Hawaii meetings will be the association's ongoing reorganization and goal-setting

project. What began as a list of grievances aired at the January board meeting a year ago by a few disgruntled board members, chiefly George Brooks of KCUE-AM-FM Red Wing, Minn., ended with a redesigning of NAB departments, shuffling of NAB executives and the addition of some new faces on the NAB staff.

The other half of the reform program is the setting of short- and long-term goals for the association. A survey of NAB members in the fall turned up 1,218 problems and concerns for the industry, according to Donald Jones of KFIZ(AM) Fond du Lac, Wis., the radio board vice chairman who heads the goals division of the NAB reform task force. Those problems are being filtered and organized by the NAB research department and will end up as a series of goals to be enacted by the joint board at the final day of the Hawaii meetings.

Among other items on the agendas:

- The radio board will receive a draft of the future of radio study, performed at the request of the NAB board in June by an outside consultant for \$30,000.

- A new ad hoc committee formed by the executive committee to study future NAB conventions will hold its first meeting in Hawaii. Announced last week, its members include Leonard Swanson of WHC-TV Pittsburgh, chairman; Mike Shapiro, WFAA-TV Dallas; Wendall Mayes, KNOW(AM) Austin, Tex., and Carl Venters, Jr., WPTF(AM)-WQDR(FM) Raleigh, N.C.



**Negotiating.** Board members and top executives of the Corporation for Public Broadcasting and the Public Broadcasting Service attracted a full house as they tried to wrestle out some of their differences. At the table are (clockwise from foreground): Thomas Moore, CPB; Lillie Herndon, CPB; Ralph Rogers, PBS chairman; Howard Nemerovski, PBS; Gloria Anderson, CPB; Chloe Aaron, PBS senior vice president for programming; Lawrence Grossman, PBS president; Richard Hodges Jr., PBS; David Ives, PBS; Robert Ellis, PBS; John Ryan, PBS; Donald Quayle, CPB senior vice president and director of broadcasting; Robert Benjamin, CPB chairman, and Henry Loomis, CPB president. Not pictured are Joseph Hughes, CPB; Michael Hobbs, PBS senior vice president and corporate secretary; Thomas Gherardi, CPB vice president, general counsel and corporate secretary, and Amos Hostetter, CPB.

## CPB-PBS committee talks out problems

**Group says chairman should have final discretion on pilot funding, wants staffs to work closer together**

The major philosophical differences over programing control remained unresolved but representatives of the Corporation for Public Broadcasting and the Public Broad-

casting Service last week took steps to improve their working relationship.

During a six-hour meeting of the CPB-PBS partnership review committee, members instructed their staffs to work more closely on programing decisions and took action to bring that about by suggesting revisions of their 1973 partnership agree-

ment. They did not try, however, to settle the main issues (which some say are irreconcilable)—the extent of CPB involvement in programing and whether funds are being wasted by having dual programing committees and the like.

Unlike the last CPB-PBS partnership meetings (BROADCASTING, Dec. 6, 1976), this session was open to the public, triggered by a joint request by House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and subcommittee members Timothy Wirth (D-Colo.) and Henry Waxman (D-Calif.). They said that the industry "is now strong enough to be able to deal with its problems openly with full scrutiny by the public." Among those packing the CPB conference room was Harry M. Shooshan III, counsel to the subcommittee.

Central to the committee's discussion was the appeals process wherein PBS can challenge program funding decisions of CPB. Under the process, negotiation begins with the respective program departments and, if stalemated at various staff levels, ends when "final appeal may be made to the respective chairmen of the two organizations whose joint decision will be final." The 1973 agreement, however, does not specify further recourse should the chairmen not agree.

Members agreed to recommend to their boards that the CPB chairman would have final discretion concerning funding of pilots. More controversy surrounded which organization has final say on other programs to be funded.

PBS Chairman Ralph Rogers insisted that the agreement was written with the intent that, should the appeals process stalemate, the program would not be funded—in effect giving PBS veto power. CPB Chairman Robert Benjamin agreed that "I interpret the language to mean no go" but said he wouldn't necessarily be able to convince the CPB board.

After considerable debate, the committee members generally agreed to let their respective staffs draft possible additions to the agreement which would give PBS veto power but provide CPB with an escape clause to override PBS in certain instances.

PBS also presented a proposal of one-to-two year program priorities collected from the individual stations and said to have been endorsed by 89% of them. It would require CPB to allocate about another \$2.5 million to programing and, as PBS President Larry Grossman said, would replace the "patchwork" of one-by-one" program decisions. The respective programing chiefs—Chloe Aaron, PBS senior vice president for programing, and Donald Quayle, CPB senior vice president and director of broadcasting—said they would work closely on this and in other programing areas. Ms. Aaron, for one, said, "If Don and I have a mandate from this committee to work it out, we can do it."

The organization presidents, Mr. Grossman and CPB's Henry Loomis, were also instructed to meet weekly on the problems to insure "more interfacing at the staff level." The next partnership meeting was set for Feb. 18 in Dallas.

## In Brief

- FCC Commissioner **Benjamin L. Hooks** will join National Association for the Advancement of Colored People as executive director on Aug. 1, day after Roy Wilkins is scheduled to retire from that job. NAACP board formally elected him to post on Jan. 10; his selection for job was disclosed in November. Commissioner Hooks, who is Democrat, has not ruled out effort to be named **interim chairman of FCC** for his final months there. If he makes bid, he will have competition. Commissioner **Joseph Fogarty** has informed Carter transition team of his interest in interim job.
- After almost 10 years of dispute, tentative agreement has been reached that will enable 10 TV stations in New York area to broadcast from **antenna atop 110-story World Trade Center**, replacing current Empire State Building site. Port Authority of New York and New Jersey, which owns and operates World Trade Center, has agreed to pay \$21 million of total cost of \$23 million for 365-foot antenna and other equipment, with stations paying approximately \$2 million. Target is January 1978.
- **A Year at the Top**, Norman Lear-Don Kirshner situation comedy featuring Mickey Rooney, first scheduled to start Jan. 19, then delayed to Jan. 26 (Wednesday, 8:30-9 p.m. NYT), has been withdrawn by producers for repairs, and will be replaced effective Jan. 26 by **The Jacksons**; musical variety that had four-week summer run. Mr. Lear said it would be ready for next fall. Sources said "it just wasn't working."
- Concerned about possible link between beer advertising on television and alcohol abuse among young people, Senator William Hathaway (D-Me.), **urged Federal Trade Commission to include beer ads in its proposed nutritional advertising rule**, which would require in part that advertisers document in broadcast ads all claims that their foods provide "energy." Senator Hathaway, chairman of Subcommittee on Alcoholism and Narcotics, said that if FTC does nothing, **he'll introduce legislation** forcing it to regulate beer ads.
- **Average television station in 1975** spent \$512,200 on news and public affairs programing (plus \$285,600 for salaries in news and public affairs), donated \$726,500 in commercial time to religious, charitable and civic organizations and spent 860 hours in meetings with local citizen and civic groups, according to survey by National Association of Broadcasters.
- Legal counsel for ABC, NBC and CBS met with Justice Department antitrust attorneys Friday to discuss networks' **proposal for pooling coverage of 1980 Olympic Games** in Moscow, according to Joe Sims, deputy assistant attorney general for antitrust. Mr. Sims said he was unsure how long department would take to analyze proposal and to issue "business review" letter on it. Networks are proceeding on assumption that Satra Corp., which has undefined "protocol" agreement with Soviet Olympic committee, does not have rights sewed up, according to Robert Wussler, CBS president. "**Satra doesn't matter**," he said.
- ABC-FM Spot Sales has changed its name to **ABC Radio Spot Sales Inc.** Company said change was made to "formalize AM and FM parity in spot marketplace." Move also gives ABC Radio Spot Sales opportunity to take on AM representation, but spokesman said ABC's owned AM radio outlets will continue to be represented by Blair Radio and Katz Radio.
- **Philip J. Lombardo, 41**, president of Corinthian Broadcasting Corp., will assume full responsibility for Corinthian's operations when Chairman **C. Wrede Petersmeyer, 57**, retires at end of this month, and office of chairman will be discontinued, spokesman for Dun & Bradstreet, parent company, said Friday.
- Freshman Senator **John Chafee** (R-R.I.), man who won seat vacated by former Senate Communications Subcommittee Chairman John Pastore, has been added to those temporarily assigned to Senate Commerce Committee (BROADCASTING, Jan. 10). His seat was grafted to committee last week, bringing total membership to 18. Mr. Chafee is former Rhode Island governor and one-time secretary of Navy.
- House Communications Subcommittee Chairman **Lionel Van Deerlin** (D-Calif.) told California Broadcasters Association last week that televising of executions would be "**ultimate in violence**" and urged broadcasters not to air them. Congressman said he wouldn't ever interfere in stations' editorial decisions but that "I would hope that in every case the canons of good taste and common decency would prevail, thus **denying another opening to would-be regulators** in or outside government."

## Storer vying for Viacom

**\$57 million cash offer is surprise; merger would make new firm nation's fifth largest cable operator**

Storer Broadcasting Co. offered last week to buy Viacom International Inc. in an estimated \$57 million cash transaction through which Storer, a leading group station and cable owner, would become, in effect, CATV's fifth largest multiple systems operator and a major force in TV programming.

Bill Michaels, Storer chairman, said his company had offered \$15 a share for the Viacom stock. Viacom officials, surprised by the announcement, gave no immediate indication as to whether they would accept. They said they expected their board to act on the proposal at its regular meeting on Thursday of this week (Jan. 20).

Mr. Michaels said the offer was conditioned on preparation and signing of a definitive agreement that would be subject to approval by the boards of the two companies and by Viacom stockholders. The stockholders meeting will be in April but it was assumed that if the board approved, proxy solicitation would start as soon as possible.

The \$15-a-share offer was about 50% higher than the approximately \$10 at which Viacom stock was trading on the New York Stock Exchange the week before the offer was made last Monday. It was at \$11.75 when trading was halted at 11 a.m. Tuesday for dissemination of the news, resumed at \$13.25 and closed at \$13.375, up \$3.125 for the day. Last Thursday it closed at \$12.125. Its 1976 high was \$11.75 and its low \$7.875.

Mr. Michaels said that if the merger goes through, Viacom will be operated as a wholly owned subsidiary of Storer, and that Storer's cable operations will be put under the Viacom umbrella. Viacom has approximately 100 systems serving 343,000 subscribers, primarily in California, Oregon, Washington state and Ohio, while Storer has more than 50 systems serving 170,000 subscribers in Florida, California, Georgia, Alabama and South Carolina.

Their combined total of 513,000 subscribers would make Storer/Viacom the fifth largest CATV operator, surpassed only by Teleprompter, Tele-Communications, Warner Cable and American TV and Communications.

About 11,000 of Storer's subscribers and 13,000 of Viacom's are on pay cable, and in addition Viacom operates Showtime, a pay-cable program service that started last July 1 and currently has 23,500 subscribers, including those on Viacom systems.

Both companies have been turning in solid financial reports. In 1975, Storer's net income rose 39.9% to \$13,113,000 on



One's talking, one's not. Storer's Michaels (l), and Viacom's Baruch.

revenues gains of 9% to \$101,146,000—and for the first nine months of 1976, the latest reported, net income was 98.7% above the same period of 1975. Viacom in 1975 reported net income of \$3,097,000, up 14.3%, on revenues of \$39,376,000, up 8.8%, and from the first nine months of 1976 its net income was up 23% from the 1975 period.

With Storer's announcement of the offer, Viacom issued a statement saying the proposal "was made suddenly and without prior consultation with Viacom management." Mr. Michaels agreed, in an interview, that Viacom had had no appreciable clues.

At Storer's initiative, he said, there was "an exploratory conversation" between Storer and Viacom officials "several months ago," but that nothing definitive came from it. Then Storer did "a great deal" of research on Viacom and on a number of other companies, after which the Storer board decided it preferred to make an offer for Viacom. Accordingly, the banking firm of Lehman Brothers, Storer's representative, called Viacom officials on Jan. 5 and made an appointment for Jan. 10, at which time the offer was made.

Observers trying to determine what the Viacom board's response might be got little to go on from Viacom officials. Calls to Ralph M. Baruch, president and chief executive officer, were referred automatically to Terrence Elkes, an executive vice president. He tended to discourage speculation either way, but pointed out that management felt obligated to consider the offer.

He also noted that, even if the board decided to accept it, other clearances would be needed aside from stockholder approval: For one thing, he said, FCC approval of the transfer of the cable systems, and for another a new law requiring that mergers involving more than certain amounts be reported to the Justice Department.

Storer sources tended to discount both of these requirements as potential deterrents. FCC approval of the transfer of microwave facilities used in the cable operations would be needed, they said, but is usually given routinely in such cases. And the new law, the "antitrust improvement law," also known as the Hart Act of 1976, was seen as only adding the Justice Department as another entity—the

Federal Trade Commission is already one, sources said—which must be notified of mergers involving more than about \$10 million. The Justice Department is added to the list for such mergers occurring after Feb. 28 of this year.

Independent observers saw at least two principal advantages for Viacom in the merger: The company would get access to program production facilities, which it has long wanted, and, although it is profitable in its own right, presumably would be attracted by access to Storer's considerable financial resources. In addition, these sources said, the two companies' cable operations seem to make, as one put it, "a comfortable fit."

For his part, Mr. Michaels said he considered the offer a fair one. It was some 50% above market value of Viacom stock at the time, he said, "but Viacom is a good company," and "a combination of the two companies would produce many operating efficiencies."

Some observers treated the offer as "a takeover bid" by Storer, but Mr. Michaels said that if the Viacom board or stockholders reject the offer, "that's the end of it."

Viacom sources wouldn't say whether it had the looks of a takeover attempt to them, but they conceded that about two years ago they took steps to guard against any takeover by reincorporating the company in Ohio. Mr. Elkes explained that Ohio laws require notice and hearings before state officials on any takeover attempt, "to keep you from waking up one morning and discovering that you've been taken over," he said. More important, he added, it gives shareholders time to study the pros and cons of offers for their stock.

Some sources reported that under the Ohio law a merger plan must have the approval of 80% of the stockholders before it can go into effect. Mr. Elkes said he could not confirm that figure but added that New York also has a statute similar to Ohio's and, Viacom's principal place of business is in New York.

The Storer offer contemplates that Storer would acquire all stock in Viacom, estimated by Viacom sources at about 3.8 million shares. In that case, Viacom shares would no longer be publicly traded. If the board and the requisite number of shareholders approved the merger, any remaining shareholders who did not want to



sell at the offered price could have the value of their stock appraised by court action. Normally, observers said, this happens only to a limited extent, when at all.

Mr. Baruch, the chief executive, was the largest shareholder among the company's eight directors when Viacom's last proxy statement was issued some 10 months ago. It reported that as of Feb. 11, 1976, he owned 8,800 shares, which at Storer's \$15 offering price would be worth \$132,000. He also had unexercised options on 40,000 shares at an average of \$6.34. His remuneration for the 1975 fiscal year was put at \$101,105.80, plus \$19,000 additional compensation. The proxy statement also reported that Mr. Baruch has a contract calling for his services as an executive at \$135,000 a year—unless the board votes him an increase—until Oct. 20, 1979, and from year to year thereafter until he or Viacom terminates the employment.

Lawrence B. Hilford, an executive vice president of Viacom International and president of its Enterprises division, was shown with 3,000 shares, options on 14,500 at \$6.30 and 1975 pay of \$80,194.26 plus \$13,500 additional.

Mr. Elkes had 1,400 shares, options on 14,500 at \$6.30 and 1975 salary of \$71,538.76 with \$15,000 additional. He also has a contract calling for his employment at \$110,000 a year—unless raised by the board—until Nov. 20, 1977, and from year to year thereafter until employment is terminated by him or Viacom.

Among the outside directors, principal shareholders were Leo Cherne, executive director of the Research Institute of America, shown with 2,000 shares, and Alec C. Stewart, financial vice president of Collins & Aikman Corp., with 1,000.

Viacom's Enterprises (programming) division syndicates a number of long-popular shows such as *I Love Lucy*, *Perry Mason*, *Beverly Hillbillies*, *Gunsmoke*, *My Three Sons* and *Family Affair*; co-produces and syndicates a half-dozen first-run series including *\$128,000 Question*, *\$25,000 Pyramid*, *The Price Is Right* and *Ara Parseghian's Sports*; offers five feature-film packages and several made-for-TV specials, and is current selling first off-network runs of *Hawaii Five-O*, *Mary Tyler Moore Show*, *All in the Family*, *The Rookies* and *Bob Newhart Show*, all with future start dates.

## NRBA sets up D.C. shop

National Radio Broadcasters Association completed the move of its headquarters from New York to Washington last week. The reason for the move is to get closer to Congress and federal regulatory agencies, where "we anticipate ... greater involvement in the future," according to NRBA President James Gabbert, KIQI(AM)-KIOI(FM) San Francisco. The new space includes offices for executive vice presidents Abe Voron (government relations) and Al King (station services). *The address is Suite 500, 1705 DeSales Street, N.W., 20036. Phone is 202-466-2030.*

## Broadcasters fear fairness mockery

**That's the danger in manner in which Cullman doctrine is being applied, says NAB; association, Metromedia urge FCC to spell out obligations**

The National Association of Broadcasters and Metromedia Inc. have joined in an effort to "clarify" the obligations broadcasters incur in presenting paid announcements advocating one side of a ballot issue. The NAB said that, as the so-called Cullman doctrine is now implemented, groups can make a mockery of the goals of the fairness doctrine.

At issue is an application by the Council for Employment and Economic Energy Use for FCC review of an October staff ruling, involving three Massachusetts stations—WROR(FM) and WJIB(FM), both Boston, and WNCR(FM) Worcester. They had granted free time to a group called Fair Share Inc. to rebut arguments on a ballot issue that the council had made in paid time. The council was organized for the purpose of opposing an initiative petition aimed at limiting discounts for volume purchases of electricity.

The controversy growing out of that action is not confined to the FCC or to those stations. WHDH(AM), WCOZ(FM) and WCOP-AM-FM, all Boston, along with WROR and WJIB are defendants in an antitrust suit which the council filed in the U.S. District Court in Boston and which seeks money damages and an order revoking the stations' licenses.

Plough Broadcasting Co., licensee of WCOP-AM-FM, filed comments with the FCC that did not support the council's application. Instead, Plough urged the commission to endorse the manner in which the stations handled the fairness issue.

Under the Cullman doctrine, stations presenting one side of a controversial issue of public importance cannot refuse to air the views of opposing groups simply because of the groups' lack of funds to buy time. But the council's concern centered on charges that FSI spent \$30,000 on TV time after obtaining free radio time.

The commission staff rejected the council's request that the commission find the radio stations had been "unreasonable" in offering free time to FSI "solely because the council purchased time on the stations." The staff noted that, in its 1974 fairness doctrine report, the commission specifically rejected the argument that it is unfair to obtain paid media exposure and then to request free time under the Cullman ruling because of a lack of funds. The overriding public interest consideration, the commission said then, is that "robust, wide-open debate" be fostered, not that the Cullman principle be abandoned "because of the possible practices of a few parties."

But the council, in asking the commission to review that ruling, said the ques-

tion to be resolved is whether stations are "required" to offer free time to those wishing to rebut arguments made in paid time. It noted that stations have wide discretion in determining how they will provide fair and balanced discussions of issues. Furthermore, it said, the stations "should not be required to provide free time to a group which, by its own actions in purchasing broadcast time on another station, shows it is financially able to purchase time for the presentation of its views."

As an alternative, the council suggested that the commission apply to ballot issues the same logic it applies to political issues. The council noted that the commission has found that stations cannot be required to provide free time to spokesmen for a political candidate when spokesmen for an opposing candidate have purchased time. Metromedia, in supporting the council's application for review, said the situation outlined by council is not unique. It said "several" Metromedia stations have experienced "similar problems."

The NAB said that council's opponents were able to spend money on television—a medium in which the council had not acquired time—because they obtained free time on radio. "This did not promote the goals of the fairness doctrine," NAB said; "it mocked them."

The council's antitrust suit alleges that the stations named in the suit entered into an illegal combination and/or restraint of trade by agreeing on the number of free spots to offer FSI in response to the council's paid announcements. The council said the ratio was one to two. (Plough said it provided one to six.)

Plough said it provided free time to FSI in the belief that was an "appropriate way to discharge its fairness doctrine obligations." And it said that licensees that "conscientiously attempt to inform the public of opposing views on controversial issues should have the commission's assistance when they find themselves, because of these attempts, harassed by spurious litigation." It added that "a clear commission endorsement of what happened in Boston would ... encourage broadcasters to promote the robust, wide-open debate contemplated by the fairness doctrine."

Plough wasn't the only broadcaster defending the propriety of its action in the case. General Electric Broadcasting Co., licensee of WJIB, said in a filing with the commission that the station was aware of its discretion in meeting its fairness obligation and had made a "unilateral" decision as to how to meet it in light of the "substantial" schedule of spots bought.

Plough, incidentally, suggested a reason for the council's application for review, which comes after the ballot issue involved was decided—and in the council's favor. Plough noted that the commission staff confirmed the stations' judgment as to the appropriateness of the manner in which they discharged their obligations. "Apparently because the council considers this ruling harmful to its antitrust action," Plough said, "it has applied for review."

# Proxmire again goes to bat for freedom of the air

**His bill to give broadcasting parity with press is in welter of broadcast-related proposals**

As he was two years ago, Senator William Proxmire (D-Wis.) last week was one of the first at the legislative hopper at the opening of Congress with his bill to abolish the fairness doctrine. Titled the First Amendment Clarification Act of 1977, it's S. 22 this session (S. 2 in the last Congress), and it is designed to remove any FCC influence over the determination of what goes on the air.

The key is in Section 2 of the bill which says in full that the term "public interest, convenience and necessity, shall not be construed to give the commission jurisdiction to require the provision of broadcast time to any person or persons or for the expression of any viewpoint or viewpoints or otherwise to exercise any power, supervision, control, influence, comment, or review, either directly or indirectly, over the content or schedule of any program or any other material broadcast by licensees, except where the broadcast of such material is otherwise prohibited by law."

In commenting on his bill in the Senate, Mr. Proxmire said that provision "is designed to stop what has been called the raised-eyebrow effect used by the FCC to control and regulate broadcasters indirectly."

The other provisions of the bill: (1) repeal of Section 315 of the Communications Act, which embodies the fairness doctrine and the equal time requirement; (2) repeal of the part of Section 312 that permits the FCC to revoke broadcast licenses for willful failures to give political candidates for federal office reasonable access to broadcast time; (3) amendment of Section 326 to prohibit the FCC from interfering with broadcasters' "free press" as well as free speech; (4) further amendment of Section 326 to make clear that broadcasters alone have the right to determine the scheduling and content of programs and who shall appear on them, and (5) removal of the requirement on public broadcasting stations of "strict adherence to objectivity and balance in all programs or series of programs of a controversial nature."

Said Senator Proxmire, "Now is the time to make broadcasters fully equal to publishers so that the people of this country can have diversity in the news media. Freedom of the press was designed for the benefit of all American citizens, not just for the benefit of the disseminators of news and opinion."

Senators Spark Matsunaga (D-Hawaii) and Lee Metcalf (D-Mont.) are cosponsors of the Proxmire bill, which is duplicated in the House in H.R. 837 by Repre-

sentative Robert Drinan (D-Mass.).

Among other bills—nearly all are re-introductions of measures left hanging at the end of the last Congress—are:

- A resolution by Representative Tom Railsback (R-Ill.) expressing concern about the level of violence on TV and calling for more research. Representative Railsback asked for early hearings on the measure.

- The "Bell" bill, H.R. 8, by Representative Teno Roncalio (D-Wyo.) and seven cosponsors to limit competition in the business communications field, to preserve, as the bill's chief backer, AT&T, argues, the low level of residential phone rates (BROADCASTING, Dec. 6, 1976).

- Several measures, the chief by Representative B.F. Sisk (D-Calif.), to permit live radio and TV coverage of House floor proceedings.

- A half-dozen broadcast license renewal bills, most of them providing for the extension of the license term from the present three to four or five years.

- Several bills to disallow tax deductions for advertising of alcoholic beverages.

- A measure by Representative Samuel Stratton (D-N.Y.) to provide free radio and TV time to candidates for federal office.

- A bill by Representative John Hamerschmidt (R-Ark.) to prohibit nudity, obscenity or explicit sexual acts on TV.

- Several resolutions expressing Con-

gress's opposition to films and broadcasts that defame, stereotype or ridicule minority groups.

- A variety of measures to reform regulatory agencies and improve mechanisms for citizen input, the most popular form being the "sunset" bill, which would terminate regulatory agencies such as the FCC every four or five years unless Congress reauthorizes them. Several other measures would provide agency funding for citizen participation in agency rule-makings.

## CPB board takes up funding matters

**Commitment is made for \$1 million to documentary project; Shakespearean plans clarified**

The Corporation for Public Broadcasting board met Jan. 12 in Washington. And while a good deal of attention surrounded the CPB-Public Broadcasting Service partnership review committee meeting to be held the following day (see "Top of the Week"), the board took a variety of funding and budget actions, and modified two proposals that have aroused considerable controversy.

The board affirmed its commitment to provide up to \$1 million for a revolving

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documentary fund but said "that decisions with respect to individual programs" would "be made upon the mutual consent of the CPB and PBS professional television staffs." PBS earlier had argued that it was being left out of the decision-making process.

It also clarified its earlier commitment of \$1.2 million to partially fund a BBC production of Shakespearean plays. That decision had drawn flack from groups such as the American Federation of Television and Radio Artists, the AFL-CIO and PBS, for the use of money to fund foreign production.

The board last week said that it "is prepared, and in fact would welcome, some other funder coming forward to assume CPB's commitment" as long as the funder was suitable to other parties involved in the production, and CPB could retain rights in the development of related educational activities.

In budget matters, the board authorized the presentation to Congressional appropriations committees of estimates for use of federal funds for fiscal years 1978 and 1979. The breakdown is similar to the division of 1977 funds (BROADCASTING, Nov. 15, 1976) where 90% automatically goes to support public television and radio stations. The remainder goes to other areas, including support services such as minority training and research and CPB operating overhead. The board also made known its plans to ask the committees to set a ceiling of \$160 million for fiscal year 1980 federal funds. President Ford has proposed that the ceiling be \$115 million.

The board also authorized up to \$218,424 to support an experimental production by the Agency for Instructional Television called the "Essential Learning Skills Project." It also conditionally reserved \$1,181,575 from fiscal 1978 and 1979 funds to produce the series.

Other funding authorizations included up to \$300,000 for KERA-TV Dallas and Thomas McCann & Associates to produce *Eyewitness*, a public affairs series; up to \$100,000 for the WGBH Educational Foundation (WGBH-TV Boston) to produce *In Search of the Real America*, which will analyze American life and its institutions and up to \$40,000 to aid fund-raising activities of the National Association of Educational Broadcasters.

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## CPB names up again

**Ford resubmits three nominees for corporation's board to Senate, but no one expects action on them**

President Ford last week again sent to the Senate the names of three men he is proposing as members of the board of the Corporation for Public Broadcasting. He is not expected to have any more luck this time than he did the first time.

The nominees are Charles Crutchfield of Charlotte, N.C., who is president of Jefferson Pilot Broadcasting Co.; Paul M. Stevens, president of the Southern Baptist

Convention's Radio and Television Commission, Fort Worth, and Leslie N. Shaw, vice president of Greater Western Financial Corp., New York.

The Senate Commerce Committee refused to act on these names when they were submitted last fall (BROADCASTING, Sept. 27, 1976), and a committee aide said the committee would not act on them now. The aide said the Carter administration, which takes office on Jan. 20, will probably withdraw the nominations.

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## McClatchy hit by McGoff with antitrust suit

**Detroit-based publisher says California print-broadcast combine constitutes illegal concentration of media control**

McClatchy Newspapers, whose media holdings have gotten it into antitrust difficulty with the Justice Department, is now being sued by a competitor who claims McClatchy operates an illegal newspaper monopoly in California.

The publisher of the *Sacramento Union* has filed a \$43-million suit charging that over the past 20 years McClatchy has "engaged in a variety of tactics, legal and illegal, acquisitions, rate cuttings, combination rates, forced tie-ins, sales below cost and preferential rates."

The suit, filed in the U.S. District Court in San Francisco, alleges that McClatchy has monopolized the news and advertising markets in Sacramento, Fresno, Modesto and the entire Central Valley area of California. McClatchy owns KMJ-AM-FM-TV and the *Fresno Bee* in Fresno, KBEE-AM-FM and the *Modesto Bee* in Modesto, KFBK-AM-FM and the *Sacramento Bee* in Sacramento, and KOVR(TV) Stockton, all California, as well as KOH(AM) Reno.

The suit follows by about three months the FCC's rejection of a Justice Department petition to deny the renewal of KMJ-AM-FM-TV. The commission rejected Justice's arguments that McClatchy had an undue concentration of media control in Fresno that is inconsistent with antitrust principles and constitutes a monopoly (BROADCASTING, Oct. 4, 1976).

The commission, which has rejected all six petitions to deny that Justice filed against newspaper-broadcast cross-ownerships in the same market, has said its standards for judging whether a licensee should retain a broadcast property are different from those of the Justice Department. The commission would, however, designate an application for hearing if there were evidence of antitrust law violations or abuse of media power. The commission said Justice had not provided evidence of either in the six cases.

The *Sacramento Union* suit asks the court to require McClatchy to divest itself of alleged monopolistic holdings—without specifying them—and to pay three times

the \$43 million which the *Union* says it has suffered in damages as a result of the alleged monopolistic practices.

The defendants in the suit are McClatchy Newspapers; Eleanor McClatchy, president of McClatchy Newspapers, and C. K. McClatchy, editor of the three *Bee* newspapers and vice president of the company. Mr. McClatchy denied the allegations in the suit and said it was "completely without merit." McClatchy Newspapers, he added, "has not and never will indulge in monopolistic practices."

The publisher of the *Sacramento Union* is John McGoff of Detroit, who acquired control of the newspapers two years ago. Mr. McGoff, who failed in a bid to acquire the *Washington Star*—that newspaper and its related broadcast holdings were acquired by Joe L. Allbritton last year—owns 13 other newspapers in California and publishes eight daily and 36 weekly newspapers in Michigan, Illinois, Indiana and Florida.

Mr. McGoff was quoted in the *Sacramento Union* as saying that the *Union* and related weekly newspapers in the markets "are making significant progress in their competitive struggle with McClatchy but that such progress is being threatened by McClatchy's illegal and anticompetitive tactics."

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## Communications units on Hill still unfilled; House Commerce gets seven new members

Assignments of members to the Communications Subcommittees in both Senate and House remained uncertain last week as the organization of the 95th Congress proceeded.

In the House, subcommittee assignments are expected to be made next week. There is one vacancy on the Communications Subcommittee, created by the departure of Goodloe Byron (D-Md.) from the parent Commerce Committee to the Armed Services Committee ("Closed Circuit," Jan. 3). Meanwhile, seven freshman representatives were added to the full Commerce Committee. They are: Doug Walgren (D-Pa.), Edward Markey (D-Mass.), Bob Gammage (D-Tex.), Barbara Mikulski (D-Md.), Albert Gore Jr. (D-Tenn.), David Stockman (R-Mich.) and Marc Marks (R-Mich.).

On the Senate side, the Communications Subcommittee is a swiss cheese of vacancies, which will remain unfilled until after the Senate finishes work on a committee reorganization plan. That will take until the end of January; subcommittee assignments probably will not follow until early February.

The Communications Subcommittee will feel no effects of the reorganization, except as it leads to cross-committee movements among members. Senator Howard Baker (R-Tenn.), who was elected Senate minority leader two weeks ago in a close race with Robert Griffin (R-





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Mich.) (the vote was 19-18), is expected to leave the Communications Subcommittee, on which he has held the ranking Republican chair, for a seat on the Foreign Relations Committee. Insiders took for Senator Griffin to take his subcommittee place.

## Kreps thinks OT should assume some OTP powers

**Carter Commerce appointee also says at confirmation hearing, however, that she'll have to defer to White House on matter**

Jimmy Carter's Commerce secretary-designate last week suggested increasing the responsibilities of the Commerce Department's Office of Telecommunications as one way to minimize conflict between that office and the White House Office of Telecommunications Policy. But she is not recommending it, deferring instead to whatever plans President-elect Carter may have for reorganizing the executive office.

Juanita M. Kreps, the banking professor from Duke University who appears assured of confirmation as secretary of Commerce, told the Senate Commerce Committee that OT and OTP have a "shared mission," a situation that "may not be ideal." But she said it would be

"premature" for her to speculate what adjustments might be made in the division of labor between the two.

Mrs. Kreps sidestepped a question seeking her own recommendation for reorganizing the policymaking mechanisms for telecommunications in the executive branch, saying that in the next few weeks, "OTP functions will be examined as part of "broader reorganization considerations within the executive branch." She added, "The Commerce Department is one alternative for additional telecommunications responsibilities. Beyond this, I do not anticipate any reorganization of Department of Commerce telecommunications functions at this time."

Mrs. Kreps was asked in a written query from Senator Howard Baker (R-Tenn.) to take a more definitive stand on the future of the two telecommunications offices. Her reply had not been returned by mid-week.

Mr. Kreps's available comments were embodied in written responses to questions from the Commerce Committee that were prepared for her confirmation hearing last Monday. Telecommunications issues did not arise in verbal exchanges there.

In other written answers she said that among the Commerce Department OT's priorities in telecommunications are (1) "How shall we manage the limited resource represented by the frequency spectrum which is becoming more congested every year?" and (2) "How can we

lower barriers to innovation that limit economic growth in the telecommunications industry?"

## Sonderling buys Philadelphia AM-FM

**Group owner pays over \$4 million to Max Leon for WDAS stations**

Group station owner Sonderling Broadcasting Corp. announced last week it had signed to acquire WDAS-AM-FM Philadelphia from Max M. Leon Inc. at a price said to be in excess of \$4 million.

Egmont Sonderling, chairman and president, said, "We look forward to having the WDAS organization, with Bob Klein continuing as general manager, join the Sonderling group." The WDAS stations were said to have had combined gross revenues of \$2.5 million in their last fiscal year.

The sale is subject to the usual closing conditions, including approval by the FCC.

WDAS(AM), which began operation in 1923, is on 1480 khz with 5 kw daytime and 1 kw at night. WDAS-FM is on 105.3 mhz with 50 kw and antenna height 185 feet above average terrain.

Acquisition of the stations will bring Sonderling's radio station ownership to seven AM's and six FM's, one short of the FCC FM limit. The company also owns WAST(TV) Albany, N.Y. The radio stations are KDIA(AM) Oakland, Calif.; KIKK(AM) Pasadena, Tex., and KIKK-FM Houston; WDIA(AM)-WQUD(FM) Memphis; WOL(AM)-WMOD(FM) Washington; WOPA(AM)-WBMX(FM) Oak Park, Ill., and WWRL(AM)-WRVR(FM) New York.

Sonderling also owns companies involved in radio station representation, television commercial film and tape procurement, traffic and distribution and a chain of 56 motion picture theaters in New England and upstate New York.

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### Changing Hands

#### Announced

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

■ WDAS-AM-FM Philadelphia: Sold by Max Leon Inc. to Sonderling Broadcasting Corp. for approximately \$4 million (see story above).

■ WBIS(AM) Bristol, Conn.: Sold by Robert H. Baker (51.4%), Robert J. Baker, Marsh R. Howard and Thurston B. Howard (16.2% each) to David A. Rodgers for \$358,153. Sellers have no other broadcast interests. Mr. Rodgers is president and owner of Rodgers Group, licensee of KKZZ(AM)-KOTE(FM) Lancaster



**Big deal.** Officials of Harte-Hanks Newspapers started the new year (Jan. 3) by consummating that company's \$19 million purchase of WFMV-TV Greensboro, N.C., from Landmark Broadcasting (BROADCASTING, Nov. 15, 1976). Charles A. Whitehurst, formerly vice president and general manager of the station, will remain with WFMV-TV as president. At the closing (l to r): Wayne Kearn, president, Harte-Hanks Television; Robert G. Marbut, president and chief executive officer, Harte-Hanks Newspapers; William A. Gietz, president, Landmark Broadcasting, and Frank Batten, chairman, Landmark Communications.

and KKEE(AM)-KWYT(FM) Salinas, both California. WBIS is 500 daytimer on 1440 khz. Broker: Blackburn & Co.

■ **KDSX-AM-FM Denison-Sherman, Tex.** Sale price reported in BROADCASTING Jan. 10 should have read \$525,000 including \$20,000 covenant not to compete, not plus that amount. Broker for sale to Grayson County Broadcasters (John B. and Fredina B. Mahaffey) was Doubleday Media.

■ Other sales reported at the FCC last week include: KLRK(AM) Centerville, Utah; WTOY(AM) Roanoke, Va., and KAPA(AM) Raymond, Wash. (see page 49).

#### Approved

The following transfers of station ownership were approved last week by the FCC:

■ **WONN(AM) Lakeland-WPCV(FM) Winter Haven, both Florida:** Sold by Joe Garagiola and his wife, Audrie, to WONN Inc. for \$1.1 million. Mr. Garagiola is NBC sports personality; neither he nor his wife has other broadcast ownership. Buyer is owned by Herbert Stewart (51%) and Leonard H. Marks (49%). Mr. Stewart is president of MCA Canada Ltd., TV film producer and distributor, subsidiary of Calif.-based MCA Inc. Mr. Marks is Washington communications attorney. WONN is on 1230 khz with 1 kw day and 250 w night. WPCV is on 97.5 mhz with 100 kw and antenna 499 feet above average terrain.

■ **KDEO(AM) El Cajon, Calif.:** Sold by Metro Communications Inc. to Lee Bartell & Associates for \$700,000. Seller is principally owned by Mortimer W. Hall who has no other broadcast interests. Buyer is

owned by Lee Bartell (40%) and his children, Richard (20%), Michael (20%) and Roberta Weiss (20%). Senior Bartell is San Diego attorney and, with his sons, has various motel interests. Richard is El Cajon attorney, Michael is vice president of New York leasing and insurance firm and Mrs. Weiss is San Diego school teacher. KDEO is on 910 khz full time with 1 kw.

■ **KWEN(FM) Tulsa, Okla.:** Sold by Swanco Broadcasting to Ronald E. Curtis for \$500,000. Seller, Gerock H. Swanson (82%), also owns KRMG(AM) Tulsa; WBYU(FM) New Orleans; KKYX(AM) San Antonio, Tex.; KKNM(FM) Oklahoma City; KQEO(AM) Albuquerque, N.M.; KLEO(AM) Wichita, Kan.; KFJZ(AM)-KWXI(FM) Fort Worth, and the Texas State Network. Buyer is principal in KALO(AM)-KLAZ(FM) Little Rock, Ark., and owns Ron Curtis & Co., Chicago-based communications executive search firm. KWEN is on 95.5 mhz with 100 kw and antenna 300 feet above average terrain.

■ Other sales approved last week at the FCC include: WYAM(AM) Bessemer, Ala.; KINO(AM) Winslow, Ariz.; WMEN(AM) Tallahassee, Fla.; WBML(AM) Macon, Ga.; KYET(AM) Payette, Idaho; WOKW(AM) Brockton, Mass.; KBRL(AM) McCook, Neb.; WFLR-AM-FM Dundee, N.Y.; WOBV(FM) New Bern, N.C.; WEND(AM) Ebensburg, Pa.; WENR(AM) Englewood, Tenn., and WYNE(AM) Appleton, Wis. (see pages 49-50).

## Bates's Reichel cautions INTV delegates not to overreach for fourth network

**The market may look good now, but that could quickly change, he says; he also warns against another round of price increases**

A top media executive issued "a few words of caution" last week to independent-station executives who would like to put together a fourth network to compete with ABC, CBS and NBC.

As guest speaker at the Tuesday luncheon of the INTV convention in San Francisco, Walter Reichel, senior vice president and executive director of media and programs at Ted Bates, started off by looking on the bright side. "The stations are pulling together," he said, "programs are involved and interested, and advertisers are supportive. A potentially oversold network economy and escalating rates have given rise to the prospect of a fourth market."

But watch out for shifts in the market-



AMERICA'S OUTSTANDING MEDIA BROKERS • A COAST TO COAST NETWORK

## The Sale of WDIX-AM/FM

Orangeburg, South Carolina from WDIX, Inc.  
to Smiles of S.C., Inc. for

# \$625,000

has been approved and closed.  
Blackburn & Company acted  
as brokers in this transaction.

This sale marks the retirement from broadcasting of Mr. Frank B. Best, Sr. who had been a principal in WDIX, Inc. since 1946. We offer Mr. Best our congratulations and best wishes.

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1-17



**Mix an ENG camera  
with a studio camera, and  
what do you get?**

**A Sony.**



The Sony BVP-100, to be exact. A new kind of portable color video camera, from Sony Broadcast.

There have been portable ENG cameras before. Field production cameras, too. But the BVP-100 is a camera deliberately designed to give you the best of both worlds.

The BVP-100 combines the lightweight body, economy, and simple setup procedure of an ENG camera with the broadcast picture quality, manual controls, and built-in professional features of a field production camera.

It's like having two cameras in one.

In the field, the BVP-100 is fully portable, easy to handle, completely automatic. You can depend on it to cover fast-breaking news, sports events, any ENG situation you run into.

But when you're in commercial or documentary production, you need more than an automatic ENG camera. You need a camera you can control manually. A camera you can interface with other cameras. A camera like the BVP-100.

Take a look at some of the special advantages the Sony BVP-100 can offer you:

**1. Beam-splitting prism optics.** Three 2/3" Plumbicons\* with beam-splitting prism optics provide broadcast quality signal resolution, high sensitivity, low registration error, and extremely stable operation—at a signal-to-noise ratio of better than 50db.

**2. Built-in masking generator.** Unlike many portable color cameras, the BVP-100 has built-in masking circuitry. This insures optimum predictable colorimetry at all times,

and of course allows matching the BVP-100's colorimetry to that of other cameras.

**3. Built-in test generators.** On location, you can make many necessary balance and test monitoring adjustments without accessory equipment. And the less accessory equipment you need, the faster you can move.

**4. Quick adjustment to changing light.** The BVP-100 special black stability circuit and automatic white balance help maintain correct color proportion levels. Even in rapidly changing lighting conditions.

**5. Flare compensation.** The BVP-100 has fully adjustable flare compensation circuitry to remove any annoying distortion in black balance created by an optical disturbance.

**6. Recorder playback through viewfinder.** For field situations, the recorded video signal is switchable to the BVP-100 viewfinder. You can monitor and review instantly.

**7. Easy access to controls.** The BVP-100 is designed with all setup and operating controls conveniently located for quick adjustments while the camera is in use.

And there's more. Much more. Built-in filters. Image enhancement. Easy setup. Operation with battery or AC adaptor. Plus a single 10-pin connector cable that links to the new Sony BVU-100 Portable Videocassette Recorder, or to any other Sony portable recorder.

For further information on the BVP-100 Color Video Camera, write to Sony Broadcast.

\*Trademark N. V. Philips

## Sony Broadcast

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place, Mr. Reichel warned. The three networks could each "add a seventh commercial minute to better accommodate demand in prime time and win back some of the waverers," he continued.

Then he went on, "You are enjoying genuine support from solid advertisers, yes. However, some of the supportive clamor you may think you bear can also be interpreted as an attempt to intimidate the networks into controlling their rates."

"Many advertisers doubt you will succeed," he added, while other advertisers "would prefer not to see the available audience split up into still smaller pieces."

Mr. Reichel then shifted gears and harangued the station executives for setting their rate-card prices too high. He said some advertisers' budgets "cannot keep pace with the rate of increase." As a result, these advertisers have to resort to a "lowering of weekly gross rating points," to "reduced market lists" and to the "elimination of weeks from the planned schedule."

"Charging what the market will bear," he explained, "reveals a lack of planning and no real understanding of the long-term implications of a pricing policy. Prices based strictly on demand can kill demand." The "two key issues" for advertisers, he suggested, are:

The fact that "the advertiser is paying more and in some cases receiving less. Particularly in network television, fewer guarantees and options are being offered and schedule requirements are often not fulfilled."

And the fact that "no real justification" exists "for another round of price increases." The "rationale" for the boosts in 1976 was that "it was a 'make-up' year. Realistically, however, we see that many stations have had two good years in a row, in terms of increased revenues and good profits. What then is the rationale for further increases, particularly in certain markets?"

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## Encouraging words for independents from advertisers

**INTV session hears big firms tell of upping their budgets for spot; there are also a few complaints about clutter**

Media executives of three major corporations last week told an audience of independent-station managers that prospects look bright for their getting a bigger share of the spot-TV dollar this year and in subsequent years.

Donald Martin, Ralston Purina associate media director for its consumer-products group, set the tone when he said that the company made an \$850,000 shift in its spot-TV budget over the past five months from network affiliates to independents. He was speaking at the panel session, "National Advertisers Look at Indepen-



**No small potatoes.** For the past three years Idaho Governor Cecil Andrus has been the advocate of the Idaho Potato Commission, appearing as TV spokesman for the state's best known product. Commercials extolling the virtues of Idaho potatoes have been running in an average of 25 markets in the East and the Southeast, and, according to the commission's advertising agency, Foote, Cone & Belding/Honig, San Francisco, "Governor Andrus has been a wonderful spokesman and the campaign has been very successful." He has also appeared on a number of network programs, including NBC-TV's *Today* and ABC-TV's *Good Morning, America*, in his capacity as Mr. Idaho Potatoes. FC&B/Honig reported regretfully last week that Governor Andrus who is secretary-designate of the Department of Interior, will terminate his potato spieling on Jan. 20 when Jimmy Carter is inaugurated as President.

dents," at the INTV convention in San Francisco Tuesday.

Mr. Martin went on to credit INTV's "tailor-made presentation" to Ralston Purina last July, which he said was "so convincing and so well-done" that the company gladly doubled the percentage of its total advertising budget that goes to independent stations.

Another company that lays out an even bigger percentage of its ad dollars to independents, Pepsico, was represented on the dais by Henry Hayes, media director of Pepsi, who noted as an example that 45% of the money he allocates to New York's TV stations goes to the three independents.

In general, Mr. Hayes said, independents counterprogram so effectively in fringe time that they deliver a far greater percentage of 12-to-34-year-olds than do network affiliates, which makes them better buys for a company such as Pepsi.

The third panelist, Anna Zgorska, the media manager of ITT-Continental Baking, said to the assembled independent-station executives that they "have always received a fair share of Continental's spot dollars and should continue to do so."

But, as did the other two panelists, she also pointed to independent-station shortcomings. For one example, she cited "repeated" product conflicts where spots of a Continental Baking product and a competitive product (or of another Continental brand) run back to back despite the agency's "careful" instructions with each

buy it makes for the company. She threatened to "withhold payment from continuous violators" if such product conflict is not stopped.

In the same vein, Pepsi's Henry Hayes cited a Broadcast Advertisers Reports study showing that in the top-10 markets, independent stations clutter their prime time with 22% more commercials than do network affiliates. And since independents tend to go with more "direct-response, record-type ads," he continued, these stations end up with a poor image. A number of independent-station executives vigorously protested Mr. Hayes's figures during the question-and-answer period, and they agreed to ask BAR to make further studies of the problem of prime-time clutter on independent stations.

Ralston Purina's Don Martin urged the independents to keep their prices reasonable and to move energetically ahead on new types of programing such as the MCA TV "Operation Prime Time" miniseries.

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## Praise abounds for broadcasting as ad medium

**Advertising-promotion people tell success stories of radio-TV campaigns at annual convention of National Retail Merchants Assn.**

The steady strides that television and radio have taken into retail advertising, long the preserve of newspapers, were documented last week at the 66th annual convention of the National Retail Merchants Association in New York.

Broadcasting's advances in the retail sector were enunciated in presentations by Roger D. Rice, president of the Television Bureau of Advertising and Miles David, president of the Radio Advertising Bureau. To buttress their points, they called on retail advertising-promotion executives to recount their successful use of television or radio.

Mr. Rice and George G. Huntington, executive vice president of TVB, presided at a presentation keyed to the theme, "Measuring Advertising Results." They reported on a questionnaire distributed to NRMA members which elicited the following information: 94% of the respondents said they measured their advertising in terms of sales results; 69% said these measurements helped them in selecting items to advertise, the media in which to advertise and in designing future advertising; 41% reported measuring some form of store traffic. At different points in their talk, they introduced various retail executives who underlined some of the points raised.

Talks prepared by John Tesorero, sales promotion manager of Sage-Allen & Co., Hartford, Conn., and Peter A. Leggett, manager, sales promotion, Belk-Leggett Stores, Lynchburg, Va., were given to the session by Tom McGoldrick, marketing



retail sales executive for TVB. (Mr. Tesorero could not be present because of an illness in his family and Mr. Leggett was grounded in Lynchburg because of snow.)

Mr. Tesorero's talk centered on an experiment testing a TV campaign using merchandise not advertised in newspapers. He said that for the week of November 17 a commercial for Harleen sportswear was carried on a station. The response, he said, was outstanding: in the one week TV was used, 885 pieces of merchandise were sold, as against 793 in a 10-week period without television. "Using a small schedule, we achieved important response," Mr. Tesorero said.

Mr. Leggett focused on the ways Belk-Leggett measures its TV results. He noted that the chain uses Virginia TV stations in Roanoke, Richmond, Norfolk, Lynchburg, Harrisonburg and Charlottesville. The chain conducts 10 major promotions a year, he said, and each one takes a multi-media approach.

Mr. Leggett acknowledged that it would be difficult to pinpoint TV's effectiveness when various media are used in special events, but added that it can be gauged when TV is used alone.

"We use a very simplified method of trying to determine the effectiveness of our TV advertising in that every store is requested to take an inventory of advertised items each day, for five days, after the TV ad appears," he explained. "Then the advertising results form is sent to the sales promotion office in Lynchburg. We spot check the stores throughout the state in different size categories to determine the over-all effectiveness of the item advertised."

Phyllis Green, broadcast director, L.S. Ayres & Co., Indianapolis, reported that TV investment by Ayres rose by one-third in 1975 over 1974 and jumped by more than 100% in 1976 over 1975. She conceded the allotment to TV is still modest compared to print advertising but added: "We're more convinced than ever that television gets results and will play a still more important role in Ayres's media mix."

The decision to bolster the TV investment, Ms. Green said, was influenced by TV's penetration in both the central cities and the suburban and rural areas. She voiced the view that the heavier use of TV for the company's 104th anniversary sale "contributed the major thrust to make 1976 our most successful ever."

William K. Gay, manager, advertising research, J. C. Penney Co., emphasized the value of pretesting commercials. Penney conducts various types of pretests: exploratory research to determine which products or strategies should be promoted; consumer research to ascertain the interest in a product or service if it became available; concept testing to measure consumers' reaction to different product descriptions or copy emphasis, and mini-market testing to gauge the entire marketing and advertising strategies in several markets. Mr. Gay added that Penney also tests commercials on-air, but felt strongly

that adequate pretesting can be a prime ingredient in attaining advertising effectiveness.

The thrust of the RAB presentation was that radio is an efficient and effective medium for retailers, particularly in this era of escalating costs. Mr. David who delivered the presentation (which included a slide and film production) pounced on newspapers and television as media that have jumped rates excessively, vis a vis radio. Using figures compiled by Ted Bates & Co., Mr. David reported:

"On a national basis there has been a 90% increase in newspaper's cost-per-thousand over the last nine years. That's a national average. In your city it may not be as bad, or it might be worse... On TV, time, production and staff costs are high and climbing all the time. Over the nine years TV cost-per-thousand is up 76%. Compare this with radio—up only a moderate 28%—again according to Bates."

Appearing in the presentation were taped testimonials and photographs of such executives as Lois Patrich, vice president and advertising director, Carson Pirie Scott, Chicago; Ed Libonati, broadcast director, Macy's, New York; Michael Davenport, creative director, The Crown Center, Kansas City, Mo.; Gillian Redfern, sales promotion director, Wallach's, New York; Ron Foth, retail and creative consultant, The Union, Columbus, Ohio; Paul Denehie, vice president, sales promotion, The Bottom Half, Terre Haute, Ind., and David Stern, president David Stern Advertising, Seattle.

Ms. Patrich noted that at her store "we're realizing that radio can stand on its own."

Mr. Foth said he was pleased with the penetration of radio. He felt radio could be used to reach different types of people. Mr. Libonati said from time to time only radio has been used by Macy's for its Junior or Young Men departments and "it has generated a great deal of traffic."

In reply to a question from the audience on the number of radio commercials needed to reach the best prospects, Mr. Davenport said a major item should be advertised "in depth" and ventured that 16 to 18 spots per day might be satisfactory.

## FTC drills dentists

**Commission tells dental association that its code should be altered so advertising will be allowed**

If the Federal Trade Commission has its way, the American Dental Association's "Principles of Ethics" will be altered, opening the way for dentists to advertise.

The FTC last week unanimously voted to issue a complaint against the ADA charging that it has illegally restrained competition by preventing price competition and business solicitation through advertising or other means.

The Chicago-based ADA and its affiliated organizations have 127,644 members, including 95% of all practicing den-

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For Example

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### KHQ-TV

Ratings  
Share  
Home  
Adults  
Women  
Men

**Merv averages 67% more  
women than nearest  
competitors**

Source: NSI November 1976

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Weekly With the  
Nation's Biggest, Most  
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tists in the country. The FTC said that total expenditures for dental services in 1975 was about \$7.5 billion.

This isn't the first advertising ban that the FTC has gone after. In December 1974, it issued a complaint against the American Medical Association (BROADCASTING, Jan. 5, 1976). That complaint is still pending. The American Bar Association's advertising ban has been challenged by the Justice Department (BROADCASTING, June 28, 1976).

Aside from fixing prices, the FTC said, the ADA code deprives consumers of pertinent information and restrains the development of innovative dental services.

The complaint also said that the ADA has specifically worked with affiliated dental societies to eliminate competition in Indiana and Virginia. The other societies cited were the Indiana Dental Association, Indianapolis District Dental Society, Virginia Dental Association and Northern Virginia Dental Society. The ADA and other associations have 30 days to respond to the complaint.

The ADA said that the restrictions on advertising are also included in all state laws and that the ban has not caused fees to rise. It added that unrestricted advertising "might lead to serious abuses in the delivery of dental care."

In a related action, the FTC authorized its San Francisco regional office to conduct an investigation of private and govern-

mental practices that might restrict competition or entry into the dental care industry. Among the areas targeted for investigation are price information disclosure and restrictions on who can own dental practices.

### Advertising Briefs

**Four more.** Dancer-Fitzgerald-Sample, New York, is now agency for seven Toyota dealer groups, with latest addition of four groups and their \$2 million in annual billings. Four are Gulf States Toyota Advertising Group, Ohio Valley Toyota Dealers Association, Great Lakes Toyota Association and Mid-Atlantic Toyota Dealers. D-F-S also handles Toyota corporate, which bills about \$40 million annually.

**Be sure it's true.** If privately owned vocational and home study schools make job-placement and earnings claims in advertisements, statistical support must also be included. That recommendation is part of 552-page report released by staff of Federal Trade Commission's Bureau of Consumer Protection on rulemaking to govern certain activities of schools. While staff recommendations generally follow rule originally proposed in May 1975, staff would exempt schools with less than 75 students per year.

### Programming

## Masini report on Operation Prime Time stirs cautious but excited reaction

**Project makes big news at INTV convention; stations put up \$4 million for eight-part miniseries to run in May; its unlikely that other shows will start until ratings are in on 'Testimony of Two Men'**

Operation Prime Time, the miniseries that's turning into the most ambitious project ever set in motion by television stations on their own—outside the three-network structure—came across as the big story of the INTV convention last week.

The full details of Operation Prime Time (OPT) were outlined by Al Masini, president of Telerep Inc., during a panel discussion on "New Dimensions in Programming: The Fourth Market" at the INTV convention in San Francisco Jan. 11. Mr. Masini is given credit as the man most responsible for lining up the mix of independent stations and network affiliates that will carry the first-run miniseries, beginning in May (BROADCASTING, Aug. 23, 1976).

Mr. Masini began by defining OPT as "an effort by the stations themselves to directly commission a production firm to produce top-quality prime-time programming for local use." The 52 stations involved (21 independents, 12 CBS affiliates, 11 NBC affiliates and eight ABC affiliates) agreed not to skimp on the budget—they're paying MCA TV, the producer, \$4 million for the eight-hour movie that will be extracted from Taylor Caldwell's novel, "Testimony of Two Men." MCA began actual production of the movie last week.

Another panelist, Stanley Newman, vice president and story editor of MCA, said "Testimony" was chosen by MCA and the stations' steering committee for OPT (Leavitt Pope, president of WPIX(TV) New York; Richard Frank, president and general manager of KCOP(TV) Los Angeles; and William Schwartz, vice president and general manager of KTVU(TV) San Francisco, among others) because "it's a solid story, with a solid, idealistic hero—a doctor—and it's played out on the broad canvas of an American community, with lots of action and some controversial issues that can be dramatized rather than preached about." Besides, he added, Taylor Caldwell wrote "The Captains and the Kings," which chalked up respectable Nielsen numbers when NBC telecast it as a nine-hour miniseries.

A few sources close to OPT said the \$4 million being put up by the stations will be roughly apportioned among them according to market size, and the national-spon-

## Affiliated Publications of Boston

has purchased WSAI AM-FM  
Cincinnati, Ohio from

*Combined Communications*

*for \$6,300,000*

The undersigned assisted in  
these negotiations and acted as  
agent for Combined Communications

*R. C. CRISLER & CO., INC.*

Cincinnati, Ohio / Tucson, Arizona



sor revenues that come in will probably be divvied the same way. These sources added that MCA will have to put up about \$200,000 of its own money for a production budget of \$4.2 million, which would break down to a production cost of \$525,000 per hour—more than most network prime-time shows cost, according to Mr. Masini. MCA will get its money back by selling the series beyond the 52 markets in this country, as well as putting it into distribution in foreign cities, the sources said.

Mr. Masini said the OPT stations haven't made final their decision on how to sell the nine-and-a-half commercial minutes that will be available to advertisers in each hour. But the plan they're gravitating toward would set aside six of those minutes for network-type national buys, with a tentative rate-card price of \$55,000 for one 30-second spot, which would again make it comparable to the kinds of prices the three networks get for their prime-time spots. Mr. Masini said that "informal meetings" have unearthed "great interest" in OPT among national advertisers. Thus, if the OPT stations were able to sell all six minutes in all of the eight hours at \$55,000 per 30-second spot, they'd gross \$5.28 million, which would more than meet the production cost and turn the other three-and-a-half commercial minutes in each hour, which the stations would sell locally, into pure gravy.

With revenue figures like those in the offing, other production companies are seriously considering getting involved with the station consortium, and Mr. Pope of WPIX said a number of proposals have been floated by the OPT steering committee. MCA's Stan Newman told the audience he's convinced that "Testimony of Two Men" will be "the first of many such cooperative ventures in the future—MCA is in it to stay, and we expect a big share of this fourth market."

Mr. Newman added that future projects would not have to be restricted to the adaptation of novels into miniseries, but could also include "half-hour action-adventure strips," or "six two-hour made-for-TV movies focusing on one continuing character, like a Columbo" or even a series of 30-minute strips "based on the big-selling Gothic novels by authors like Barbara Cartland, Phyllis Whitney and Victoria Holt."

But Mr. Pope said later in a meeting with reporters that "we've got to crawl before we can run," so it's unlikely that the OPT consortium will go ahead with another major project before the first ratings are in for "Testimony of Two Men."

This pragmatism of Mr. Pope, which echoes that of the OPT steering committee, took the edge off the proposal put forward by the third panelist, Archa O. Knowlton, director of media services for General Foods. Mr. Knowlton told the independent-station executives that his company wants "a group of stations covering a substantial part of the country to band together, or affiliate, if you will, to do business with a single program service much like the current three-network affil-

ates do business with ABC, CBS and NBC."

He elaborated by saying that General Foods is "looking for a group of stations to affiliate to buy programing, not just a group of stations that happen to be an ad-hoc line-up because they all happen to buy the same program." OPT, of course, fits the description Mr. Knowlton desires—as opposed to a vast range of other programing that is being loosely placed under the fourth-market rubric, everything from successful syndicated series like *Hee Haw* and *The Lawrence Welk Show* to supplier-generated shows like Mobil Oil's *Ten Who Dared* specials and the upcoming David Frost interviews with Richard Nixon (for which Syndicast Services has lined up stations).

"In the U.S. today," Mr. Knowlton continued, "there are independent facilities in enough markets to provide advertisers with a network capable of reaching somewhere between 55% and 60% of TV homes. If these could be pulled together—maybe on only a limited basis one night a week or for one time period across the week—then, with quality programing, there would be a chance to get the American viewing public to search out and sample the programing on the fourth station in each of these markets."

The kicker is that Mr. Knowlton wants this new marketplace to be set up immediately. Stressing the urgency of it, he said, "By March or April—just a few months away—up-front negotiations with the networks will have taken place for the 1977-78 season" in prime time. "If you don't act before then by coming up with some kind of proposal," Mr. Knowlton warned the independent-station executives, "there won't be much more that we can do this year to offer you financial encouragement."

Most of the station executives involved in OPT said that Mr. Knowlton's demand was unrealistic, at least in the short-term future (the next few months). But, as Mr. Masini put it, OPT, "from the outset, was set up in such a manner that it would not just be a one-time-only special but instead be the beginning of the machinery for many future productions."

If "Testimony of Two Men" piles up the ratings and the ad dollars, OPT may be ready to lay the foundation for an on-going network-type structure of the kind Mr. Knowlton is ready to support.

### Trying out for prime time

ABC-TV has scheduled on-air trial runs of three hour-long series that didn't make the formal second-season line-up: Lorimar's domestic comedy *Eight Is Enough*, about a newspaper columnist and his eight children, to replace *The Captain and Tennille* (Monday, 8-9 p.m., NYT) for six weeks; Martin Starger's *West Side Medical*, a contemporary drama focusing on three young doctors, to replace *Family* (Tuesday, 10-11 p.m.) for six or seven

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### KGTV

Rating

Share

Homes

Women

Women 18-49

And Against the CBS  
Evening News, To Tell The  
Truth, My Three Sons, Andy  
Griffith and Dinah!

Source: NSI November 1976

## The Merv Griffin Show

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Weekly With the  
Nation's Biggest, Most  
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weeks; and Paramount's *Future Cop*, a melodrama with comedy overtones about a humanoid robot policeman, which will run as six specials on an irregular basis as does Warner Bros.' current *Wonder Woman*. All of these changes will take place sometime in March.

## Danish, McGannon on opposite sides at PTA conference on TV violence

**Former says television is doing much to reduce hard action; latter says it's not doing enough**

Two TV representatives offered two different pictures of the strength and effectiveness of broadcasting's efforts to reduce television violence at an "open hearing" conducted by the National Parent-Teachers Association last week in Kansas City, Mo.

■ Roy Danish, director of the Television Information Office, said broadcasters have reduced violence sharply, offer viewers a choice of at least one nonviolent network program in every prime-time period except possibly one half-hour a week and are continuing to prune the violent content.

■ Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co., said "the universality" of television carries a responsibility "which the industry has yet to adequately fulfill," partly out of failure to provide "alternatives to the constant offerings of programs which vary only in the degree of violence depicted on the screen."

The hearing was one of a series of one-day sessions the PTA is conducting weekly in major cities, devoted largely to appearances by school authorities, medical leaders and others in criticism of violence on television.

In the current season, Mr. Danish said, "in every time period with series pro-

grams, the viewer has a choice of at least one or more nonviolent network shows. The possibility of lack of choice does occur on one evening when two movies overlap for one half-hour [Sunday at 9-9:30, when ABC and NBC are showing movies and CBS is showing *Switch*]. But a check of schedules for the past season shows that both movies contained violent scenes only one time out of five. And of course there's the alternate programing provided by stations not affiliated with networks and by public TV stations as well."

Mr. Danish said the networks and the National Association of Broadcasters' Code Authority employ 150 people full time and spend \$4 million a year to supervise and maintain standards, aside from efforts by individual local stations. More than that, he said, "it would be wrong to place responsibility for many of the evils of society solely on the broadcasters." He continued:

"Parents have a responsibility, too. I'd like to suggest a handy check list which you, as PTA members, are probably in the best possible position to bring into wide circulation:

"Know what your children watch. Offer suggestions. Help them use local listings to make appropriate choices. Set reasonable limits to their viewing. Watch their favorite programs with them from time to time, even if they're not your favorite programs. Express your own opinions about programs and don't be afraid to offend a child by saying, 'I think that's a bad program.' Tell them why you think so, but don't just talk to your children, talk with them about subjects brought up in television programs and about all the other things that those subjects will lead you into. Television is a marvelous bridge of communication between parents and children."

Mr. Danish cautioned the group not to expect broadcasters to "turn their backs on the tens of millions of viewers who are not parents, who are not children and whose perfectly legitimate desires include action and adult themes in television programs," because TV must be shared by people of different ages, tastes and interest. He also reminded them that "you

and I and our friends and, in some cases, our children have made 'Jaws' and 'The Godfather' and 'The Exorcist' the three most popular films of all time."

The surgeon general's massive study of TV and violence in the early 1970's, he said, has been widely interpreted as an out-and-out indictment of TV, but in fact "there was no clear-cut indictment of TV" and some of the participants have since softened positions they took then, Mr. Danish said. "Clearly," he added, "the major causes of violence do not include TV."

"Despite the fact that the signals remain hazy," he continued, "broadcasters have responded to evidence of public concern" by imposing stricter standards, canceling numerous heavy-action shows and reducing violence in others, while at the same time introducing more pro-social elements into programing.

Moreover, he said, "there's a wide range of programing which children find attractive ... scattered in good measure throughout the week. There are many fine things to be seen. Programs that deal with history, government, biography, biology, astronomy, the environment and animal life. Others deal with the sea, the stars and the great interest that has been generated by our activities in space. Youngsters are quite literally given a worldwide view of people and places through television. Not all those places are attractive and not all those people are doing attractive things, but they are certainly part of the world."

Mr. McGannon, whose company is seeking an FCC investigation of network-affiliate relationships and has the PTA's support in that bid, told the PTA that he was "especially concerned that violence on television is stunting the further development of what is undoubtedly the most powerful communications medium in the world. We cannot allow this to happen."

In support of his charge that TV does not provide enough nonviolent alternatives, Mr. McGannon said, "for example, this evening at 10, the three networks will air *Kojak*, *Police Story* and an episode of *Family* in which 19-year-old Willie has an affair with an older woman."

"The lack of alternatives," he continued, "is underscored by the fact that if you were to watch all three networks for an entire week during prime time, you'd find as much as 63% of the programs oriented toward crime, violence or adult content—depending on the movies being shown."

"I have no objection to people—even youngsters—being exposed, in realistic portion, to the real world. But I submit that the average child, in the current context, gets an abnormal exposure to the abnormalities in our society."

"Approximately 1% of the population of the U.S. in a given year is involved in the commission of the seven most serious crimes. Yet the image of our society which we receive from our television sets leads us to believe that figure is infinitely higher. Instead of an accurate reflection of our society and its problems, television provides us with a trick carnival mirror, full of



Danish



McGannon

distortions, reflecting abnormality.

"In my opinion, the concentration of these kinds of programs stems from the primary desire to achieve high ratings, particularly among men and women in the 18-to-49 age group—the group that advertisers are most interested in reaching. In other words, false and insensitive elements are being injected into programs merely to build audience."

Mr. McGannon said the public "is thirsting for new dimensions in television programming—perhaps more than the television industry thinks it is ready for." He cited the ratings successes of NBC's *The Loneliest Runner*, about a bed-wetter; ABC's *Green Eyes*, about a veteran seeking a child he fathered in Vietnam; *The Boy in a Plastic Bubble*, about a child born without normal immunities to disease, and the Barbara Walters interview with President-elect and Mrs. Carter.

To understand how "the current programming situation has come to pass," Mr. McGannon said, it is helpful to know that stations are solely responsible to their communities and to the FCC and are subject to license renewal every three years, while "the networks, except for the stations they own and operate, have no responsibility or accountability to the FCC.

"Yet over two-thirds of the programming aired by local affiliates originates with the networks," he added.

As for contentions that there is no hard evidence linking TV to youth violence and crime, he said that while clear-cut cause-and-effect evidence may not be available, "I ask you: Can we afford to take this chance? Can we gamble with the impact of our medium, and defer any sort of action, knowing that the well-being and health of our children are at stake? I believe that the answer must be a resolute 'No,' whether you are a parent or a broadcaster. It is certainly not a question which can be answered by default."

The Kansas City "open hearing" was held last Tuesday. Others are scheduled tomorrow (Jan. 18) in Atlanta, Jan. 25 in Chicago, Feb. 1 in Dallas, Feb. 8 in Portland, Ore., Feb. 15 in Hartford, Conn., and Feb. 22 in Los Angeles.

TIO officials said that at their request the PTA agreed to let three broadcast representatives appear at each hearing. Mr. Danish or another TIO executive will appear at most. Others taking part, TIO authorities said, include R. Kent Repleg of KMBC-TV Kansas City and Sam Cramer of KCMO-TV Kansas City at last week's; Paul Raymon of WAGA-TV Atlanta and Neil Kuvin of WXIA-TV Atlanta at this week's; Herminio Traviesas, NBC standards vice president, and Neil Derrough of WBBM-TV Chicago at the one in Chicago; Jack Harris of KPRC-TV Houston and Wayne Kears of KENS-TV San Antonio, Tex., a former chairman of NAB's TV code review board, at Dallas; Thomas Dargan of KATU(TV) Portland at Portland, and Daniel E. Gold of WFSB-TV Hartford, Conn., and William L. Putnam of WWLP-TV Springfield, Mass., at Hartford.

## Plenty for everybody

In first ratings week of year, all three networks score shares in the 20's; ABC retakes first after CBS wins a week

ABC-TV moved back into first place in the prime-time ratings for the week ended Jan. 9—a week in which, for the first time in the 1976-77 season, all three networks came in with rating averages above 20. ABC-TV had a 21.4; NBC-TV was second with 20.2 and CBS-TV, which had scored its second weekly win of the season the preceding week, was third with 20.1.

For the season to date, ABC remained out front with a 20.8 to NBC's 19.2 and CBS's 18.8.

NBC's *Big Event*, the two-and-a-half-hour made-for-TV movie, "Raid on Entebbe," outdistanced its Sunday-night competition in each half hour, ending with an average 28.7 rating and 41 share to take fourth place for the week. NBC sources were careful to point out that ABC's own *Entebbe* movie, which played last Dec. 13, averaged only 20.8 and 30.

Four other shows had shares of 40 or above. One was CBS's *M\*A\*S\*H*, which placed third for the week with a 29.9 and 41. The other three were all ABC's: The consistent front-runners, *Happy Days*, which placed first with a 34.7 and 48, and *Laverne and Shirley*, second at 34.4 and 47, plus ABC's first Monday movie since *Monday Night Football*, "Green Eyes," which came in sixth with 26.3 and 40. In fifth place for the week was CBS's *One Day at a Time* with 26.5 and 38.

ABC won four nights: Monday, Tuesday, Wednesday and Saturday. NBC took Friday and Sunday, and CBS took Thursday.

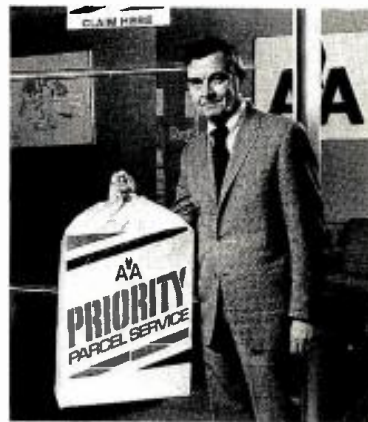
In the preceding week (ended Jan. 2) CBS won its second week of the season with a 20.7 rating to ABC's 20.4 and NBC's 15.7. Contributing to CBS's win were a *General Electric Theater* drama special, "The Secret Life of John Chapman," which piled up a 27.5 rating and 46 share; a surprisingly strong Wednesday theatrical movie called "Smile," which rolled to a 24.3 rating and 40 share, and a three-hour theatrical-movie rerun, "It's a Mad, Mad, Mad, Mad World," that dominated New Year's Eve with an 18.5 rating and 35 share.

## WBZ-TV drops games at 7:30, turns to live, magazine show

WBZ-TV Boston, joining the mini-trend toward locally produced magazine-style programs in the prime-access half hour, is dumping its five-night syndication line-up in favor of its own *Evening: The MTWTF Show*.

Patterned after the program of the same name produced by its co-owned station in San Francisco, KPX(TV), and others on several stations elsewhere (BROADCAST-

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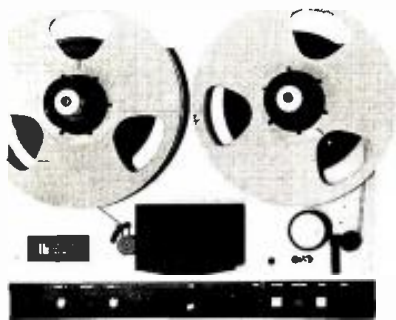
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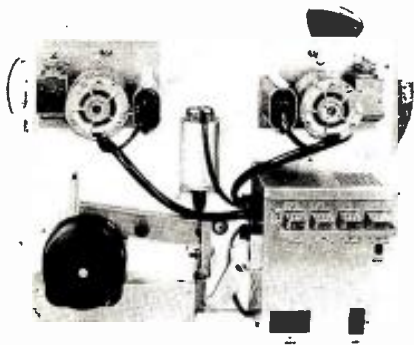
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ING, Oct. 18, 1976). Wbz-TV's program will emphasize features on personalities, places and events in the Boston metropolitan area as well as throughout New England. *Evening* will start April 18.

The new program's producer, Tom Houghton, said the 7:30-8 p.m. show will be divided into two major segments—"Evening Person," a personality profile, and "Evening Story," a magazine-style "article." Also in keeping with the magazine style, Mr. Houghton said, *Evening* will have "communicators" instead of anchors and "contributors" instead of reporters. The show will feature local personalities and experts, called "tipsters," who will alert viewers to bargains, delicacies and activities of interest.

Wbz-TV has already contracted for its present syndication schedule through September. General Manager Sy Yanoff estimates the station will lose \$200,000 by canceling those programs, which include *Andy Williams*, *Name That Tune*, *The Price is Right* and *\$25,000 Pyramid*. Mr. Yanoff termed the current schedule "highly successful," but said that the station is "making an important commitment to the people of New England by replacing traditional game show programming with this exciting new form of television."

The San Francisco version of *Evening*, which started last August, draws smaller audiences than its game-show and other competition, with most recent Arbitron coincidentals giving the program an 8 rating and 16 share, according to the KPX sales manager, Dan Romanelli—placing the station fourth out of four in VHF competition. Mr. Romanelli said the *Evening* concept has been a prestige-getter with both viewers and advertisers. "People are rooting for it," he said. Rick Hoffman, assistant program director for KPX, said *Evening* was "definitely" paying for itself.

Wbz-TV's Mr. Houghton, formerly NBC News bureau chief in Boston, said he is now searching for the two "communicators" who will host his show, and that the 12-member production staff should be hired by Feb. 1. Production is to begin the first week in March.

### Programing Briefs

**Boston producer.** Boston Broadcasters Inc. has established subsidiary to produce syndicated series. Currently syndicated are *Good Day*, distributed by Syndicast Services, and *Update on Health*, through J. Walter Thompson. New series are *New Heaven/New Earth*, *Drawing from Nature with Capt. Bob* and new shows of *Jabberwocky*. BBI is licensee of WCVB-TV Boston. *BBI Productions, 5 TV Place, Needham, Mass.*

**Wait until June.** National Association of Broadcasters has asked FCC to delay for month new AM-FM nonduplication rules now scheduled to take effect May 1. New rules cut back amount of AM programming that commonly owned FM's can simulcast (BROADCASTING, May 10, 1976). NAB

said May 1 effective date falls in middle of Arbitron survey period and necessary program changes will distort ratings.

**Determination.** MCA Inc., Universal City, Calif., has decided to continue tax refund suit which it filed in federal district court early in 1975. Suit relates to MCA's claims for approximately \$13 million in federal income taxes plus interest for years 1962-70. MCA claims it was entitled to 7% investment tax credit for theatrical and TV films during those years. Internal Revenue Service says such films were intangible assets except for negligible cost of raw film stock. Under Tax Reform Act of 1976, company was required to determine by Jan. 3 whether or not to continue lawsuit.

**Piloting.** ITC Entertainment New York, has produced half-hour TV special, *Catastrophe: Airships*, which will serve as a pilot for prime-time access series for 1977-78 on ABC Television-owned stations. Special will be carried on WABC-TV New York Jan. 28 (7:30-8 p.m.) and subsequently on three other ABC-owned stations (KABC-TV Los Angeles, KGO-TV San Francisco and WXYZ-TV Detroit). Glenn Ford is host and narrator.

**Black premiere.** Syndicated black news interview program for commercial TV, *America's Black Forum*, premiered Jan. 16. Produced by America's Black Forum Inc., show is being distributed by Tele-Color Productions to 30 stations. Executive producer is Glen Ford of *America's Black Forum Inc., 904 National Press building, Washington 20045.*

**One to CBS.** CBS Radio has signed new affiliate, WPOP(AM) Hartford, Conn., which went all-news when it joined NBC's News and Information Service in 1975. With NIS's phase-out, WPOP will stay all-news with CBS. WPOP, owned by Merv Griffin Group Radio, operates full-time on 5,000 watts, at 1410 khz.

**NBC Radio adds two.** NBC Radio has added two new affiliates: WKVQ(AM) Knoxville, Tenn., and WYII(FM) Williamsport, Md. WKVQ, owned by Radio Knoxville Inc., operates on 1 kw daytime and 250 watts at night. WYII, owned by OEA Inc., operates with 3 kw 24 hours a day.

**Sunn expands.** Sunn Classic Pictures, Los Angeles, has formed division for development and acquisition of family-oriented movie packages for television syndication. Siteman, Brodhead advertising/public relations firm, Beverly Hills, Calif., will prepare all selling, promotional and collateral materials as well as trade advertising and publicity.

**Program assistance.** Tom McKay, former music director and air personality at KNX-FM Los Angeles, has established Windchime Communications, radio programming and syndication firm. Windchime "mellow" format, developed to attract high-income, high-education 20-40 year-old adults, has been picked up by KBBC(FM) Phoenix. *P.O. Box 552, Woodland Hills, Calif. 91365; (213) 986-0618.*



## Cable denounced, defended at INTV

**KSTW-TV's Rice says systems sponge on independent TV outlets; NCTA's Wheeler counters that broadcasters complain but raise rates for added audience**

The growth of cable television, with its ability to pull in the signals of over-the-air television stations from every part of the U.S. and Canada, could pose the greatest threat to the survival of independent stations within the not-too-distant future.

That was the dire warning of Crawford Rice, the executive vice president and general manager of KSTW-TV Seattle, the key panelist at a session devoted to "The Cable Challenge" at the INTV convention in San Francisco last Monday.

Charging that cable systems have fed parasitically on strong independent stations, using their signals, which they feed to markets sometimes hundreds of miles away, as a successful lure to get more subscribers, Mr. Rice said cable "is about to make an assault on the major markets."

As proof of its allegedly grandiose schemes, he cited two of the cable industry's strong current campaigns to (1) end all FCC restrictions on syndication exclusivity; and to (2) abolish the FCC rules that says a cable system in a top-50 market can't import the signals of more than two additional independent stations from outside that market.

Mr. Rice said that chaos would result if the same program were being run on two different stations in the same market. That would happen if an independent station bought a particular program and started airing it, following which the cable system in his area began pulling in the signal of a strong independent station from another city with the same program.

Under present FCC rules, the cable system in a top-50 market has to knock off a series or a movie that's contracted to a station in that city if it's also being carried on a station the cable system is making available to its viewers.

Arguing against Mr. Rice's point of view was Thomas Wheeler, executive vice president of the National Cable Television Association, who declared that cable systems and independent stations should "make common cause" to fight "the three large network-affiliated families" of ABC, CBS and NBC, which have "the money, the manpower, the viewers and the political clout."

Mr. Wheeler also said that independent stations are trying to have their cake and eat it: on the one hand, they complain bitterly when a cable system imports two independent stations from other markets, but on the other hand they jack up their rate-card prices to advertisers on the basis of the additional cable viewers they get

when their own signals are beamed to other markets.

Mr. Rice's answer to that charge was to say that he'd be glad to jettison the 200,000 additional cable viewers his station reaches outside Seattle if the distant signals that are fed into the 250,000 homes within Seattle were also shut down.

Robert W. Coll, an attorney with McKenna, Wilkinson & Kittner and the third panelist, said that by "inducing" cable systems to take their signal the independent stations are helping cable to grow even faster than some of the most optimistic studies had predicted as late as three years ago.

Both Mr. Coll and Mr. Rice agreed that the recent changes in the copyright laws with regard to cable will bring very little additional revenues into the coffers of the independent stations. Mr. Rice said that the MCAs and the Viacom's will not start doling out slices of future copyright fees to every station they sell a series to. Which means, in effect, Mr. Rice continued, that stations can look for copyright revenues from cable systems only for locally produced programs, but that these revenues will be so "miniscule" they won't be worth paying a lawyer his fee to get them copyrighted.

The fourth panelist, James B. Hobson, the chief of the Cable-Television Bureau of the FCC, refused to express an opinion on the syndication-exclusivity matter because it's pending before the FCC. And he would only say about the controversy

surrounding the question of importation of distant signals that he falls "somewhere in between" those who say no distant signals should be imported and those who want all restrictions on signal importation done away with.

However, Mr. Hobson at one point, did say, that "cable is more restricted than it needs to be."

## FCC asked to order disclosures on cable

**Philadelphia group feels public should be advised of complaints, financial reports**

A Philadelphia-based citizen group, Citizens for Cable Awareness in Pennsylvania, has filed two petitions for rulemaking at the FCC. The group says enactment of the proposals would provide important information to the public.


The first petition requested the commission to publish monthly totals of cable systems and the number of complaints received concerning systems. The petition said that the number of systems requesting certification and advising the commission when they begin operating "would be a good barometer of the health of the industry and provide continual indication of growth trends." A record of complaints, it said, is not now kept, and "would provide invaluable information to the commission

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CCAP's also asked the commission to require cable systems to file financial and ownership information with the FCC each year and to supply the information to the local government served by the cable system. In addition it asked that ownership information be submitted to local municipalities when application for a franchise or renewal of one is made.

There should also be a requirement, the petition said, to require the listing on yearly ownership reports of inactive franchises as well as operating ones and other communications interests of the owner.

## Two in one at NCTA

A restructuring of the National Cable Television Association's operator relations and association affairs departments has been announced by NCTA President Bob Schmidt. The duties of those two offices have been combined under the new title of operator services, and the unit will be headed by Senior Vice President Wally Briscoe. It also includes the offices of convention/meeting planning and membership. According to NCTA "the move is in response to growing needs of independent cable operators, MSO system managers and the 47 state and regional cable associations . . . to provide increased basic service levels to all NCTA members."

## Cable Briefs

**Borrowing.** UA-Columbia Cablevision, Westport, Conn., has entered into \$9 million loan agreement with group of banks, principally Chase Manhattan, New York, to replace its existing \$6.5 million credit. According to UACC, expanded credit, along with funds from company's existing operations, will be used to finance planned expansion of its northern New Jersey system as well as possible construction of new systems in Westchester County, N.Y., where company is now applying for franchises.

**Kansas cable.** Sammons Communication Inc. has sold its Kansas City, Kan., CATV system of approximately 6,000 subscribers to Mott Media for undisclosed price. Dallas-based Sammons is cable MSO with about 50 systems across country. Mott also owns cable system in Manistee, Mich. Broker was Donald A. Perry & Associates,

**Warner for Melrose.** City of Melrose, Mass., awarded CATV franchise to Warner Cable TV Corp. Subscriber service is expected to start by June. Warner will offer 10 off-air stations, two independents from New York, three automated, locally-originated programming and, as option, firm's Star channel, pay movie, entertainment programming. Warner will charge \$7.50 per month plus initial 30-day reduced installation cost of \$15 with yet undetermined charge for Star channel.

## Broadcast Journalism\*

## Carter invited to use radio for phone-in show

**Spokesman for President-elect says CBS's proposal for series will get prompt consideration**

CBS News President Richard S. Salant has offered President-elect Jimmy Carter use of the CBS Radio network for a one-to-three-hour telephone question-and-answer session with the American public.

In a telegram sent to Mr. Carter in Plains, Ga., Mr. Salant said the offer was prompted by Mr. Carter's expressed desire "to find different ways to communicate to and with the American people," as Mr. Salant put it. The program, which would not be offered for either local or national sponsorship, would be scheduled on a weekend afternoon to allow convenient participation by people in different time zones. CBS would provide WATS lines so that callers would not be charged long-distance rates, according to Mr. Salant. He added that the network would be prepared to air the phone-in over its 250 affiliates by as early as next month.

Barry Jagoda, media assistant for Mr. Carter, said Wednesday that the CBS proposal would be considered over the next several weeks. "This is one of many ideas like this which have been generated by the People Program," Mr. Jagoda said. "The idea of a radio phone-in is a particularly interesting one." The "People Program" is the name for an over-all effort by the Carter staff to devise methods for opening new channels of communications between the President and the public.

Mr. Salant compared his proposal to the experimental *Ask CBS News* series of 1966, which featured such guests as General Lewis B. Hershey, who answered questions on the draft. CBS correspondent Douglas Edwards, anchor of that program, said the public's response was "astounding"—so much so that the show had to be canceled after a few installments. "We found out we were tying up phone systems all over the country," Mr. Edwards said.



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## NBC-TV documentary draws fairness protest

**Food associations say piece broadcast last September showed only one side of additive issue, and they want chance to tell theirs**

An NBC-TV documentary, *What Is This Thing We Call Food*, aired last Sept. 8, has triggered a fairness doctrine complaint at the FCC.

Two trade associations, the Grocery Manufacturers of America and the American Meat Institute, charged that the pro-



gram "grotesquely distorted the impact of food processing technology by portraying food additives as 'hidden dangers' to American consumers." And they claimed that the program "was most unfair in presenting a forum almost exclusively for critics of food technology."

Included in the complaint is a copy of a GMA request last November to NBC citing the alleged imbalance and asking for "comparable network program time." NBC's response also is exhibited, and within it, the network said "there is no issue posed that technology is good or bad—only questions to be investigated." Among other things, NBC said that the "program is replete with instances" to counter "the impression that use of chemical additives is per se bad and dangerous." The network said that it doesn't believe the program was one-sided within the meaning of the fairness doctrine and therefore turned down GMA's request.

The worst example of "selective presentation and damning by inference," the associations alleged, was the segment on the chemical, diethylstilbestrol (DES)—said to represent "25% of the entire program."

The groups said that the segment devoted considerable time "to showing the ill effects of DES—cancer, tumors, abnormalities of the reproductive organs, sterility and death." It went on to say, according to the GMA and AMI, that the "amount of DES which may be harmful is not known and that it is still being fed to cattle." They claimed that NBC did not include evidence that supports "the safety of DES properly used." Furthermore, GMA and AMI said, statements telling the advantages of DES were only afforded 50 seconds while DES health hazards were explored in eight minutes and 45 seconds.

The trade associations said that they asked the commission to require the presentation of contrasting views because of "NBC's apparent inclination to blind itself to the patent unfairness of this program."

## New attempt made to force release of Nixon tapes

**Networks, RTNDA, Warners ask Watergate judge to approve National Archives distribution**

Federal Judge John Sirica is reviewing a plan designed to free for public distribution—and for broadcast—the Richard Nixon package of some 20 hours of White House tapes that were used in the Watergate trial. The plan was submitted by lawyers for ABC, CBS, NBC, the Public Broadcasting Service, and the Radio-Television News Directors Association, all interested in broadcasting the material, and Warner Communications, which wants to make records of the tapes.

Under the plan, the National Archives, which has custody of the tapes, would be



**Thumbs down.** An anonymous phone call tipped WMAL-TV Washington that FBI agents had surrounded the suburban home of former CIA employe Edwin Moore who was later arrested on charges of offering to sell government documents to the U.S.S.R. Reporter John David Klein rushed to the scene. Here he's rebuffed while trying to interview a neighbor of Moore.

responsible for making a master copy and then copies for distribution to the public. The cost would be \$3.75 to \$4 per one-hour cassette at 1.875 inches per second speed, or \$5 to \$5.75 per one-hour tape reel, at 3.75 ips. Forty reels would be required for the complete master set, according to the "best estimate" of the lawyers who drafted the plan. The prices quoted include transcripts, packaging and mailing.

Lawyers for the parties seeking release of the tapes said in their presentation to the court that the National Archives are "ready, willing and able to undertake all the tasks required to prepare a master tape and distribute copies to the public."

However, several obstacles stand in the way of release. Judge Sirica, who had rejected an earlier request for release of the tapes and is considering the present plan only at the direction of the U.S. Court of Appeals, must approve the plan. And lawyers for Mr. Nixon as well as members of the public would be given an opportunity to comment on it.

What's more, the former President's lawyers have asked the Supreme Court to overturn the appeals court decision that the tapes, like other trial evidence, should be in the public domain. The contend that release of the tapes would constitute an unwarranted invasion of the former President's privacy.

Under the plan submitted to Judge Sirica, distribution of the tapes would begin with the publication in the *Federal Register* of an announcement of their availability. Everyone who submitted an order within 21 days would receive copies of the tapes on the same day, according to the plan. Thereafter, tapes would be available on a first-come, first-served basis.

### Journalism Briefs

**Branching out.** UPI Audio, New York, has opened two bureaus in Chicago and Los Angeles to serve its radio station clients with expanded news coverage of the Midwest and West. UPI has bureaus in New York, Washington and London. Bureau manager in Chicago will be Chris Graham,

who was on the national radio desk of UPI in Chicago. Heading the Los Angeles bureau will be Robert Fuss, who has been a newsman with UPI Audio branch in New York.

**No thanks.** Survey commissioned by KXAS-TV Fort Worth showed majority of heads of households in Fort Worth and Dallas are opposed to television carrying pictures of state executions. Study was conducted following ruling by federal judge in Dallas allowing such coverage (BROADCASTING, Jan. 10). Of 250 men and 250 women questioned, 68.5% were opposed, 27% were in favor and 4.5% offered no opinion.

**Tragedy in Thailand.** Landmine explosion in Songkhal Province, Thailand, killed ABC-TV Thai technician Anant Chamchoreum and seriously injured South Korean technician Yosef Lee on Jan. 2. ABC-TV group was covering Communist insurgent activity in southern Thailand when technician stepped out of armored car and set off mine.

**New from NPR.** National Public Radio is scheduled to begin offering weekly 30-minute series on foreign relations Jan. 21. Called *Pauline Frederick Colleagues*, show will feature panels of experts, and will be moderated and co-produced by Miss Frederick, NPR international affairs analyst.

## A shot in the dark

**Supreme Court agrees to hear arguments of Human Cannonball who says WEWS-TV infringed on rights by broadcasting his act**

The decision of Scripps-Howard Broadcasting Co.'s WEWS-TV Cleveland to film and broadcast the act of the Human Cannonball has led to another Supreme Court test of broadcasters' First Amendment rights. The high court last week agreed to hear arguments in the case in which Hugo Zacchini—who performs an act in which he is shot from a cannon into a net 200 feet away—is attempting to sue the station for filming and broadcasting his act over his objections.

Mr. Zacchini protested when, on Sept. 1, 1972, a camera crew from the station prepared to film his act at the Cuyahoga county fair. After the station broadcast the 15-second segment on the 11 o'clock news that night, he sued for \$25,000. He claimed the action was "an unlawful appropriation of [his] personal property."

Mr. Zacchini lost in the state courts. The Ohio Supreme Court said that Mr. Zacchini is entitled to control publicity about his act, but it also said that the television station had a right guaranteed by the First Amendment to broadcast the performance as news.

The state court cited Supreme Court decisions holding that the First Amendment protected the media from libel suits by public officials or public figures unless "malice" could be proved.



# The Broadcasting Playlist™ Jan 17

## Contemporary

Over-all-rank	Last This week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
4	1		<b>Carwash</b> (3:18) Rose Royce—MCA	1	1	1	1
5	2		<b>You Make Me Feel Like Dancing</b> (2:48) Leo Sayer—Warner Bros.	4	4	2	2
1	3		<b>Tonight's the Night</b> (3:55) Rod Stewart—Warner Bros.	3	6	4	4
12	4	▲	<b>I Wish</b> (4:12) Stevie Wonder—Tamla/Motown	5	5	3	3
11	5	▲	<b>Dazz</b> (5:35) Brick—Bang	7	2	5	5
7	6		<b>Blinded by the Light</b> (3:48) Manfred Mann—Warner Bros.	8	3	6	7
13	7	▲	<b>Hot Line</b> (2:59) Sylvers—Capitol	6	7	7	8
2	8		<b>You Don't Have to Be a Star</b> (3:40) Marilyn McCoo & Billy Davis Jr.—ABC	2	9	8	11
6	9		<b>Stand Tall</b> (3:20) Burton Cummings—Portrait/CBS	9	8	11	9
14	10		<b>New Kid in Town</b> (5:02) Eagles—Asylum	11	11	9	6
3	11		<b>Rubberband Man</b> (3:30) Spinners—Atlantic	13	10	12	10
17	12	▲	<b>After the Lovin'</b> (3:50) Engelbert Humperdinck—Epic	10	14	14	14
20	13	▲	<b>Weekend in New England</b> (3:38) Barry Manilow—Arista	14	12	13	13
15	14		<b>Walk This Way</b> (3:31) Aerosmith—Columbia	18	13	10	12
21	15	▲	<b>Livin' Thing</b> (3:30) Electric Light Orchestra—United Artists	12	16	15	16
22	16	▲	<b>Enjoy Yourself</b> (3:24) Jacksons—Epic	15	15	16	17
8	17		<b>Sorry Seems to Be the Hardest Word</b> (3:28) Elton John—Rocket/MCA	16	17	18	15
24	18	▲	<b>Somebody to Love</b> (4:53) Queen—Elektra	17	18	17	18
19	19		<b>Cherchez La Femme</b> (3:33) Dr. Buzzard's Original Savannah Band—RCA	19	20	21	19
26	20	▲	<b>Torn Between Two Lovers</b> (3:40) Mary MacGregor—Ariola America/Capitol	20	21	19	22
10	21		<b>More Than a Feeling</b> (3:25) Boston—Epic	24	19	26	23
29	22	▲	<b>Fly Like an Eagle</b> (3:00) Steve Miller—Capitol	23	30	20	20
9	23		<b>Muskrat Love</b> (3:28) Captian & Tennille—A&M	26	22	23	31
28	24		<b>Night Moves</b> (3:20) Bob Seger—Capitol	22	24	24	28
35	25	▲	<b>Go Your Own Way</b> (3:34) Fleetwood Mac—Warner Bros.	29	33	22	21
32	26	▲	<b>Lost Without Your Love</b> (2:56) Bread—Elektra	21	26	25	29
16	27		<b>Nadia's Theme</b> (2:50) Barry De Vorzon & Perry Botkin Jr.—A&M	25	23	29	35
36	28	▲	<b>I Like Dreamin'</b> (3:29) Kenny Nolan—20th Century	27	27	30	32
33	29		<b>Dreamboat Annie</b> (2:59) Heart—Mushroom	33	25	32	26
27	30		<b>I Never Cry</b> (3:43) Alice Cooper—Warner Bros.	28	31	31	30
—	31	▲	<b>Hard Luck Woman</b> (3:29) Kiss—Casablanca	35	37	28	24
25	32		<b>Beth</b> (2:45) Kiss—Casablanca	31	28	34	37
31	33	▲	<b>This Song</b> (3:45) George Harrison—Dark Horse/WB	*	29	33	27
—	34	▲	<b>Boogie Child</b> (3:30) Bee Gees—RSO/Polydor	30	35	35	33
—	35	▲	<b>Year of the Cat</b> (4:32) Al Stewart—Janus	32	32	37	36
30	36		<b>Isn't She Lovely</b> (6:33) Stevie Wonder—Tamla/Motown	*	*	27	25
—	37		<b>Dancing Queen</b> (3:50) Abba—Atlantic	34	38	38	34
23	38		<b>You Are the Woman</b> (2:42) Firefall—Atlantic	37	*	36	*
18	39		<b>Love So Right</b> (3:19) Bee Gees—RSO/Polydor	39	39	39	39
—	40		<b>Ain't Nothin' Like the Real Thing</b> (2:20) Donny & Marie Osmond—RSO/Polydor	36	*	*	*

## Playback

**Countrypop crossovers.** Such pop to country chart-hoppers as Linda Ronstadt, Emmylou Harris and Elvis Presley may have crossed over for good. At least that's Bob Pittman's theory. "The funny thing," says WMAQ(AM) Chicago's program director, "is that they're not crossover anymore. The rock stations aren't playing them. They have grown out of where rock is today." But there is one true crossover artist moving at WMAQ: Engelbert Humperdinck with *After the Lovin'* (Epic). "It's the most unusual record on our list because it's very pop sounding," says Mr. Pittman. It's off the edge of BROADCASTING's country "Playlist" (at 33) and bolts on the contemporary chart to 12. **Metamorphosis.** But the sound of country music has changed, observes Mr. Pittman. "It's gotten a lot slicker, a lot better produced." And there are new superstars too: Ronnie Milsap, Johnny Duncan, Crystal Gayle. "The has-beens who were pushed into the background by these upstarts have suddenly changed their style and come back strong again," he says.



Pittman

## Country

Over-all-rank	Last This week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
2	1		<b>Don't Be Angry</b> (3:02) Donna Fargo—ABC/Dot	1	1	1	1
10	2	▲	<b>Sweet Dreams</b> (3:00) Emmylou Harris—Reprise	5	2	4	2
8	3	▲	<b>Let My Love Be Your Pillow</b> (3:14) Ronnie Milsap—RCA	2	3	5	4
1	4		<b>Broken Down in Tiny Pieces</b> (3:00) Billy "Crash" Craddock—ABC/Dot	3	5	3	12
3	5		<b>I Can't Believe She Gives It All to Me</b> (2:25) Conway Twitty—MCA	6	4	2	9
16	6	▲	<b>Saying Hello, Saying Goodbye, Saying I Love You</b> (2:28) Jim Ed Brown & Helen Cornelius—RCA	4	10	6	8
14	7	▲	<b>Liar's One, Believers Zero</b> (2:39) Bill Anderson—MCA	8	7	9	3
7	8		<b>Two Dollars in the Jukebox</b> (2:22) Eddie Rabbitt—Elektra	7	8	8	6
4	9		<b>You Never Miss a Real Good Thing</b> (3:47) Crystal Gayle—United Artists	10	6	10	5
5	10		<b>Statues Without Hearts</b> (2:42) Larry Gatlin—Monument	9	9	7	7
6	11		<b>Good Woman Blues</b> (2:50) Mel Tillis—MCA	14	11	11	10
12	12		<b>Thinking of a Rendezvous</b> (3:22) Johnny Duncan—Columbia	12	14	12	15
9	13		<b>She Never Knew Me</b> (2:46) Don Williams—ABC/Dot	11	12	15	14
13	14		<b>Your Place or Mine</b> (3:00) Gary Stewart—RCA	13	15	13	11
17	15		<b>Hangin' On</b> (2:55) Vern Gosdin—Elektra	15	13	14	13
20	16		<b>Cheatin' Is</b> (2:35) Barbara Fairchild—Columbia	17	16	16	20
11	17		<b>Baby Boy</b> (3:04) Mary Kay Place—Columbia	16	17	17	22
15	18		<b>Every Face Tells a Story</b> (3:28) Olivia Newton-John—MCA	22	18	20	16
—	19	▲	<b>Baby You Look Good to Me Tonight</b> (2:45) John Denver—RCA	23	19	19	17
25	20	▲	<b>She Took More Than Her Share</b> (2:22) Moe Bandy—Columbia	21	20	22	24
22	21		<b>Lady Miss Clawdy</b> (2:19) Mickey Gilley—Playboy	18	21	21	23
24	22		<b>Are You Ready for the Country</b> (3:10) Waylon Jennings—RCA	20	22	18	*
18	23		<b>Hillbilly Heart</b> (2:55) Johnny Rodriguez—Mercury	24	23	23	*
—	24		<b>So Good Woman</b> (2:01) Waylon Jennings—RCA	19	24	25	18
—	25		<b>Crazy</b> (3:53) Linda Ronstadt—Elektra/Asylum	25	25	*	25

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A (▲) indicates an upward movement of five or more chart positions.

## Clients, supplier extol virtues of satellite feeds

**KBMA-TV's Wormington recites successful use for sports; WTCG-TV's Turner says it helped to keep AT&T in line**

Satellites are just beginning to make their presence felt in the transmitting of live sports events and taped news feeds, and they'll become a real force when TV stations in more major cities begin installing transmitters.

That conclusion summed up the consensus of the panel entitled "The New World of the Satellite," held at the INTV convention in San Francisco last Monday.

"The top-10 markets can be served economically by satellite right now," said panelist Dick Smith, Western Union's assistant vice president for broadcast services, but he added that it's not feasible for broadcast services, to try to link up, say, the top-50 markets in a simultaneous satellite network feed because "there just aren't enough earth stations."

He went on to urge the independent-station executives in the audience to start thinking seriously about constructing the dishes that would allow them to receive satellite signals, as did the next panelist, Robert J. Wormington, president and general manager of KBMA-TV Kansas City, who spoke glowingly of the success he's had with the receiver he built last July (BROADCASTING, July 19).

The operating costs of the receiver have been negligible and the picture quality is excellent," Mr. Wormington said, adding that he saved 20% on line charges for the 14 sports events he transmitted back to Kansas City by satellite during the last five months of 1976.

These savings, he continued, could result in his amortizing the \$100,000 installation fee for the receiver in "less than five years."

Harold Protter, vice president and general manager of KPLR-TV St. Louis, who was in the audience, said during the question-and-answer period that he thinks he can liquidate the cost of his satellite receiver in 18 months, partly because he's now subleasing the receiver to at least one other TV station in his area.

A third panelist, Reese Schonfeld, managing director of the Independent Television News Association, also pointed to "the low cost of satellite interconnection," which he said had helped to make ITNA "financially viable" even though only 10 TV stations (all independents, of course) are now carrying the feed.

Mr. Schonfeld added that INTA has become more ambitious in the past year. In that time "ITNA hasn't missed a major

story," he said. "From President Ford's trip to China to coverage of the political conventions to Jimmy Carter's victory statement, we've been on the job."

With this boast, he made a direct appeal for more independent stations to sign up for ITNA's service, which he said now feeds an hour's worth of news material every day, seven days a week.

Another panelist, Ted Turner, president of WTCG-TV Atlanta and owner of the Atlanta Braves and Hawks, made the key point that satellite transmission provides strong competition for AT&T. In his own area, he said, AT&T was forced to lower its land-line rates when he equipped his stations with the capacity to transmit and receive satellite signals.

## Lend a hand to UHF

**FCC's Wiley outlines program to aid its development; he says government and industry must work to make both frequencies equal**

FCC Chairman Richard E. Wiley says government and industry must work together in efforts to put UHF on a par with VHF "in the best interests of the American public." The chairman made the comment last week in a speech to the Association of Independent Television Stations Inc., in San Francisco, in which he outlined a seven-point program for aiding the development of UHF.

The effort—in which private industry as well as government would have a role—includes: steps to assure comparability of tuning and enhancement of UHF signal quality through improvements in both the transmitter and the receiver; identify and preserve, both domestically and internationally, "the amount of required UHF spectrum"; maximum utilization of the spectrum allocated to UHF; development of "a vigorous educational program, primarily conducted by the industry," to inform the public about UHF; a financial commitment by industry to fully develop the stations now operating, and a consideration of the whole question of program availability.

In connection with the last point, Chairman Wiley disclosed that the commission



**Thinking small.** A "pocket" TV set, with a two-inch screen and weighing about a pound and a half, will be on the market both in the U.S. and in England by next month, according to Sinclair Radionics Inc., the British company that developed the set. The black-and-white "Microvision" receiver is 4 inches wide, 6 inches from front to back and 1½ inches deep—about the size of a thick paperback book. The company claims the set is the first to feature a multistandard receiving system that will adjust at the push of a switch to receive British, European and American transmission signals. Retail price will be \$300.

Clive Sinclair, president of the company, said research on the set has been underway for 12 years. "The biggest problem," he said, "was the power source. Just scaling down the components doesn't reduce the power demand." The set will run on either batteries or from AC outlet, Mr. Sinclair said, and will use innovations in circuit and tube design that the company may attempt to incorporate into larger sets in the future. The company does not now manufacture TV sets, but it is the largest maker of calculators in western Europe, according to Mr. Sinclair, and also makes digital watches and electronic measuring instruments.

would consider later in the week a proposal for commission inquiry into network activities. The inquiry, urged by Westinghouse Broadcasting Co., would include the extent to which network activities "impact on the development of a healthy and competitive market for program syndication," the chairman said.

The "comprehensive plan," Mr. Wiley

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said, "may be the only way in which UHF finally will realize its rightful place in American television broadcasting. Past piecemeal actions have helped but a total program is necessary to bring about a true equalization of UHF and VHF"

## RCA continues to cut back

**Recording plants in Hollywood and Nashville to shut down; Canadian division sells part of spacecraft-satellite business**

RCA Records said last week it would close its Nashville and Hollywood recording studios this month, the latest in a series of economy moves by various divisions of RCA Corp. The New York studios also may be closed.

RCA Records said that in recent years, more and more recording artists and groups have demanded more artistic and technical control over their recording projects. Companies with recording facilities, such as RCA, need greater flexibility to make continued use of their studios economically feasible, a spokesman said. He added that the union representing recording engineers has provided them with scant relief, and consequently, artists have been recording elsewhere, resulting in limited utilization of RCA studios.

"At the same time," he noted, "the

proliferation of independent studios which permit flexibility has made it feasible to rent these studios for our recording projects."

During the past year RCA has closed its receiving tube plant in Harrison, N.J.; its warehouse and distribution center in Edison, N.J., and its corporate staff facilities in Clark, N.J. Only last week RCA Ltd., Montreal, said it had agreed to sell a substantial portion of the assets of its government and commercial systems division to Spar Aerospace Products, Toronto. RCA Ltd. manufactures spacecraft transponders antenna and satellite earth stations.

An RCA official stressed that all of the operations disposed of were relatively small and played a minor role in RCA's over-all business. RCA changed its mind about two food companies in Great Britain. It first wanted to sell but then decided last November to retain its ownership in Oriel Foods Ltd. and Morris and David Jones Ltd.

### Technical Briefs

**International sales.** World's developing countries should spend \$5.2 billion for communications satellites and equipment between now and 1990, according to Frost & Sullivan, New York, technology market research firm. Total covers 89 to 99 satellites considered needed by these countries to meet their international, national and regional communications needs. Two-volume, 434-page study also anticipates contraction of 30-meter earth station market by 1980, expansion of market for smaller earth stations (8-15 meter antennas), introduction in 1980 of community receivers (2-4 meter antennas) and introduction of mobile terminals this year with sales continuing beyond 1990.

**FM signals.** Broadcast Electronics has new stereo AGC limiter called FM-601, which is designed to deliver audio signals at optimum levels to transmitter. Through combination of automatic gain control, selectable pre-emphasis, compression and peak limiting, FM-601 is to provide automatic level control and maximizes transmitter modulation while preventing over-modulation. Cost is \$1,795 from *Broadcast Electronics, 8810 Brookville Road, Silver Spring, Md. 20910.*

**Tones.** Scientific Audio Electronics is offering new SAE 500 impulse noise-reduction system, designed to reduce "clicks" and "pops" in phonograph records. System is available for \$200 from *SAE, P.O. Box 60271, Terminal Annex, Los Angeles 90060.*

**Appointment.** Dr. Sidney Harman, president of Harman International Industries, Lake Success, N.Y., manufacturer of high fidelity radio receivers, named by President-elect Carter to be undersecretary of commerce. Dr. Harman was once associated with Governor Milton Shapp of Pennsylvania in Jerrold Electronics Corp. in late 1950's when he merged his firm, Harman-Kardon, into Jerrold. Dr. Harman re-ac-

quired Harman-Kardon in early 1960's and it is now part of Harman International.

**For graphic display.** Colorado Video Inc. has introduced a bar-graph generator company says can be used with standard closed-circuit TV systems to provide graphic display of 10 separate input signals in form of series of vertical bars on TV monitor, height of each being proportionate to associated input voltage. CVI says it is designed to permit mixing of bar-graph output signal with visual information from conventional TV cameras, and can be used in large or small screen display, multiple station monitoring, switching and mixing. Cost is \$1,250, and more information is available from CVI, Box 928, Boulder, Colo. 80302.

## Comments sought on lower noise levels in UHF sets

The FCC has instituted an inquiry and proposed rulemaking to reduce the noise level in UHF television receivers (channels 14-83) from the current allowable level of 18 db to 10 db. The Council for UHF Broadcasting petitioned for a rulemaking and oppositions have been filed by the Consumer Electronics Group of the Electronic Industries Association of Japan. Among the topics the commission is asking comments on: What time period will be required to produce TV receivers having UHF noise figures no greater than 14 db, 12 db and 10 db; what additional costs would be passed on to the consumer for improvements, and what cost benefits would be realized by the receiver manufacturers and the public. Comments are due Feb. 15, replies March 31.

## The boom in broadband

Broadband equipment sales of \$1.12 billion in 1985—an average annual increase of nearly 40%—are projected by Comquest, an independent research and consulting firm. In a multiclient study titled "Broadband Communications: Systems and Services for Business and Industry," Comquest reports that sales for 1975 were \$44 million.

Comquest projects that the greatest annual percentage increase in sales during the decade will be in teleconferencing (62%), archival storage and retrieval (67%) and office communications (60%).

The 314-page study also contains technical discussions of coaxial cable, fiber optics and broadband microwave systems and dedicated and common-carrier systems. It links these with the use of PBX, CATV, facsimile, microwave and satellites. Projected annual markets through 1985 of broadband equipment sales are broken down into 28 specific areas. The study contains a list of 250 companies that provide equipment to the CATV industry.

The report is available from Comquest, 1000 Elwell Court, Palo Alto, Calif., 94303.



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## Media



Smith



Rauchenberger

**Harry Smith**, VP, technology, CBS Inc., New York, appointed VP, planning. **Louis J. Rauchenberger Jr.**, VP, finance and planning, CBS-TV, named VP/controller, CBS Inc.

**Ann Berk**, director of station operations for WNBC-TV New York, named station manager, replacing Monte Newman, who was appointed station manager of WRC-TV Washington (BROADCASTING, Jan. 3). She is said to be first woman to hold that title at network-owned TV station.



Berk



Breakefield

**Susan Breakefield**, general sales manager Metromedia's WASH(FM), Washington, named VP, general manager of station. She replaces William Dalton, named VP general manager of Metromedia's WNEW(AM) New York (BROADCASTING, Jan. 3).

**Richard S. Modig**, business manager, WTCN-TV Minneapolis-St. Paul, named VP of licensee, WTCN Television.

**Diane B. Healey**, station service representative, NBC Radio's News and Information Service, appointed regional manager, NBC station relations. **Jordan D. Rost**, NBC sales development analyst, named manager, audience analysis, television station division.

**James M. Ring**, manager, special projects, business-affairs department, NBC-TV, New York, appointed manager, daytime/Saturday morning pricing and evaluation.

**John H. Massey**, finance VP, Gulf Life Holding Co., Jacksonville, Fla., elected to board of directors, Rahall Communication Corp., St. Petersburg, Fla.

**Howard Johnson**, general manager, WZYQ(AM) Frederick, Md., appointed VP of part-owner, Musical Heights Inc.

**Frank Celebre**, sales manager, WDAE(AM)-WAVV(FM) Tampa, Fla., appointed VP/general manager, succeeding **Jerry Norman**, who was also director of sales for all Rounsaville stations. Mr. Norman has resigned to devote full time to his direct mail advertising business, Beverly Communications, Miami.



Zaccheo

**Louis A. Zaccheo**, creative services director, WJZ-TV Baltimore, joins KYW-TV Philadelphia in same position. Both are Group W stations.

**Alec Skiffington**, assistant operations director, WABI-TV Bangor, Me., promoted to director of operations, co-owned WCJB(TV) Gainesville, Fla. He is succeeded by **Jim MacFarlane**, assistant operations director, co-owned WBGW(FM) Bangor. **Dolores Ashe**, secretary to president of licensee, Community Broadcasting, and sales availability coordinator, succeeds Mr. MacFarlane.

**Jack Sinclair**, operations manager, KOAA-TV Pueblo, Colo., assumes additional duties as assistant general manager.

**R. Patrick Rowe**, programming consultant, Broadcast Programing International, Bellingham, Wash., joins KISM(FM) there as station manager.

**Byron Stout**, production/promotion manager, WINK-AM-FM Fort Myers, Fla., appointed promotion manager, WINK-AM-FM-TV.

**Ann Stonehill**, promotion coordinator, Westinghouse Broadcasting, New York, joins WTOP(AM) Washington as promotion manager.

**Brian M. Johnson**, music director, KALJ(FM) Yuma, Ariz., promoted to operations manager.

**Robert Karr**, former account executive WGCL(FM) Cleveland, named VP/general manager, WVLJ(FM) Monticello, Ill.

**Brooke Karzen**, Los Angeles publicist/producer, joins Orion Broadcasting, Louisville, Ky.

as promotion coordinator for television. Orion TV stations are: WAVE-TV Louisville; WFIE-TV Evansville, Ind.; WFRV-TV Green Bay, Wis.; WJMN-TV Escanaba, Mich., and WMT-TV Cedar Rapids, Iowa.

**George D. Lilly**, general sales manager, WBEW-TV Buffalo, N.Y., appointed station manager.

**Jim Brooker**, operations manager, WNIC(AM) Dearborn, Mich., named to same post, WWJ(AM) Detroit.

**Henry Rieger**, VP, public information, NBC West Coast, becomes VP, corporate information, West Coast and will be succeeded there by **Gene Walsh**, now VP, press and publicity. **George Hoover**, director of CBS News information services, succeeds Mr. Walsh in New York. **Curtis Block**, director of program and trade publicity, becomes director of press and publicity and adds sports publicity to his responsibilities for trade news, entertainment publicity and editorial services. Changes effective Jan. 31.

## Broadcast Advertising



Poloner

programing and network negotiation.

**Patrick Fitzgerald**, sales/marketing VP, Richford American Corp. packaging firm, New York, joins Dobbs Advertising there as president/chief operating officer.

**Richard F. O'Brien**, VP/management representative, Grey Advertising, New York, pro-

**Myron B. Poloner**, VP, N.W. Ayer, New York, appointed assistant to chairman, Louis T. Hagopian, handling special assignments related to advance planning, business development and day-to-day operations. **Donald F. Mohr**, VP/television account executive, Needham, Harper & Steers, New York, joins Ayer as manager of

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moted to senior VP.

**Harold G. Bay Jr.**, VP/management supervisor, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., appointed senior VP. **Michael J. O'Hallaron**, director of planning and evaluation, Bank Building & Equipment Corp., St. Louis, joins DM&M there as director of financial services. **Lynda McElfresh**, senior buyer, and **Irene DeGonia**, associate director, media information and research services, St. Louis office, promoted to media planners. **Jamison Braun**, announcer/production manager, KEZK(AM) St. Louis, and **Edward Sylvia**, copywriter, J. Walter Thompson, New York, join DM&M, St. Louis, as copywriters.

**Eugene Grealish**, VP/media director, Botsford Ketchum, San Francisco, promoted to senior VP.

**William C. Munro**, VP/management supervisor, Benton & Bowles, New York, elected senior VP.

**Glenn A. Miller**, **Theodore Sann** and **Michael A. Shalette**, creative supervisors at BBDO, New York, named VP's.

**Lucia Blinn**, **David Francis**, **Millie Olson** and **Bob Watson**, creative directors, Needham, Harper & Steers, Chicago, elected VP's. **Mary Ellen Stevens**, media planner, McCann-Erickson there, named NH&S media supervisor.

**Betty Coumbe**, VP/business manager, Grey Advertising Inc.'s broadcasting syndication department, New York, appointed VP/associate media director in charge of spot buying.

**Roger Levinsohn**, VP/creative supervisor, Foote, Cone & Belding, New York, joins C.T. Clyne Co. advertising there as VP/associate creative director.

**Western A. Todd**, VP/head of Target Advertising Services group, Meldrum & Fewsmith, Cleveland, named VP/group supervisor. **William A. Fox**, media buyer, marketing services department, promoted to account executive.

**Arthur Z. Savitt**, VP/group head, Aulino Baen & Associates, New York, named VP/market research manager, DKG Advertising there. **Brian Dillion**, DKG copywriter/creative group head, promoted to creative supervisor.

**Rick Boyko**, from Leo Burnett, and **Arthur J. Guse**, from Lee King & Partners, both Chicago, join Tatham-Laird & Kudner there as art directors. **James A. Brewer**, media director, U.S. Army recruiting program, joins TLK as assistant media planner. **Stephen C. Ferrell**, from Gardner, Stein & Frank, Chicago, and **Leo J. Hartz**, from Clinton E. Frank there, join TLK as writers. **John C. Thomas**, director, Filmfair, Chicago, named TLK producer. **Donald T. Farrell Jr.**, from Sullivan, Stauffer, Colwell & Bayles, New York, named TLK account executive.

**Ann M. Henry**, account executive, VanSant, Dugdale & Co., Baltimore, joins Kaufman & Associates, Washington, as account supervisor.

**James H. Duncan**, account manager, Gilmore Advertising, Kalamazoo, Mich., named media director.

**Lars Anderson**, art director, Richard K. Manoff, New York, named VP/executive art director. **Tom Davey**, copywriter, appointed VP. **Elbrun Revere**, VP/manager, research department, named VP/director of research.

**TVB trio.** The Television Bureau of Advertising has added three marketing executives to its headquarters staff in New York. They are **Donald (Chips) Barabee**, former vice president and divisional sales manager for Katz Television, New York; **C. Joseph Gavin**, salesman and team marketing manager for Blair Television in New York, and **Leonard R. Soglio**, former director of national sales for Jefferson Pilot Broadcasting's New York office. Mr. Barabee has been assigned New England territory, Mr. Gavin the Ohio, Indiana, Kentucky and West Virginia region, and Mr. Soglio the states of Pennsylvania, New Jersey, Delaware, Maryland, and Virginia plus Washington, D.C.

**John Walker Madigan III**, account executive, Compton Advertising, New York, joins Bozell & Jacobs there in same capacity.

**John Molanphy** and **Karren Wilsford**, senior media planners, Tracy-Locke, Dallas, promoted to media supervisors.

**Gil Moegerle**, writer/director, Domain Agency, Wheaton, Ill., named media director.

**F. Towne Comee**, account executive, Robert S. Block Advertising, Milwaukee, joins Pitluk Group, San Antonio, Tex., in same capacity.

**Ken J. Swetz**, VP/general manager, Katz Radio, New York, and **Victor R. Ferrante**, VP, Midwest sales, Katz Television, Chicago, appointed VP's of parent, Katz Agency Inc., New York.

**James A. Jordan**, VP, Eastern sales manager, Metro TV Sales, New York, appointed to new post of VP, Midwest manager, TeleRep Inc., Chicago, with responsibility for offices in Detroit, St. Louis, Dallas, Minneapolis and Chicago. Named VP's at TeleRep; **Tom Belviso**, general sales manager of Tiger sales group in New York; **Steven Herson**, New York sales manager for Lion; **Mike Levinton**, director of creative services and **Patricia Prile**, business sales manager, both New York; **Tom Tilson Jr.**, New York sales manager for Tigers, and **Greg Stone**, Atlanta sales manager.

**Paul (Ted) Pearse**, account executive, Blair Television, Detroit, named VP, sales.

**Robert Galle**, sales manager, New York mid-America team, and **Edward D. Loud**, sales manager, New York West team, Peters Griffin Woodward, elected VP's. **Ray J. Johns**, sales manager, Chicago East, and **James W. Hunt Jr.**, sales manager, Chicago mid-America, named VP's. **Brian Byrnes**, PGW salesman, Chicago National team, named sales manager of PGW unit there.

**Ron Yarnick**, salesman, Major Market Radio, New York, promoted to VP/Detroit manager.

**Rick Feldman**, account executive, Metro TV Sales, New York, named sales manager. **Stu Zuckerman**, in sales development, promoted to account executive.

**Winston Edwards**, from RKO Television Representatives, Boston, joins Kaiser Broadcasting Spot Sales, New York, as sales research manager.

**Jack Macklin**, national sales director, McLendon Co., Dallas, joins Broadcast Marketing Co.,

San Francisco, as New York divisional manager. **John Brigham**, Eastern sales manager, Storer TV Sales, New York, joins BMC as Western divisional manager.

**Larry Keenan**, local sales manager, KOAA-TV Pueblo, Colo., promoted to general sales manager, succeeded by **Jim Schaeffer**, national sales manager. **Helen Solorzano**, traffic manager, named to succeed Mr. Schaeffer.

**Donald L. Baxter**, account executive, WBTV(TV) Charlotte, N.C., named assistant general sales manager. **Lin Wallace**, research assistant for parent, Jefferson-Pilot Broadcasting, named WBTV marketing specialist.

**David DeCapua**, account executive, WUAB-TV Lorain, Ohio, appointed regional sales manager.

**Dennis Tugander**, manager of credit and collections, WBBM-TV Chicago, named manager of business affairs.

**Bob Selvey**, account executive, WKOW-TV Madison, Wis., named local sales manager.

**Vincent J. Polley**, salesman, retail division, WPLJ(FM) New York, promoted to sales manager of station.

**Jim Seemiller**, general sales manager, WLYV(AM) Fort Wayne, Ind., named to same post, WJJD-AM-FM Chicago.

**Tony Salvatore**, general sales manager, WMGC(AM)-WDOK(FM) Cleveland, joins WWJ(FM) Detroit as sales manager.

**Harry A. Caraco**, account executive, KJR(AM) Seattle, joins co-owned KXL(AM) Portland, Ore., as sales manager.

**William Fortenbaugh**, account executive, Katz Radio, New York, joins WHIM-AM-FM Providence, R.I., as general sales manager.

**Hal Feldman**, advertising agency owner, joins WLOO(FM) Chicago as retail sales manager.

**William G. Enders**, sales consultant, WGAR(AM) Cleveland, appointed local sales manager.

**G. Earle Broome**, sales VP, WITN(TV) Washington, N.C., retires after more than 20 years with station.

**Mike Mitchell**, program director/account executive, KOPO(AM) Tucson, Ariz., named sales manager.

**Thomas Diggins**, salesman, KCTY(AM)-KRAY-FM (formerly KCTY-FM) Salinas, Calif., promoted to sales manager.

**Len Hart**, account executive, WHK(AM) Cleveland, promoted to local sales manager.

**Ralph A. Schallow**, city manager, Marcus Corp. theater group, Sheboygan, Wis., named sales director, WKTS(AM) there.

**John Paley**, account executive, KWKW(AM) Pasadena, Calif., promoted to director of sales development.

**Dennis Lien**, account executive, KKNU(FM) Fresno, Calif., promoted to local sales manager.

**Ben Hammond**, salesman, WLYV(AM) Fort Wayne, Ind., joins WMJW(FM) Nanticoke, Pa., as sales manager.

**Dave Herlihy**, station manager/air personality, WFSM(FM) Harrisburg, Pa., named retail sales manager/air personality, co-owned WCMB(AM) there.

**Joe Hempstead**, account executive,

wCUZ(AM) Grand Rapids, Mich., appointed assistant sales manager.

**Maureen Lesourd**, traffic manager, WJLK(AM) Asbury Park, N.J., joins WHN(AM) New York in same capacity.

## Programing

**Robert A. Harris**, executive producer, Universal Television, Universal City, Calif., promoted to VP, with responsibility for development of new properties.



Harris



Renick

**Jeane Renick**, CBS-TV manager of daytime programs, Hollywood, promoted to director of daytime programs, Hollywood, responsible for all CBS-TV daytime programing on West Coast and for daytime program development in Hollywood.

**Wayne Baruch**, VP, Syndicast Services, New York, appointed assistant to president, Robert Wold Co., Los Angeles, in charge of program distribution.

**Sanford Feldman**, president, Excelsior Productions Ltd., New York, appointed vice president of business affairs, West Coast, Viacom Enterprises, Los Angeles. **Joe Overkamp**, supervisor of Viacom account for accounting firm of Coopers & Lybrand, New York, joins Viacom there as director of accounting.

**David M. Campbell**, producer/director, WKEF(TV) Dayton, Ohio, joins Columbia Pictures Television, Burbank Calif., as Midwest sales representative, worldwide distribution division.

**Peter Roth**, manager, children's programs, West Coast, ABC Entertainment, promoted to director, children's programs, West Coast.

**Jan Icyda**, promotion manager/news director, WINK-TV Fort Myers, Fla., named production manager.

**Dale Hartnett**, program director, WEZO(FM) Rochester, N.Y., named administrative assistant for special projects for WEZO and co-owned WNYR(AM) there. **Jerry Warner**, WEZO air personality, named acting program director.

**Dan Gates**, air personality, KOPO(AM) Tucson, Ariz., named program director. **Dave Brooks**, air personality, appointed music director.

**Chris Roberts**, air personality, WORC(AM) Worcester, Mass., named program coordinator/program director. **Dave O'Gara**, air personality, appointed music director.

**Mel Myers**, staff announcer, KSFA(AM) Fort Smith, Ark., promoted to program director.

**Stephanie Meagher**, co-producer/director, *Call It Macaroni* series, Group W Productions, New York, joins co-owned WBZ-TV Boston as producer.

**Diego Echeverria**, field news producer, WNBC-TV New York, named producer of station's monthly Hispanic specials.

**Jim Ballard**, program director, WKQQ(AM) Lexington, Ky., joins WROQ(FM) Charlotte, N.C., in same capacity.

**Jim Frederick**, news director, WHIZ-AM-FM-TV Zanesville, Ohio, appointed sports director.

**Art Hollday**, graduate, University of Missouri, Columbia, joins KOCO-TV Oklahoma City as weekend sports anchor.

## Broadcast Journalism

**Susan L. Pike**, news coordinator, CBS News, Radio, New York, appointed assistant manager of news operations.

**Roger Mudd**, CBS News congressional correspondent, Washington, named national affairs correspondent, based in same city.

**Bob Berkowitz**, news editor, AP Radio, Washington, appointed Senate correspondent, replacing **Joe Ewalt**, promoted to news editor. **Amy Sabrin**, broadcast writer, AP, Washington, named regional coordinator, AP Radio there.

**Richard Graf**, news director, WJBK-TV Detroit, joins WNAC-TV Boston in same capacity.

**Joe Glotta**, newsmen, WVBF(FM) Framingham, Mass., joins WROR(FM) Boston as news director.

**Ted Kavanau**, managing news editor, WABC-TV New York, joins KTVU(TV) San Francisco as news director.

**Richard Hart**, managing editor, KCBS(AM) San Francisco, appointed afternoon anchor.

**Jack Marschall**, anchorman, WHIZ-AM-FM-TV Zanesville, Ohio, named news director.

**Bill Wilson**, reporter/anchor, WRTV(TV) Indianapolis, promoted to executive news producer.

**Ron Sympson**, staff writer, *Miami Herald*, joins WCKT(TV) there as investigative reporter.

**Jack Bowen**, from KOTV(TV) Tulsa, Okla., joins KOCO-TV Oklahoma City, as anchorman. **Michael Murrie**, graduate, University of Missouri, Columbia, joins KOCO-TV as news producer, replacing **Craig Marrs**, named assignment editor. **Tony Sellars**, news reporter, KEBC(FM) Oklahoma City, named KOCO-TV capitol reporter. **William Jenkins**, retired from Air Force, where he produced newsfilm releases, named KOCO-TV newsfilm editor, replacing **Willie Hill**, promoted to news photographer.

**Steve Daily**, morning anchorman/commentator, WINZ(AM) Miami, assumes additional duties as news director. **Grady Edney**, former announcer, WPLG(TV) there, joins WINZ as afternoon anchorman.

**Cheryll Myers**, reporter, WUNI(AM) Mobile, Ala., joins WALA-TV there in same post.

**Mike Spellman**, reporter/anchorman, WMBD-TV Peoria, Ill., joins WFTV(TV) Orlando, Fla., as correspondent in Brevard county bureau. **Bill Baker** freelance photographer, joins WFTV as photographer in Brevard bureau.

**Angela Shelly**, documentary producer, UNI Productions, New Orleans, joins WBNS-TV Columbus, Ohio, as reporter.

**Judd Rose**, writer, NBC's News and Information Service, New York, joins WTOP(AM) Washington as news writer. **Jamie McIntyre**, WTOP emergency/relief assistant editor, and **Debra Rainey**, chief desk assistant, WCBS(AM) New York, named WTOP assistant editors.

## Cable

**Gabriel Phillips**, VP, traffic services, Air Transportation Association of America, Washington, elected to board of directors, Acton Corp., Acton, Mass.

**William F. Aspl**, VP, Transcable Inc., owner of cable systems in Burlington, N.J., and Peekskill and Haverstraw, N.Y., joins Hollywood Home Theater, New York, as affiliate sales director.

## Equipment & Engineering

**Walter Saffer**, VP, tax administration, NBC, New York, appointed staff VP, tax affairs, for parent, RCA Corp. there.

**Roger W. Cornett**, plant manager, electronic division, Belden Corp., Richmond, Ind., named assistant general manager of division.

**Howard Shepard**, director of North American marketing, Central Dynamics Corp., Palatine, Ill., appointed VP/director of North American marketing. **Robert Faulkner**, national sales manager, appointed VP/general manager. **Davison Spindle**, Eastern regional manager, Harris Corp., Cleveland, joins Central Dynamics as Midwest regional manager. **Kimi Akiyama**, design engineer, Central Dynamics, Montreal, named field engineering supervisor, Los Angeles. **Kal Hassan**, video tape editing system designer, Montreal office, named field engineer, New York.

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**Louis G. Donato**, manager of TV and special sales, RCA American Communications, Piscataway, N.J., appointed director, video and audio services.

**Arthur B. Brown**, audit manager, Peat, Marwick Mitchell & Co., accounting/financial investment counseling firm, Seattle, joins Anixter-Pruzan there as controller.

**Allan H. Ecker**, director of applied engineering laboratory, Georgia Institute of Technology, Atlanta, joins Scientific-Atlanta there as director of research.

**Eugene L. Bidun**, sales/marketing manager, Fidelipac, Mount Laurel, N.J., joins Harris Corp. as district manager, radio sales, Washington.

**Arthur Constantine**, electrical engineer, Fidelipac, Mount Laurel, N.J., appointed sales manager.

**Robert J. Anderman**, manager, New York service center for Harris Corp., joins McMurtin Industries, Omaha, as broadcast sales manager.

**Gilbert Anderson**, project engineer, Storer Broadcasting, Miami, named director of engineering, WSPA-AM-FM-TV Spartanburg, S.C.

**William Yordy**, VP/engineering director, FM-KTVV(TV) Austin, Tex., joins KCST-TV San Diego as chief engineer.

**Dale Namminga**, engineering consultant, Sarasota, Fla., assumes duties as chief engineer with Dan Communications, holder of construction permit for FM station in Monticello, N.Y.

## Allied Fields

Newly elected board members, Public Service Satellite Consortium, Washington: **Peter G.**

**Bowers**, Ontario Educational Communications Authority, Toronto; **Wayne Bundy**, Rocky Mountain Corporation for Public Broadcasting, Albuquerque, N.M.; **Douglass Cater**, Aspen Institute, Palo Alto, Calif., and **Sidney Tishler**, Maryland Center for Public Broadcasting, Owings Mills, Md. Re-elected officers: **H. Rex Lee**, San Diego State University and former FCC commissioner, chairman; **Donald R. Quayle**, Corporation for Public Broadcasting, Washington, vice chairman, and **Frank W. Norwood**, Joint Council on Educational Telecommunications, Washington, secretary.



Eiges

**Sydney H. Eiges**, retired VP of public information, NBC, New York, named VP of public relations, Council of Better Business Bureaus, Washington.

**Bill Moyes**, director of radio services, Frank N. Magid Associates, Marion, Iowa, appointed VP.

**Carl Grant**, corporate news director for Kaiser Broadcasting and news director/anchorman for its WKBS-TV Burlington, N.J. (Philadelphia), named VP, communications, U.S. Chamber of Commerce, Washington.

**Howard T. Hill**, assistant professor of communications, Sangamon State University, Springfield, Ill., and manager of its noncommercial WSSR(FM), named director of radio services, University of Kansas, Lawrence, responsible for administration of noncommercial KFKU(AM)-KANU(FM).

**Jerry Franken**, VP, ICPR public relations, Los

Angeles, resigns due to ill health.

## Deaths

**Ralph H. Patt Jr.**, 69, manager of CBS Radio Spot Sales in Detroit for 22 years until his retirement in 1971, died in Royal Oak, Mich., last Tuesday (Jan. 11). Earlier he had been announcer and account executive with WJR(AM) Detroit. He is survived by his wife, Bertha; daughter, Mrs. Barbara Suliot, and son, Thomas.

**Edward J. Toler**, 52, Emmy Award-winning sports producer, KTLA(TV) Los Angeles, died of cancer there Jan. 5. He rejoined station three years ago after stint with NBC.

**Lorenzo Balerio Sicco**, 81, owner of El Espectado radio station in Montevideo, Uruguay, and founder and first president (1946-48) of Inter-American Association of Broadcasters, died in Montevideo Dec. 26, 1976. He also founded National Association of Broadcasters of Uruguay in 1933.

**Dirk Fredericks**, 57, ABC TV staff announcer, died of heart attack Dec. 31, 1976, in New York. Mr. Fredericks had been with ABC for 25 years, appearing on *Beat the Clock*, *Dr. I.Q.*, *Gale Storm Show* and *ABC Evening News* with John Daly. He is survived by his wife, Priscilla, and daughters, Cheryl and Linda.

**Hal Sawyer**, 62, creator of *Passport to Travel* show in syndication, died of cancer Jan. 9 at his home in Encino, Calif. Early in his career he was announcer for CBS Radio and for KTLA(TV) Los Angeles. He later had his own show for ABC-TV, *Sawyer Views Hollywood*. He was announcer for *Colgate Comedy Hour* and spent two seasons with Milton Berle. Survivors include his wife, Faye.

# For the Record

As compiled by BROADCASTING for the period Jan. 3 through Jan. 7 and based on filings, authorizations, petitions and other actions announced by the FCC.

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

## New stations

### TV actions

\*KSYS Medford, Ore.—Broadcast Bureau granted mod. of CP to change ERP to 60.3 kw; max. ERP 60.3 kw; change type transmitter; change ant.; make changes in ant. structure (decrease height); ant. height 560 ft.; granted mod. of CP to extend completion date to June 22, 1977 (BMPCT-7662-3). Action Dec. 22.

El Paso, Missionary Radio Evangelism Inc.—Broadcast Bureau granted ch. 14 (470-476 mhz); ERP 387 kw vis., 36.4 kw aur. HAAT 1982 ft.; P.O. address c/o Pete Warren Jr., 3100 N. Stanton, El Paso 79902. Estimated construction is all donated; first-year operating cost \$425,220; revenue \$438,000. Legal counsel Jack Torbet and Associates; consulting engineer Michael D. Gagilo. Principals: Applicant is non-stock corporation with 12 equal owners; none with broadcast interests (BPCT-4938). Action Dec. 23.

### FM applications

\*Sacramento, Calif.—San Juan Unified School District seeks 88.5 mhz, 10 w, HAAT 40 ft. P.O. address: 4540 American River Dr., Sacramento 95825. Estimated construction cost \$700; first-year operating cost \$500. Format: Mixed. Principal is Rio Americano High School. Ann. Jan. 5.

Yuma, Colo.—Cen-Ten Productions Inc. seeks 100.9 mhz, 2.5 kw, HAAT 102.6 ft. P.O. address: 8074 W. Polk Pl., Littleton, Colo. 80123. Estimated construction cost \$8,856; first-year operating cost \$51,540; revenue \$40,000. Format: Country and popular. Principals: Richard E. Dedrick and his wife, Susanne L., (30% each) and James H. Vincent (40%). Mr. Dedrick is employed by Denver advertising agency, and Mr. Vincent owns and operates retail food and drug store in Yuma. Mrs. Dedrick is housewife. Ann. Jan. 5.

Pontales, N.M.—Pontales Broadcasting Co. seeks 95.3 mhz, 3 kw, HAAT 299.5 ft. P.O. address: Box 866

Pontales 88130. Estimated construction cost \$39,141; first-year operating cost \$30,000; revenue \$24,000. Format: Beautiful music. Company is owned by Abilene Radio and Television Co., which is owned by L. Dale Ackers (29.17%), Christine Ackers Cagle (20%), Jack Andrews (29.17%), Sybil Ackers (12.5%) and the remaining 9.2% is held in trust for Carol Cagle. Company owns KENM(AM) Pontales; KRBC-TV Abilene and KACB-TV San Angelo, both Texas. Larry Dale Ackers and Bill J. Fox, directors of Pontales Broadcasting also own KEND(AM) Lubbock, Tex., and Mr. Fox owns 20% of KRBC(AM) Abilene. Ann. Jan. 6.

Bryan, Tex.—Scott and Davis Enterprises seeks 104.9 mhz, 3 kw, HAAT 246.19 ft. P.O. address: 1006 Madera Cir., College Station, Tex. 77840. Estimated construction cost \$104,381.82; first-year operating cost \$140,650; revenue \$144,000. Format: Mixed. Principal is Bob Davis Bell, who has real estate and investment interests. Mr. Bell is former manager of KTAM(AM)-KORA-FM Bryan. Ann. Jan. 5.

Laredo, Tex.—Radio Laredo Inc. seeks 98.1 mhz, 47.85 kw, HAAT 565 ft. P.O. address: Norton and S. Zapata Hwy., Laredo 78041. Estimated construction cost \$76,000; first-year operating cost \$48,000; revenue \$60,000. Format: Beautiful music. Principals are John H. Hicks III and Rodger B. Watkins (25.5% each); Thomas E. Thompson (19.2%), John H. Hicks and Madelyn O. Hicks (12.8% each) and R. Steven Hicks (4.2%). Mr. Watkins is director of WTAW-AM-

FM College Station; KLVI(AM)-KBPD(FM) Beaumont; KLR(AM) Laredo, and KLUF(AM) Lufkin, all Texas. Mr. Thompson is director of KLR, KLUF and KRRV(AM) Sherman, Tex. The Hicks family has interests in all stations listed above, and John H. Hicks also owns 50% each of KOLE(AM) Port Arthur, Tex. and KPEL(AM) Lafayette, La. Ann. Jan. 6.

#### FM actions

Broadcast Bureau granted following CP modifications to extend completion time to date shown: KDDJ Fresno, Calif. (BMPH-14,989), March 23; KEDY Shasta, Calif. (BMPH-14,991), June 2; WOTB Middletown, R.I. (BMP-14,988), May 28; KBAZ Bisbee, Ariz. (BMPH-14,990), April 28.

■ Safford, Ariz., KSL Inc.—Broadcast Bureau granted 94.1 mhz, 100 kw, HAAT —370 ft. P.O. address: Box 590, Silver City, N.M. 88061. Estimated construction cost \$80,022; first-year operating cost \$36,020; revenue \$60,000. Format: Easy listening. Principal: Applicant is licensee of KATO(AM) Safford (BPH-10,051). Action Dec. 21.

■ Pocatello, Idaho, KSEI Broadcasters—Broadcast Bureau granted 104.9 mhz, 3 kw, HAAT—582 ft. P.O. address: Box 31, Pocatello 83201. Estimated construction cost \$97,680; first-year operating cost \$22,840; revenue \$40,000. Format: Standard pops. Principal: KSEI Broadcasters is owned by KGVO Broadcasters, whose principal is Dale G. Moore. Mr. Moore's holdings include interests (up to 100%) in: KSEI(AM) Pocatello, KCAP(AM) Helena, Mont., KGVO-AM-TV Missoula, Mont., KCFW-TV Kalispell, Mont. and presidency of other stations without stock holdings (BPH-9877). Action Dec. 22.

■ Hiawatha, Kan. Kanza Broadcasters—Broadcast Bureau granted 103.9 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 104, Hiawatha 66434. Estimated construction cost \$53,332; first-year operating cost \$39,879; revenue \$40,000. Format: MOR. Principals: William J. and Ila L. Bilyeu (25% each) and Michael L. and Carol S. Carter (25% each). Carters are farmers. Mr. Bilyeu is engineer for KMBZ(AM)-KMBR(FM) Kansas City, Mo. Mrs. Bilyeu is part-time clerk/typist (BPH-9896). Action Dec. 17.

■ \*Pittsfield, Mass. Pittsfield Public Schools Committee—Broadcast Bureau granted 89.5 mhz, 10 w. P.O. address: Valentine Rd., Pittsfield, Mass. 01201. Estimated construction cost \$4,967; first-year operating cost \$750. Format: Variety. Principal: Applicant is school district (BPED-2328). Action Dec. 21.

■ \*Sodus, N.Y., Sodus Central School—Broadcast Bureau granted 89.5 mhz, 10 w, HAAT 85 ft. P.O. address: 2 East Central School, Sodus 14551. Estimated construction cost \$10,000; first-year operating cost \$2,500. Format: Variety. Principal: Applicant is board of education (BPED-2272). Action Dec. 21.

■ \*Alvin, Tex., Alvin Community College—Broadcast Bureau granted 91.3 mhz, 10 w, HAAT 117 ft. P.O. address: 3310 Mustang Rd., Alvin 77511. Estimated construction cost \$19,207; first-year operating cost \$16,500. Format: Variety. Principal: Applicant is public educational institution (BPED-2270). Action Dec. 21.

■ Sheridan, Wyo., Wycom Corp.—Broadcast Bureau granted 96.5 mhz, 25 kw, HAAT —13 ft. P.O. address: Box 818, Laramie, Wyo. 82070. Estimated construction cost \$17,500; first-year operating cost \$7,500; revenue \$36,000. Format: Beautiful music. Principal: Applicant owns KWYO(AM) Sheridan (BPH-9884). Action Dec. 17.

#### FM license

Broadcast Bureau granted following license covering new station: WQSI Union Springs, Ala. (BLH-7136). Action Dec. 20.

### Ownership changes

#### Applications

■ WMSL(AM) Decatur, Ala. (1400 khz, 1 kw-D); WLAY-AM-FM Muscle Shoals, Ala. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 105.5 mhz, 3 kw)—Seek transfer of control of New Decatur Radio Inc. from Slatton-Quick Co. (100% before; none after) to C.H. Quick (none before; 100% after). Consideration: \$120,000. Slatton-Quick, parent of New Decatur, is owned by John L. Slatton (42.3%), D.M. Self (15.4%) and Mr. Quick (42.3%). Messrs. Slatton and Self are transferring WMSL plus consideration to Mr. Quick. Mr. Quick, in turn, will relinquish his holdings in Slatton-Quick (owner of WLAY-AM-FM), and Messrs.

Slatton and Self will obtain full ownership of Muscle Shoals stations. Ann. Dec. 30.

■ KMVI-AM-TV Wailuku, Hawaii (AM: 550 khz, 5 kw-U; TV: ch. 12)—Seek transfer of control of Maui Publishing Co. from estate of J. Walter Cameron (65.6% before; none after) to J. Walter Cameron Trust (none before; 65.6% after). Consideration: none. Transfer is according to provisions of Mr. Cameron's will. Executors of estate and trustees are same. Ann. Jan. 6.

■ KWGO-FM Lubbock, Tex. (99.5 mhz, 44 kw)—Seeks assignment of license from KWGO-FM Radio to Mexican American Services Inc. for \$60,000. Seller is partnership between Mexican American and Clyde R. Stevens. Mr. Stevens is retiring from broadcasting. He has no other broadcast interests. Buyer has 19 stockholders. Ann. Jan. 6.

■ KLRK(AM) Centerville, Utah (1600 khz, 1 kw-D)—Seeks assignment of license from W. Smoot Brimhall to Harold S. Schwartz & Assoc. Inc. for \$62,000. Seller is Commissioner of Financial Institutions of Utah and is acting in his official capacity in selling assets of Davis Broadcasting Co. Buyer is owned by Harold S. Schwartz who owns KXEN(AM) Festus, Mo. (100%), WTBE(AM) Mineola, N.Y. (25%) and is director of KQXI(AM) Arvada, Colo. Ann. Jan. 6.

■ WKLX(AM) Portsmouth, Va. (1350 khz, 5 kw)—Seeks assignment of license from Rust Communications Group Inc. to John L. Sinclair, Jr. for \$350,000. Seller is principally owned by William F. Rust Jr., who also owns WHAM(AM)-WHFM(FM) Rochester, N.Y.; WFLY(FM) Troy, N.Y.; WAEB(AM)-WXXW(FM) Allentown, Pa.; WNOW(AM)-WQZA(FM) York, Pa., and WRNL(AM)-WRXL(FM) Richmond, Va. Station is in liquidation. Mr. Sinclair owns WANT(AM) Richmond, Va.; WCVL(AM)-WLFQ(FM) Crawfordsville, Ind., and has recently sold WAAM(AM) Ann Arbor, Mich for \$825,000 (BROADCASTING, Nov. 1, 1976). Ann. Dec. 30.

■ WTOY(AM) Roanoke, Va. (910 khz, 1 kw-D)—Seeks assignment of license from T and H Broadcasting Inc. to CEBE Investments for \$195,000. Seller is owned by Hausman Broadcasting Co., the principals of which are Barry Hausman, Philip Trompeter, Constance T. Hausman, S. Albert Trompeter and Steven A. Trompeter. None has other broadcast interests. Buyer is owned by Aylett B. Coleman III, who also owns WLRG(FM) Roanoke. Ann. Jan. 6.

■ KAPA(AM) Raymond, Wash. (1340 khz, 1 kw-U)—Seeks assignment of license from Willapa Broadcasting Co. to Bill Walley for \$190,000. Seller is owned by Robert E. Claunch and John W. Reavley, who are retiring from broadcasting and have no other broadcast interests. Mr. Walley is regional general manager and network sports director of Midnight Sun Broadcasters Inc., licensee of KENI-AM-TV Anchorage; KFAR-AM-TV Fairbanks, KINY-AM-TV Juneau, and KTKN(AM) Ketchikan, all Alaska. Ann. Jan. 6.

■ WQTC-AM-FM Two Rivers, Wis. (AM: 1590 khz, 1 kw-D, FM: 102.3 mhz, 3 kw)—Seek assignment of license from Twin C. Inc. to Paragon Radio Network Inc. for \$415,000. Seller is owned by Edgar Daniel Crilly, who also owns KSJB(AM)-KSJM(FM) Jamestown, N.D. Buyer is owned by Leonard K. Kitchen (33.1% subscribed), Thomas L. Stringer, Thomas L. Stewart and Donald R. Flick (16.75% each now held). Messrs. Kitchen and Stringer are law partners. Messrs. Stewart and Flick are account executives with

WAAM(AM) Ann Arbor, Mich. Ann. Jan. 6.

#### Actions

■ WYAM(AM) Bessemer, Ala. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Brandon-Robinson Broadcasting to Mel Allen Broadcasting for \$375,000. Seller is owned by Anthony S. Brandon, his wife, Carol D. Brandon, John H. Robinson Jr. and two other stockholders. Mr. Brandon is son of Lawrence Brandon, who is president of WYAM and principal in group owner, Universal Broadcasting Stations. Carol Brandon is wife of Lawrence Brandon. Sellers also own KERN(AM) Bakersfield, Calif. Carol and Lawrence Brandon have minority interests in KEST(AM) San Francisco. Principals in buyer are Mel Allen, television and radio sports personality living in Stamford, Conn., and Harold Reiner, Mr. Reiner owns WYPR(AM) Danville, Va. and WEXT(AM) West Hartford, Conn. (BAL-8823, BALRE-3103). Action Dec. 22.

■ KINO(AM) Winslow, Ariz. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Winslow Communications to Sunflower Communications for \$125,000. Seller is owned by Michael and Theresa O'Haco (76%) and four other stockholders, none of whom have other broadcast interests. Buyer is owned by Loy W. Engelhardt and Steven D. Adams (50% each). Both are employed by KABI Inc., licensee of KABI(AM) Abilene, Kan. Mr. Adams has realty interests (BAL-8813). Action Dec. 22.

■ KDEO(AM) El Cajon, Calif. (910 khz, 1 kw-U)—Broadcast Bureau granted assignment of license from Metro Communications Inc. to Lee Bartell & Associates for \$700,000. Seller is principally owned by Mortimer W. Hall (70.14%) who has no other broadcast interests. Buyer is owned by Lee Bartell (40%) and children, Richard (20%), Michael (20%) and Roberta Weiss (20%). Senior Bartell is San Diego attorney with motel interests; Richard is El Cajon, Calif., attorney also with motel interests; Michael is vice president of New York leasing and insurance firm; Mrs. Weiss is San Diego school teacher (BAL-8838). Action Dec. 22.

■ WONN(AM) Lakeland—WPCV(FM) Winter Haven, both Florida (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 97.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Joe and Audrie Garagiola to WONN Inc. for \$1.1 million. Seller, Mr. Garagiola is NBC sports personality; neither he nor his wife has other broadcast ownership. Buyer is owned by Herbert Stewart (51%), and Leonard H. Marks (49%). Mr. Stewart is president of MCA Canada Ltd., TV film producer and distributor, subsidiary of Calif.-based MCA Inc. Mr. Marks is Washington communications attorney (BAL-8828, BALRE-3105, BTC-8170). Action Dec. 22.

■ WMEN(AM) Tallahassee, Fla. (1330 khz, 5 kw-D)—Broadcast Bureau granted transfer of control of Plantation Radio from John H. Chastain, Cecil H. Grider et al (all stockholders) to Grace Enterprises. Consideration: \$325,000. Principals: Seller is owned by Cecil H. Grider, John H. Chastain and Dorothy W. Jones. Mr. Grider owns WIMO(AM) Winder, Ga., and has interests in WWNS(AM)-WMCD(FM) Statesboro, Ga., and WPFA(AM) Pensacola, Fla. Mr. Chastain is son-in-law of Mr. Grider and also has interest in WPFA. Mrs. Jones is niece-by-marriage of Mr. Grider and has no other broadcast interests. Buyer is owned by Dr. William R. Crews (51%) and his wife, Freda V. Crews (49%). Buyers also own religious-for-

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mat WOGA(AM) Sylvester, Ga., and KDFL(AM) Sumner, Wash. (BTC-8140). Action Dec. 22.

■ **WBML(AM)** Macon, Ga. (1420 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Prairieland Broadcasters of Georgia to Network Inc. for \$330,000 plus \$20,000 covenant not to compete. Principals: Seller is owned by Stephan P. Bellinger, Joel W. Townsend, Reynold Fischmann, Ben. H. Townsend, Samuel A. Hassan and Roger B. Pogue. Mr. Bellinger, Ben Townsend and his son Joel have interests in **WDZ(AM)**-**WDZO(FM)** Decatur, **WIZZ(AM)**-**WLAX(FM)** Streator and **WILY(AM)**-**WRXX(FM)** Centralia, all Illinois. Mr. Fischmann has interests in **WDZ-WDZQ**, and Mr. Pogue has interests in **WDZO**. Mr. Hassan has interests in **WILY-WRXX** and minority interests in **WHIN(FM)** Normal, Ill. Buyer is owned by John P. Teiken and Albert S. Tedesco. Mr. Tedesco is principal in **KDUZ-AM-FM** Hutchinson and **KTCR-AM-FM** Minneapolis, both Minnesota. Mr. Teiken until last December was general manager and 10% owner of **WWCM-AM-FM** Brazil, Ind. (BAL-8816, BALRE-3101). Action Dec. 22.

■ **KYET(AM)** Payette, Idaho (1450 khz, 250 w-U)—Broadcast Bureau granted assignment of license from Payette Radio Inc. to Blue Mountain Broadcasting for \$150,000. Seller is owned by Richard L. Swan and his wife Ramona D. Swan (88% jointly) and Duane Kertula (12%), who have no other broadcast interests. Principal in buyer is John H. Runkle Jr. (99.33%). Mr. Runkle also owns broadcast manufacturers rep firm and broadcast management consultant service in Boise, Idaho (BAL-8819, BALST-325). Action Dec. 22.

■ **WRYT(AM)** Boston (950 khz, 5 kw-D)—Broadcast Bureau granted transfer of control to Carter Broadcasting Corp. for \$1.2 million. Seller, publicly owned, is licensee of **KFAC-AM-FM** Los Angeles, **KJTV(TV)** Bakersfield and **KROY(AM)** Sacramento, all California, and owns **McGavren-Guild—PGW**, New York, station representative. ASI said sale is part of over-all restructuring of long-term debt. Buyer is owned by Ken Carter (50%), Grant M. Wilson (45%) and Wilfred E. Gardner (5%). Mr. Carter is **WRYT** general manager. Mr. Wilson is Boston businessman, and Mr. Gardner is Boston attorney (BTC-8169). Action Dec. 30.

■ **WOKW(AM)** Brockton, Mass. (1410 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from **WOKW** Inc. to Sidney Sanft, Arlene Sanft and Henrietta Masters for \$350,000. Seller is owned by John J. Sullivan, Alan C. Tindal and Kristian Solberg. Mr. Sullivan has no other broadcast interests. Messrs. Tindal and Solberg also own **WSPR(AM)** Springfield, Mass. Buyers have no other broadcast interests. Mr. Sanft is employed by federal government. Arlene Sanft is his wife, and Henrietta Masters his mother-in-law (BAL-8837). Action Dec. 21.

■ **KBRL(AM)** McCook, Neb. (1300 khz, 5 kw-D)—Broadcast Bureau granted transfer of control from Edwin S. Towle III to Leroy M. Santee, Carol B. Santee and David R. Santee for \$200,000. Seller also owns **KTNC(AM)** Falls City, Neb. Leroy Santee and his wife, Carol, are teachers in Denver public schools. David Santee is their son. Santees have no other broadcast interests (BTC-8173). Action Dec. 23.

■ **WFLR-AM-FM** Dundee, N.Y. (AM: 1570 khz, 1 kw-D; FM: 95.9 mhz, 930 w)—Broadcast Bureau granted assignment of license from Finger Lakes Broadcasting to Finger Lakes Radio for \$136,000. Seller is owned by Henry Valent who has no other

## Summary of Broadcasting

### FCC tabulations as of Nov. 30, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,463	6	24	4,493	40	4,533
Commercial FM	2,793	1	68	2,862	153	3,015
Educational FM	842	0	25	867	71	938
Total Radio	8,098	7	117	8,222	264	8,486
Commercial TV	719	1	6	726	38	764
VHF	513	1	3	517	6	523
UHF	206	0	3	209	32	241
Educational TV	239	3	14	256	7	263
VHF	91	1	9	101	1	102
UHF	148	2	5	155	6	161
Total TV	958	4	17	982	45	1,027

\*Special temporary authorization

\*\*Includes off-air licenses

broadcast interests. Buyer is owned by Donald L. Stork (51%) and John C. Clancy (49%). Mr. Stork is president of Penn Yan, N.Y., insurance agency, Mr. Clancy is **WFLR-AM-FM** station manager (BAL-8821, BALH-2367). Action Dec. 22.

■ **WOBU(FM)** New Bern, N.C. (101.9 mhz)—Broadcast Bureau granted assignment of CP from Campbell Broadcasting to 1st Capital Radio for \$10,181. Seller is owned by A. Hartwell Campbell who also owns **WGTM(AM)** Wilson and **WGA1(AM)** Elizabeth City, both North Carolina. Buyer is owned by Theodore J. Gray Jr., who has interests in **WKDE-AM-FM** Altavista, Va., **WCRE(AM)** Cheraw, S.C., **WTTX(AM)** Appomattox, Va., and **WRNB(AM)** New Bern, N.C. (BAPH-602). Action Dec. 23.

■ **KWEN(FM)** Tulsa, Okla. (95.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Swanco Broadcasting to Ron Curtis and Co. for \$500,000. Seller: Gerock H. Swanson (82%), also owns **KRMG(AM)** Tulsa; **WBYU(FM)** New Orleans; **KKYX(AM)** San Antonio, Tex.; **KKNG(FM)** Oklahoma City; **KQEO(AM)** Albuquerque, N.M.; **KLEO(AM)** Wichita, Kan., and purchased; subject to FCC approval, **KFJZ(AM)**-**KWXI(FM)** Fort Worth and the Texas State Network (BROADCASTING, June 23, 1975). Buyer is principal in **KLAZ(FM)** Little Rock, Ark.; has purchased **KALO(AM)** there (BROADCASTING, May 24) and owns **Ron Curtis & Co.**, Chicago-based communications executive search firm (BALH-2338, BASCA-764). Action Dec. 23.

■ **WEND(AM)** Ebensburg, Pa. (1580 khz, 1 kw-D, 250 w-D)—Broadcast Bureau granted assignment of license from **WEND** Inc. to Great American Wireless Signal Co. for \$120,000. Principals: Principals in seller are Robert E. Cavis (45%), Francis Krug (45%) and Lawrence L. Davis (10%) who have no other broadcast interests. Buyer is owned by Mark A. Kriebel and J. Jeffrey Long. Mr. Kriebel is account executive with **WKOP(AM)** Binghamton, N.Y. Mr. Long is independent program consultant (BAL-8808). Action Dec. 21.

■ **WENR(AM)** Englewood, Tenn. (1090 khz, 1 kw-D)—Broadcast Bureau granted assignment of license

from Norman Thomas & Associates to Winner Broadcasting for \$150,000. Seller: Norman Thomas also owns **WDNT(AM)**-**WNFM(FM)** Dayton and **WJSO(AM)** Jonesboro, all Tennessee. Buyer is equally owned by Mary Sue Kean and husband, Sidney. Mrs. Kean is general manager of **WENR**, her husband works for telephone company there (BAL-8822). Action Jan. 3.

■ **WYNE(AM)** Appleton, Wis. (1150 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Total Radio to Ned Hughes Broadcasting for \$346,500. Seller is owned by Melvin Andre (40%), Carl Como Tintera (40%) and Earl Gilling (20%). Seller also owns **WYXE(FM)** Sun Prairie, Wis., and Mr. Tintera is 20% owner of **WBOO(AM)** Baraboo, Wis. Buyer is owned by Ned H. Hughes (21.25%), his wife, Diane D. Hughes (21.25%), Carter W. Dennis (37.50%) and Carter Ray Dennis (20%). Diane Hughes and Carter Ray Dennis are children of Carter W. Dennis. Mr. Hughes owns Ned Hughes Advertising Agency of Green Bay, Wis. Dennises have banking and business interests in Iowa and Kansas (BAL-8763). Action Dec. 20.

## Facilities changes

### TV action

■ **WHMM** Washington—Broadcast Bureau granted mod. of CP to change ERP 1580 kw; max. ERP 5000 kw; ant. height 700 ft. (BMPET-872). Action Dec. 20.

### AM action

■ **KYKR** Port Arthur, Tex.—Broadcast Bureau granted mod. of license covering change in studio location to 420 Memorial Boulevard, (outside corporate city limits), Nederland, Tex. (BML-2613). Action Dec. 22.

### FM actions

■ **WTLN-FM** Apopka, Fla.—Broadcast Bureau granted CP to install new trans.; add circular polarization to ant.; change TPO; ERP 2.2 kw (H&V); ant. height 360 ft. (H&V); remote control permitted (BPH-10297). Action Dec. 22.

■ **KRCC** Colorado Springs—Broadcast Bureau granted CP to make changes in transmission line and correct coordinates: ERP 1.6 kw (H); ant. height 590 ft. (H); conditions (BPED-2385). Action Dec. 22.

■ **WTLN-FM** Apopka, Fla.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system (increase height); ERP 3 kw (H&V); ant. height 300 ft. (H&V); condition (BPH-10123). Action Dec. 22.

■ **WIVY-FM** Jacksonville, Fla.—Broadcast Bureau granted CP to change trans. location to atop Independent Life Building, 1 Independent Drive, Jacksonville; change studio location and remote control to 1295 Gulf Life Drive, Jacksonville; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 60 kw (H&V); ant. height 570 ft. (H&V); remote control permitted (BPH-9908). Action Dec. 22.

■ **WHHL(AM)** Pine Castle-Sky Lake, Fla.—Broadcast Bureau granted modification of CP to change

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studio location to 8421 Orange Blossom Trail, Pine Castle-Sky Lake, and operate transmitter by remote control at main studio location (BRC-3867). Action Dec. 22.

■ **KLHS-FM Lewiston, Idaho**—Broadcast Bureau granted CP to operate trans. by remote control from studio location/trans. location at 1116 - 9th Ave., Lewiston; install new trans.; install new ant.; remote control permitted (BPED-2382). Action Dec. 22.

■ **KSIH(FM) Pocatello, Idaho**—Broadcast Bureau granted CP to install new ant.; change TPO; ERP 73 kw (H&V); ant. height 1000 ft. (H&V); remote control permitted (BPH-10295). Action Dec. 22.

■ **KMKF(FM) Manhattan, Kan.**—Broadcast Bureau granted CP to add circular polarization to ant.; change TPO; ERP 1.7 kw (H&V); ant. height 400 ft. (H&V); remote control permitted (BPH-10293). Action Dec. 22.

■ **WYLD-FM New Orleans**—Broadcast Bureau granted CP to change trans. location to Canal La Salle Building, New Orleans; change studio location and remote control to 2906 Tulane Ave., New Orleans; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 97 kw (H&V), max. ERP 100 kw (H&V); ant. height 360 ft. (H&V); remote control permitted (BPH-10127). Action Dec. 22.

■ **WGRD-FM Grand Rapids, Mich.**—Broadcast Bureau granted CP to install new aux. trans. at 1300 Plymouth, N.E., Grand Rapids; to be operated on 97.9 mhz; ERP 19 kw (H); ant. height 390 ft. (H); remote control permitted (BPH-10,312). Action Dec. 30.

■ **WLAV-FM Grand Rapids, Mich.**—Broadcast Bureau granted CP to change trans. location to 6101 Five Mile Road, Grand Rapids; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 50 kw (H&V); ant. height 500 ft. (H&V); remote control permitted (BPH-10,010). Action Dec. 22.

■ **KIDA(FM) Moorhead, Minn.**—Broadcast Bureau granted CP to install new trans.; install new ant. make changes in ant. system (increase height); change TPO; ERP 100 kw (H&V); ant. height 390 ft. (H&V); condition (BPH-10,025). Action Dec. 22.

■ **KRSY-FM Roswell, N.M.**—Broadcast Bureau granted mod. of CP to change trans.; change ant.; make changes in ant. system (decrease height); change TPO; ERP 25 kw (H); ant. height 235 ft. (H); remote control permitted (BMPH-14,867). Action Dec. 22.

■ **WVOX-FM New Rochelle, N. Y.**—Broadcast Bureau granted CP to change trans. location to 1841 Central Park Ave., Yonkers, N. Y.; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 2.4 kw (H&V); ant. height 330 ft. (H&V); remote control permitted (BPH-10,124). Action Dec. 22.

■ **WPLJ New York**—Broadcast Bureau granted CP to make changes in transmission line and TPO; ERP 4.6 kw (H&V); ant. height 1300 ft. (H&V); conditions (BPH-10,296). Action Dec. 22.

■ **WNWZ Rochester, N. Y.**—Broadcast Bureau granted CP to install new trans.; change TPO; ERP 28.5 kw (H&V); ant. height 500 ft. (H&V); remote control permitted (BPH-10,305). Action Dec. 22.

■ **WVBS-FM Burgaw, N. C.**—Broadcast Bureau granted CP to change trans. location to 1.9 miles East of RR 1123, Yamacraw, N. C.; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 100 kw (H&V); ant. height 510 ft. (H&V); remote control permitted (BPH-10,008). Action Dec. 21.

■ **WMYK Elizabeth City, N. C.**—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main trans. location to be operated on 93.7 mhz, ERP 15 kw; ant. height 650 ft.; remote control permitted (BPH-10,298). Action Dec. 22.

■ **WBEA Elyria, Ohio**—Broadcast Bureau granted CP to change TPO and trans. line; ERP 50 kw (H&V); ant. height 285 ft. (H&V); remote control permitted; condition (BPH-10,308). Action Dec. 22.

■ **KGOW Broken Arrow, Okla.**—Broadcast Bureau granted CP to change trans. location to 10811 East 41st St., Tulsa, Okla.; install new trans.; make changes in ant. system (increase height); change ant. height; ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted; condition (BPH-9962). Action Dec. 22.

■ **KWEN(FM) Tulsa, Okla.**—Broadcast Bureau granted CP to change trans. location to .5 mile N. W. of Red Fork, Okla., Tulsa.; install new ant.; make change

in ant. height 640 ft. (H&V); remote control permitted; condition (BPH-10,115). Action Dec. 23.

■ **WMGK Philadelphia**—Broadcast Bureau granted CP to change trans. location to 329 W. Domino Lane, Philadelphia; install new ant.; make changes in ant. system (increase height); install new trans.; change TPO; ERP 12.5 kw (H&V); ant. height 1010 ft. (H&V); remote control permitted; condition (BPH-10301). Action Dec. 22.

■ **WUSL Philadelphia**—Broadcast Bureau granted CP to change TPO and ERP; ERP 18 kw (H&V); ant. height 830 ft. (H&V); remote control permitted (BPH-10306). Action Dec. 22.

■ **\*WCLH Wilkes-Barre, Pa.**—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 2 kw (H&V); ant. height 1000 ft. (H&V); remote control permitted (BPED-2284). Action Dec. 22.

■ **WCLE-FM Cleveland, Tenn.**—Broadcast Bureau granted CP to install new ant.; add circular polarization to ERP; ERP 50 kw (H&V); ant. height 360 ft. (H&V); remote control permitted; conditions (BPH-10323). Action Dec. 22.

■ **WKTA McKenzie, Tenn.**—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 100 kw (H&V); ant. height 470 ft. (H&V); remote control permitted (BPH-10,059). Action Dec. 22.

■ **WSIM Red Bank, Tenn.**—Broadcast Bureau granted CP to install new ant.; make changes in ant. system (increase height); change TPO; ERP 3 kw (H&V); ant. height 190 ft. (H&V) (BPH-10,003). Action Dec. 22.

■ **KNCN Sinton, Tex.**—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 101.3 mhz, ERP 5.7 kw (H&V); ant. height 360 ft. (H&V); remote control permitted (BPH-10294). Action Dec. 22.

■ **KPJH Ft. Stockton, Tex.**—Broadcast Bureau granted CP to install new ant.; change transmission line; ERP 3 kw (H&V); ant. height 235 ft. (H&V); conditions (BPH-10307). Action Dec. 22.

■ **WMJD Grundy, Va.**—Broadcast Bureau granted CP to change TPO and ERP; ERP 1.1 kw (H&V); ant. height 490 ft. (H&V); remote control permitted (BPH-10302). Action Dec. 22.

## In contest

### Designated for hearing

■ **Brownsville, Tex., FM proceeding:** El Rio Broadcasting, Bagdad Broadcasting Corp. and Brownsville Radio Corp., competing for 99.5 mhz, (Docs. 21-029-31).

■ **Hurricane, W.Va., FM proceeding:** WNST Radio and Putnam Broadcasting Inc., competing for 106.3 mhz, (Docs. 20,994-5).

### Case assignment

■ **WGAL-TV Lancaster, Pa., renewal proceeding:** WGAL-Television Inc. (Doc. 21,034)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Reuben

Lozner to serve as presiding judge and scheduled hearing for March 24 in Lancaster. Action Jan. 3.

### Procedural rulings

■ **KDIG-FM San Diego, renewal proceeding:** West Coast Media (Doc. 20971)—ALJ Chester F. Naumowicz Jr. scheduled hearing for June 6 in the San Diego vicinity. Action Jan. 3.

■ **San Jose, Calif., FM proceeding:** United Broadcasting Co. (KBAY San Jose) and Public Communicators Inc., competing for 100.3 mhz (Docs. 20611-2)—ALJ James K. Cullen scheduled hearing for April 12 in San Jose. Action Dec. 27.

## Complaints

■ Total of 3,976 broadcasting complaints was received by commission during November, increase of 1,080 from October. Other complaints and inquiries to Broadcast Bureau for November totaled 1,885, increase of 388 from previous month. Commission sent 1,222 letters in response to comments, inquiries and complaints.

## Fines

■ **KIUL(AM) Garden City, Kan.**—Broadcast Bureau notified licensee of apparent liability for \$1,000 for failing to determine ant. input power between Feb. 12, 1976 and April 14, 1976 following damage to ant. system. Action Dec. 27.

■ **WITH(AM) Baltimore**—Broadcast Bureau notified licensee of apparent liability for \$500 for failing to enter required daily observations of lower lights into operating log on various dates. Action Dec. 20.

■ **WLSV Wellsville, N. Y.**—Broadcast Bureau ordered licensee to forfeit \$1,000 for failing to indicate on program logs duration of some commercial announcements broadcast on March 12, 13, 14, and Sept. 24, 1975. Action Dec. 17.

■ **KLPR(AM)-KJAK(FM) Oklahoma City**—Broadcast Bureau notified licensee of apparent liability for \$250 for failing to make entries in the operating log. Action Dec. 27.

■ **KYES(AM) Roseburg, Ore.**—Broadcast Bureau ordered licensee to forfeit \$500 for failing to enter total duration of commercial matter in each hourly time segment (beginning on hour) or duration of each commercial message (commercial continuity in sponsored programs or commercial announcements) in each hour on various dates and admonished licensee for failing to exercise reasonable diligence to comply with fraudulent billing rule. Action Dec. 22.

■ **KPBC(AM) Dallas**—Broadcast Bureau notified licensee of apparent liability for \$750 for failing to determine ant. input power by indirect method pending completion of authorized changes in ant. system and approval of ant. resistance determination and that operator in actual charge of transmitting system at time of inspection did not hold appropriate radio operator license. Action Dec. 17.

■ **KGRI(AM) Henderson, Tex.**—Broadcast Bureau

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notified licensee of apparent liability for \$500 for operating with daytime facilities before sunrise. Action Dec. 27.

■ **KWRD(AM)** Henderson, Tex.—Broadcast Bureau notified licensee of apparent liability for \$500 for failing to see that logs shall be kept by employees competent to do so having actual knowledge of the facts required. Action Dec. 17.

## Other action

■ **KOCN(FM)** Pacific Grove, Calif.—Broadcast Bureau cancelled license and deleted call letters. Action Dec. 22.

## Allocations

### Petition

■ **Yakutat, Alaska**—Lakeside Broadcasting Inc. requests FM ch. 280A. Ann. Jan. 3.

### Actions

■ **Oxnard, Calif.**—Broadcast Bureau proposed assignment of \*FM ch. 212, in response to petition by Faith Media Inc. Comments Feb. 11; replies March 3. Action Dec. 23, 1976.

■ **Ridgecrest, Calif.**—Broadcast Bureau assigned FM ch. 285A to Ridgecrest, Calif., in response to petition by Kitchen Productions. Effective Feb. 11. Action Dec. 23, 1976.

■ **Andrews, Bryson City and Canton, all North Carolina**—Broadcast Bureau assigned \*TV chs. 59, 67 and 27 to communities. Action was response to petition by University of North Carolina. Effective Feb. 11. Action Dec. 23, 1976.

■ **Summersville, W.Va.**—Broadcast Bureau proposed assignment of FM ch. 225 as community's first FM ch. Action in response to petition by R&S Broadcasting Co. Comments Feb. 14; replies March 7. Action Dec. 30.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Jan. 4 (stations listed are TV signals proposed for carriage):

■ **Florida Cablevision**, for Ft. Pierce, Vero Beach, St. Lucie Village, Indian River Shores, Indian River county, St. Lucie county, all Florida (CAC-00754-9); WTCG Atlanta and WCIX-TV Miami.

■ **Citizens Cable TV Inc.**, 21 E. Lake St., Chisholm, Minn. 55746, for Chisholm, Minn. (CAC-07766); KDAL-TV, WDSE-TV, WDIO-TV Duluth, Minn.; CBWCT Fort Francis, Ont.; KBJR-TV Superior, Wis.; WTCN-TV Minneapolis; KNMT Walker, WIRT Hibbing, both Minnesota.

■ **Housatonic Cable Vision Co.**, 30 Elm St., New Milford, Conn. 06776, for Trumbull, Monroe, Newtown, Brookfield, New Fairfield, Sherman, all Connecticut (CAC-07767-72); WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX, WNYC-TV New York; WFSB-TV, WHCT-TV Hartford, Conn.; WHNB-TV New Britain, Conn.; WNET, WBTB-TV Newark, N.J.; WNJU-TV Linden N.J.; WTNH-TV New Haven, Conn.; WATR-TV Waterbury, Conn.; WLIW Garden City, N.Y.; WXTV Paterson, N.J.; WEDW Bridgeport, Conn.; WNJM Montclair, N.J.

■ **Gulf Coast Cable Television**, 6700 Third St., Bellaire, Tex. 77401, for Bunker Hill Village, Spring Valley, Hilshire Village, all Texas (CAC-07773-5); KHOU-TV, KPRC-TV, KTRK-TV, KHTV, KUHT, KDOG Houston; KTVT Fort Worth; WTCG Atlanta; KWEX-TV, KLRN-TV San Antonio, Tex.

■ **The Viking Media Corporation**, 5008 Gordon Ave., Madison, Wis. 53716, for Sun Prairie, Wis. (CAC-07776); WJSC-TV, WMTV, WKOW-TV, WHA-TV Madison, Wis.; WMVS, WVTV Milwaukee; WGN-TV Chicago.

■ **Buckeye Cablevision Inc.**, 1122 N. Byrne Rd., Toledo, Ohio 4360, for Oregon, Washington, both

Ohio (CAC-07777-8); WTOL-TV, WSPD-TV, WDHO-TV, WGTE-TV Toledo, Ohio; WBGU-TV Lima, Ohio; WKBD-TV, WTVS, WJBK-TV, WGPR-TV Detroit; CBET-TV Windsor, Ont.; WOSU-TV Columbus, Ohio; CBEFT-TV, Ontario, Canada; WXYZ-TV, Detroit.

■ **New View Cable TV Inc.**, for Grafton, N.D. (CAC-07779): WTCN-TV Minneapolis.

■ **Warner Cable of Kosciusko County**, for Warsaw, Ind. (CAC-07780): Requests certification of existing operations.

■ **Palacios Television Cable Corp.**, for Palacios, Tex. (CAC-07781): Requests certification of existing operations and add WTCG-TV Atlanta.

■ **Newton Cable TV**, for Newton, Kan. (CAC-07782): WIBW-TV Topeka, Kan.

■ **Sjoberg's Inc.**, 315 N. Main Ave., Thief River Falls, Minn. 56701, for Greenbush, Hereim, Middle River, Spruce Valley, all Minnesota (CAC-07783-6); WDAZ-TV Devils Lake, N.D.; CBWT, CKY-TV, CKND Winnipeg, Man.; KTHI-TV Fargo, KXJB-TV Valley City, KGFE Grand Forks, all North Dakota; WTCN-TV Minneapolis.

### Certification actions

■ **CATV Bureau** granted following operators of cable TV systems certificates of compliance: Lawrence Cablevision Inc. for New Castle, Pa. (CAC-05420); Cable Communications Systems Inc., for Hendricks, Minn. (CAC-06311); Fort Gibson Cable Inc., for Fort Gibson, Okla. (CAC-06753); C/R TV Cable Inc., for Charles Town, Ranson, both West Virginia (CAC-06807-8); New Channels Corp., for Troy, NY (CAC-07005); Televents of Redlands Inc., for Redlands, Calif. (CAC-07085); Television Cable Services Inc., for Perrytown, Tex. (CAC-07227); Denham Springs Cable Vision Inc., for Denham, La. (CAC-07311); Cable TV Systems Inc., for Sullivan (town of), Chittenango (village of), both New York (CAC-07322-3); Community Tele-Communications Inc., for Powell, Wyo. (CAC-07326); Arizona Cable TV Inc., for unincorporated areas of E. Maricopa county, Ariz. (CAC-07332); Community TCI of Ohio Inc., for Moundsville, W. Va. (CAC-07064R); Forest City TV

Cable Corp. for Forest City, Vandling (borough of), both Pennsylvania (CAC-07096-7); New England Cablevision Inc., for Dixfield, Me. (CAC-07140); American Cable Television Inc., for Berger, Tex. (CAC-07186); Continental Cablevision of Ohio Inc., for Upper Sandusky, Ohio (CAC-07192); Northeastern Pennsylvania Cable Company Inc., for Olyphant borough, Pa. (CAC-07419); Northeastern Pennsylvania TV Cable Company Inc., for Jessup borough, Roaring Brook township, Elmhurst township, Exeter borough, Exeter borough, Falls Village (Exeter township), Yatesville (borough of), Dupont borough, Exeter township, Jenkins township, Laflin borough, Pittston township, Dunmore borough, Clarks Summit borough, Factoryville borough, all Pennsylvania (CAC-07420-9, 31, 61, 32-3, 35, 83, 37-8, 54, 41, 55); Roanoke Valley Cablevision Inc., for Roanoke, unincorporated areas of Roanoke county, Vinton (town of), all Virginia (CAC-07497-9); N.W. Translator TV Inc., for Caldwell, Anthony, both Kansas, Pondcreek, North Enid, Wakita, all Oklahoma (CAC-07516-20); Temple Cable TV, for Temple, Okla. (CAC-06234); Valley County Cable, for Simi Valley, Calif. (CAC-06527); South Hill TV Cable Company Inc., for Peters township, Pa. (CAC-06989); ZOZO Cable TV, for Carrizozo, N.M. (CAC-07054); Columbia Cablevision of New Jersey, for Hawthorne (borough of), N.J. (CAC-07155); Casco Cable Television of Bath, Maine, for Bath, Me. (CAC-07187); General Television of Michigan, for Greenbush township, Mich. (CAC-07256); Quinton Cable TV Inc., for Quinton (town of), Okla. (CAC-07342); Television Cable Company of Brackettville, Texas Inc., for Brackettville, Tex. (CAC-07411); Bucklin Community TV Inc., for Bucklin, Kan. (CAC-07413); Northeastern Pennsylvania TV Cable Company Inc., for Nicholson borough, Pa. (CAC-07416); Purcell CATV Corp., for Lexington (town of), Okla. (CAC-07500); American Cablevision of Carolina Inc., for Whiteville, N.C. (CAC-07512); Warner Cable of Kosciusko County, for Winona Lake, Ind. (CAC-07552).

### In contest

■ **Escondido, Calif., cable TV proceeding**: TM Communications Co. (Doc.-20,970)—ALJ Reuben Lozner scheduled evidentiary hearing for May 10, in lieu of Feb. 3. Action Dec. 27.

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## RADIO

### HELP WANTED MANAGEMENT

**Want to manage** medium or small market MOR in Midwest. 25 years proven success. Contact Box A-71, BROADCASTING.

**Need gen mgr.** New Central Illinois FM in small market ready to go on air. Need pro to hire ones own team. Handle P&L, and build a winner in growing market. Send complete resume and salary requirements. Box A-99, BROADCASTING.

**Manager-trainee position** open for West Texas station. Must be able to lead, motivate and train salespeople. Send resume to Box A-127, BROADCASTING.

**Midwest, 24-hour MOR AM** with major university sports and excellent news profile. Beautiful growth area covering four counties. Must be a successful, experienced manager with outstanding record in local sales. Prefer Midwest applicants. Background will be thoroughly checked. EOE/MF, Box A-166, BROADCASTING.

**Sales Manager** for Central New Jersey's No. 1 radio operation. Must be able to sell, and lead and motivate others. Good income setup. EOE. Box A-167, BROADCASTING.

**General Manager** for AM-FM stations, 100% separation, FM is stereo, must be willing and able to purchase 25% of stock. Current mgr. is part owner and has other interest, good market, both stations profitable only those qualified and financially able reply. Box A-169, BROADCASTING.

**Investment opportunity** for partner to manager Arkansas small market station. \$5,000 required. Phone 317-653-6583 after 7 EST.

**Due to possible acquisitions,** we need manager with current station and/or sales management experience. Salary, benefits commensurate with ability and performance. Send resume to Vice President, Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864. Please don't call.

**Opportunity in media** brokerage for person with management background. Prefer family person. Must have good character and performance record. This is a straight commission field, requiring startup time and offering substantial incentive. Contact Paul Chapman, Chapman Associates, 1835 Savoy Drive, Atlanta, GA 30341.

### HELP WANTED SALES

**\$15,000 IN 1977.** Sales manager within a year, for the right experienced, ambitious salesperson. Rated 5 kw black contemporary AM serving Mid-south market of half million. Great future with major 8 station group. EOE. Box A-37, BROADCASTING.

**Successful performance will** guarantee promotion to manager of one of the two stations within eight months. This is a permanent opportunity for a successful man or woman. Long-established profitable stations under original ownership. Must have successful history of personal sales plus training of others. Please send all information, including current earnings, earnings requirements, and availability to Box A-92, BROADCASTING.

**New York City** company needs radio sales people on salary plus commission. Sell local stations. Send resume and current salary. Box A-168, BROADCASTING.

**Experienced account executive** position available with No. 1 ARB rated station. Established account list. Salary plus commission. Equal Opp. Em. KFMQ, Terminal Building, Lincoln, NE 68508.

**Start New Year** off with big step up. We need experienced sales person and are willing to pay. Write Garry McNulty at WINR, Box 27, Binghamton, NY 13904 or call 607-775-4240.

## HELP WANTED SALES CONTINUED

**Established Northern New Jersey** suburban MOR-AM is expanding its sales department. Exclusive area, accounts, salary, commission and expenses to qualified salesperson interested in earning \$15,000 to \$20,000 and a secure future. WKMB 201-647-4400.

**WQIO Radio** in suburban Philadelphia needs 3 top-notch account executives. Tremendous billing potential. Single station market! 600,000 population. Over a billion dollars in retail sales! Good draw, benefits, expenses paid. John Haggard, 215-459-1602.

**West Palm Beach** beautiful music FM needs 2 creative, retail-oriented salespersons. Growing group with management opportunities for producers. Contact John W. Doran, WWRN, PO Box 669, West Palm Beach, FL 33402. EOE.

**Midwest Family station** seeks bright problem solving sales person on the way up. Strong on creativity with ability to write and sell campaigns. Our 13 station group offers career opportunity for eventual management and working ownership. WYFE/WKKN, 1901 S. Shaw Rd., Rockford, IL 61111.

**Connecticut:** Can you fill the missing spot on our sales team? Self-motivated male or female with track record, who can deliver and build a base will receive excellent basic salary, plus commission. Company health plan included. Call Jeff Jacobs, 203-646-1230.

**Immediate opening** in a growing market for experienced radio salesperson or energetic self-starter willing to learn. Salary plus commission. Contact Steve Morris, 304-252-6452.

**Salesperson. We have** an immediate opening for an individual with a minimum of 3 years of broadcasting sales experience, preferably in radio. Must be familiar with all aspects of station operations. Position is in the New York City office of our company which sells a computerized operations system to stations throughout the country. Call 212-262-5017 or send resume with salary history to: Compu/Net, 1350 Avenue of the Americas, New York, NY 10019. An Affirmative Action Employer MF.

**We're always on** the lookout for a good, self-starting salesperson to move up to number one biller in beautiful Central Virginia market. Drop us a line at Charlottesville Broadcasting, Box 1230, Charlottesville, VA 22902. EOE Employer.

**Sales immediate opening.** Central Florida or Southern New Jersey FM Christian. Bill Lamon, call 609-866-1144 or write PO Box 258, Rio Grande, NJ 08242.

**We need a sales pro** to sell the industry's finest syndicated products, including programing, station ID's, and production materials. Must be willing to travel and relocate if necessary. Call 901-320-4344.

## HELP WANTED ANNOUNCERS

**Announcer** with pleasant, authoritative delivery for middle-music Texas station. Box A-7, BROADCASTING.

**Announcer** with excellent voice needed by middle-music network station in Texas resort city. Do not send tape. Box A-13, BROADCASTING.

**Alabama C&W & Contemporary Top 40** station seeks experienced announcer. Equal Opportunity Employer. Box A-83, BROADCASTING.

**Wanted: P.D.** for Southern station. Must be strong drive time personality and strong on production. \$200-250 week starting salary. Equal Opportunity Employer. Box A-84, BROADCASTING.

**Now taking applications** for pleasant, natural sounding MOR announcer, no screamers, no beginners experienced only. Good production, 3rd endorsed, evening position. Solid Northern Ohio AM. Send resume and salary desired. EOE. Male/Female. Box A-100, BROADCASTING.

## HELP WANTED ANNOUNCERS CONTINUED

**Looking for a permanent home?** Indiana small market station looking for versatile person interested in good future. Let us know what your talents are! Box A-120, BROADCASTING.

**Florida MOR AM/Drive** personality and sales leading to full time sales. \$10,000.00 guaranteed first year. Resume in strict confidence. Box A-140, BROADCASTING.

**Country DJ who** knows country music well enough to program, promote and sell for this southeastern AM-FM'er. Box A-158, BROADCASTING.

**Is there adult** announcer with style and little touch of class interested in morning shift on beautiful music Florida FM? Box A-164, BROADCASTING.

**Arizona's leading AOR** station, KDKB FM/AM has immediate opening for experienced AOR announcer. Production ability, 3rd ticket, musical knowledge, enthusiasm, essential. EOE. Rush tape and resume to Hank Cookenboo, P.D., KDKB, PO Box 4227, Mesa, AZ 85201.

**Number one Top 40.** Looking for midday personality with heavy production. The Air is clean in the Big Sky. EOE. Tapes and resumes to KEIN, Great Falls, MT 59403.

**Experienced country** air personality wanted for super promotion-oriented no. 1 5 kw full-time station in upper midwest. Excellent benefits. Send tape, resume and salary requirements to General Manager, KKA Radio, PO Box 1770, Aberdeen, SD 57401. No phone calls please. An Equal Opportunity Employer.

**Dallas/Fort Worth** need MOR announcer/personality. Production and news capabilities a must. Craig Eaton, Susquehanna Broadcasting, KPLX, Box 995, Arlington, TX 76010. An Equal Opportunity Employer.

**50 KW C&W** is looking for stable jock with min. three years experience & track record: Excellent salary & benefits. Send tape, salary, references and resume to: Jim Opsitnik, General Manager, KWJJ, 931 S.W. King, Portland, OR 97205. An EOE. No calls please.

**Personality midday or PM** drive person. Super production a must. Personality rocker. Super station. Good bucks. EOE. Tapes and resumes to Dick McGraw, WCLG, Box 885, Morgantown, WV 26505.

**We offer an excellent** starting salary, retirement and savings program, health and life insurance plan, an opportunity to work in sales or programing in exchange for experience, good voice and the ability to communicate. No beginners. Relocation and interview expenses paid. EOE. Send tape and resume in confidence to J. William Poole, WFLS AM-FM, Box 597, Fredericksburg, VA 22401.

**Experienced announcer who** can also service accounts in medium market. Leading station. Contemporary MOR. Requires third or better ticket. Send tape, resume, references, salary to Phil Whitney, WINC, Winchester, VA 22610. Equal Opportunity Employer.

**Telephone-Talk-MOR!** 5KW-1KW Midwest medium market. Are you a team person? Good pay with bonus possibilities. Send tapes and resumes to J.C. Smith, WJPS, AM, Box 3636, Evansville, IN 47735. EOE.

**WKQC-WSAM, Saginaw** has immediate full-time opening for experienced D.J. Male/female. Tapes and resumes, Tom Sandray, WKQC, Box 1776, Saginaw, MI 48605.

**Mass appeal contemporary** format station looking for mature jock to work midday or nights. Send tape and resume to WKSJ, Box 1199, Jamestown, NY 14701, c/o John Meschi.

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**HELP WANTED ANNOUNCERS  
CONTINUED**

**WKUL, Cullman, Ala.**, seeks creative, humorous, early morning personality. Contemporary format. Minimum two years experience, good references, and endorsed third ticket required. Tape and resume to Jerdan Bullard, WKUL, PO Drawer 968, Cullman, AL 35055. Equal Opportunity Employer.

**Classical music announcer** for 105 KW FM in Top 30 market. Requires knowledge of records and record companies helpful. Resume and tape to Peter experience, strong delivery, knowledge of classical music, third endorsed. Knowledge of records and record companies helpful. Resume and tape to Peter Goldsmith, Program Director, WNEF-FM, 23 North Street, Buffalo, NY 14202. An Equal Opportunity Employer.

**Immediate opening** for experienced, good sounding rock-oriented jock. Send tape & resume to Don Alexander, WOTT, Watertown, NY.

**Our morning man** selected as one of the Top 19 contemporary personalities in the country. Tape and resume to WOXO(FM), Norway, ME 04268.

**If you have** the obvious ingredients to be a top talk show host and want the opportunity to be yourself and not be molded, here's your chance in the South's fantastic international city. Phone or write: Nick Anthony, PD, WRNG Radio, 3954 Peachtree Road, Atlanta, GA 30319. 404-261-6800.

**WTAC**, Flint needs combination program director and morning person with third class phone. Experienced, sales oriented, creative with thorough knowledge of top 40 format. Great opportunity to program leading station in market. Send resume and tapes to Bryce Cooke, Vice President & General Manager, WTAC Radio, P.O. Box 600, Flint, MI 48501. EOE.

**WTRE AM & FM**, Greensburg, Indiana has an opening for an announcer with first class operators license. No experience is necessary and the position will be 75% board work, 25% or less engineering. For details, call Robert A. Kincaid, President at 812-663-3000.

**Warm, friendly, mature** voice for live beautiful music station. Must have production experience. Tapes and resumes to: Tommy Walker, Box 2808, High Point, NC 27261.

**A fast growing** South Texas broadcasting corporation needs a dedicated individual with ability to project personality in radio broadcasting. Must have above average knowledge of all aspects of agriculture and horticulture. Salary commensurate with ability and experience. Send letter and resume to: PO Box 898, Corpus Christi, TX 78403.

**Eastern major market** net affiliate MOR creating talent bank for future openings. Tape, resume to: WWSW, One Allegheny Square, Pittsburgh, PA 15212. No calls. Our employees know of this ad. EOE, M/F.

**New England Top-40** looking for experienced communicator for drive shift. Excellent benefits and security. No beginners or squeaky voices. Send tape, resume and salary requirements to Prog. Dir., Box 3633, Spfld., MA 01101. EOE.

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**HELP WANTED TECHNICAL**

**Chief engineer. Excellent** working conditions, automation. Stereo, audio. Creative and willing to handle the total plant. Midwest. Box Z-161, BROADCASTING.

**Chief Engineer, full-time**, directional Western Penna. AM and Stereo FM stations. Should be able to maintain equipment and have a thorough knowledge of FCC rules and regulations. Knowledge of remote control operation helpful. Equal Opportunity Employer M/F. Send resume to Box A-66, BROADCASTING.

**Midwest Medium market.** Full charge chief engineer. MOR, 5KW-1KW 3 tower nite directional. New equipment, great location and working conditions. EOE. Send resume and current salary to: WJPS AM, PO Box 3636, Evansville, IN 47735 or call 812-425-2221.

**Newly-acquired full-time** AM station seeking first class engineer. This station part of small but growing group operation. Must be maintenance minded and be able to help plan for future FM. Experienced only need apply. Box A-97, BROADCASTING.

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**HELP WANTED TECHNICAL  
CONTINUED**

**Midwestern radio station** needs chief engineer complete experience in AM/FM automation. Must have complete engineering background. Most of all must be a mature individual. \$13,000 to start plus fringe. Send complete resume. Box A-137, BROADCASTING.

**Major market East Coast** AM/FM needs top notch chief engineer. Heavy construction & administrative experience a must. Must be up to date on all new techniques. Salary negotiable. Send resume to Box A-142, BROADCASTING.

**Good maintenance engineer** needed for daytime AM and automated FM with background music. Living is pleasant in this Southeastern town of 17,000. Cover the automation from six to midnight five nites a week and the salary is \$850 a month. Send resume to Box A-154, BROADCASTING.

**Retiring chief engineer** leaves opening for qualified replacement this spring at KMON, 5KW remote controlled directional at 560 along with FM in heart of Big Sky country. Superior opportunity. Resume Al Donohue, PO Box 2427, Great Falls, MT 59403.

**University seeks full-time** chief engineer for non-commercial FM. Contact KWGS, 600 S. College, Tulsa, OK 74104. 918-939-6351. University of Tulsa is an Equal Opportunity Affirmative Action Employer.

**Wanted: Chief Engineer**, \$12,000 per year to experienced and qualified person. Southeastern medium market AM/FM Stereo. Contact M. Elliott, WDEB, Macon, GA. 912-746-0546.

**Chief, with announcing** ability. Require stable and capable person with AM and FM experience for usual maintenance, inspections, proofs, FCC requirements, etc. Duties divided about equally. \$10,000 plus depending on both engineering and announcing ability. WEPM/WESM, Martinsburg, WV. 25401. (PO Box 767).

**Audio/broadcast engineer** needed for public FM station with classical music emphasis. Duties include planning, design, installation, maintenance, and renovation of transmission and production technical facilities. FCC first class license, FM broadcast experience, and high interest in audio quality essential. Send resume, including salary requirements, to Engineer Search Committee, WGUC, University of Cincinnati, Cincinnati, OH 45221. An Equal Opportunity Employer.

**Chief, WTRY AM-FM**, Troy, New York. Salary, car, expenses. 518-274-1100. Manager: Mr. Vazzana.

**FM Chief Engineer.** Central Florida or Southern New Jersey. Christian Format. Call Bill Lamont 609-886-1144 or write PO Box 258, Rio Grande, NJ 08242.

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**HELP WANTED NEWS**

**News person wanted** for Midwest AM-FM local news dept. Box Z-130, BROADCASTING.

**Award-winning capital** city station in the midwest needs a solid reporter with strong on-air delivery. College degree preferred with minimum two years radio news experience. Send resume to Box A-56, BROADCASTING.

**Major Florida MOR** looking for experienced aggressive news director. Send resume to Box A-89, BROADCASTING.

**Florida-experienced news** editor/reporter. Dominant station with the reputation for investigative news has an immediate opening for a man or woman with news digging ability who can think smart and use a telephone effectively. No rip & readers please. An Equal Opportunity Employer. If you feel you can qualify, please send resume to Box A-171, BROADCASTING.

**Director of News.** Must have broad experience in all phases of local and network news. Impeccable references necessary. NYC location. Our staff is fully aware of this ad. All replies confidential. Box A-176, BROADCASTING.

**Newsperson experienced** in digging, writing, and airing news. 5000 watt station in Montana's capitol city. Send tape and resume to Dick Dunne, KMTX Radio, Box 1183, Helena, MT 59601 or call 406-442-0400.

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**HELP WANTED NEWS  
CONTINUED**

**Newsperson for Quad** Cities area station. Some board work; 3rd class ticket. Minimum one year experience. Send resume and tape or call Joe Lobaito, WGEN/WRSQ-FM, Geneseo, IL 61254; 309-944-4633.

**Award winning WROV** News needs Director and Newsperson. Both must be experienced producers of quality exclusive material. Tapes/Resumes. Mark Fryburg or Wayne Moss, PO Box 4005, Roanoke, VA 24015. Equal Opportunity Employer, m/f.

**Radio associate producer** needed to program and host a daily three-hour news and public affairs airshift. Will prepare and produce news and modular public affairs features. Must have working knowledge of news and public affairs programming. Position requires a BA or equivalent experience and a FCC Third Class license with endorsement. Starting salary \$8040 plus liberal fringe benefits. Send resume to: Rob Robinson, Radio Operations Manager, WVPB(FM), PO Box AH, Beckley, WV 25801. EOE.

**Eastern major market** net affiliate MOR creating talent bank for future news, sports openings. Tape, resume, writing sample to: WWSW, One Allegheny Square, Pittsburgh, PA 15212. No calls. Our employees know of this ad. EOE, M/F.

**Lucrative freelance. Physicians** Radio Network buys national interest medical news. \$30 per wraparound. Resume to Robert Saunders, PRN, 15 Columbus Circle, NY 10023.

**Newscaster wanted** for group-owned medium-small market adult-contemporary AM/FM. Must have strong presentation and gathering ability. Good growth, learning situation. Starting pay up to \$150.00 weekly, plus benefits. Rush tape, resume to News, PO Box 95, Danbury, CT 06810. Minority applicants encouraged. EOE/MF.

**Medium market, Midwest** AM-FM with local emphasis. Requires two years commercial experience, with four year degree. Send tape, resume and salary requirements to Personnel Department, Box 688, Dubuque, IA 52001. Equal Opportunity Employer, M/F.

**N.Y. metro area** suburban station seeking newsperson with a minimum of two years of solid broadcast news experience; all phases. Send tape and complete resume to News Director, c/o Greater Media, Inc., 96 Bayard Street, New Brunswick, NJ 08901. EOE.

**Aggressive newsperson** and air personalities needed for AM-FM combination in upper midwest. Tapes and resumes may be sent to Eric Davis/J.J. Justin, PO Box 1458, St. Cloud, MN 56301.

**Know newsman Hunter** Willis? Please ask him to call Chuck Larsen at 919-323-0925, 919-484-5483.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Bus Mgr/Bkpr.** Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box A-60, BROADCASTING.

**Program Director. CFRN/AM** Edmonton, Alberta, Canada. 50,000 watts at 1260 kilohertz. We require an innovative mature programmer with a proven record in a major market. Send a complete resume to: J.S. Edwards, Manager, CFRN Radio, PO Box 5030, Station E, Edmonton, Alberta T5P 4CZ.

**Production genius** needed by one of Northern California's top beautiful music stations. Must have mature voice and capable of creating, scripting, voicing and producing imaginative radio campaigns. Call Gordon Zlot, KZST, Santa Rosa, CA. 707-528-4434. EOE.

**Top rated beautiful** music FM looking for experienced production/copy person. Send resume and sample production tape to General Manager, WLRG-FM, PO Box 624, Roanoke, VA 24004.

**Permanent position. Immediate** opening. Program Director WNOE-AM. Applicant must have successful track record as air personality and be able to direct. Knowledge of FCC rules, and knowledge of New Orleans market. Minimum 4 years experience Top 40 format. FCC license. Salary open. Immediate opening. Contact Eric Anderson, G.M., WNOE Inc., 529 Bienville St., New Orleans, LA 70130 or call 504-523-4676. WNOE is an Equal Opportunity Employer.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS CONTINUED**

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**Radio operations assistant** needed to handle daily two hour MOR air-shift, operate Gates Automation System, prepare program logs and other traffic related duties. Position requires basic knowledge of radio operations and a FCC Third Class license with endorsement. Salary \$540/month with liberal fringe benefits. Send resume to: Rob Robinson, Radio Operations Manager, WVPB(FM), PO Box AH, Beckley, WV 25801. EOE.

**Top programmer and morning person** needed for medium southern market by group broadcaster, excellent money and opportunity. Superior talents only. Contact Tom Joyner, Post Office Box 1355, Goldsboro, NC. 919-734-8003.

**Help wanted. College** teaching, instructor, assistant, or associate professor, depending upon credentials presented. Ph.D. or Ed.D preferred; Master's with suitable professional credentials considered. Must be willing to teach wide range of courses, including news writing and reporting, mass media and society, public relations, etc., and to work with specialists from all mass media. Application deadline: February 15, 1977 for appointment Sept. 1, 1977. Include resume. Contact: Harry Heath, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74074. An Equal Opportunity/Affirmative Action Employer.

**Help wanted. College** teaching/administration. Chairperson, Journalism and Advertising. Assistant, associate or full professor, depending upon credentials presented. Teach part-time with remainder (25 to 50%) devoted to administrative duties. Ph.D. or Ed.D. preferred; Master's with outstanding professional credentials considered. Must relate well with and inspire confidence in School's various publics. Responsible to School Director for all activities of the sequence. Assists Director in setting both short- and long-range goals. Application deadline: February 15, 1977 for appointment Sept. 1, 1977. Please include resume. Contact: Harry Heath, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74074. An Equal Opportunity/Affirmative Action Employer.

**Assistant Professor** to teach undergraduate broadcast production, management, advertising. M.A. required with work experience in commercial broadcasting. Salary range: \$12,000-14,000. Send resume to Edd Sewell, Chairman, Communications Program, VPI&SU, Blacksburg, VA 24061. An Equal Opportunity/Affirmative Action Employer.

**A one-year** teaching position for radio/television/film production person available at California State University, Chico. Send for complete qualification, job, and salary description to Center for Information and Communication Studies, California State University, Chico, Chico, CA 95929.

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**SITUATIONS WANTED MANAGEMENT**

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**Workaholic, proven profit producer.** Impressive accomplishments. Responsible. Fully-involved, committed to success. Write in confidence. Box A-49, BROADCASTING.

**FM General Manager.** Let's make \$\$\$\$ for the both of us. Presently Colorado. Interview at my expense. Box A-112, BROADCASTING.

**Award winning, major market and ABC program manager.** Wants to consult for your station. Reasonable fee. Paul Mitchell 215-638-9425.

**Young, executive accountant,** MBA, corporate auditor, air experience, some production, college station music director, oldies specialty, seeks position at broadcast facility, communications group, etc. Take note if buying or starting station. Prefer N.E. Resume, references, tape, 3rd endorsed DJD. 294 Greenough St., Phila. 19127. 215-482-6380.

**1971 \$208,000; 1972 \$231,000; 1973 \$249,000; 1974 \$285,000; 1975 \$287,000; 1976 \$313,000.** Cost conscious broadcast manager/sales manager wishes growth position with long range opportunities. Experience ranges from license renewals and community survey thru collections and building cordial sponsor-station relations. Personal interview available. 219-267-5816.

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**SITUATIONS WANTED MANAGEMENT  
CONTINUED**

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**General Manager: strong** on sales, steady, reliable, sober. Experienced all phases. Available now. Call 716-557-8764.

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**SITUATIONS WANTED SALES**

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**Broadcaster with 23 years** experience wants off air for radio or TV sales. Prefer Ohio, Indiana, Michigan. Must be growth company. Box A-124, BROADCASTING.

**Aggressive radio salesman.** 1 year experience sales, some announcing. B.S. marketing. 3rd endorsed. Write Box A-130, BROADCASTING.

**Excellent play-by-play** and experienced salesman rolled into one. References. South. Box A-141, BROADCASTING.

**Young successful large market local salesman** seeks salesmanagement in small to medium market. Family. Box A-156, BROADCASTING.

**General Sales Manager,** in major market, with outstanding track record, specializing in computer research and internal sales systems seeks a challenge in another market. Send replies to Box A-178, BROADCASTING.

**Sales oriented manager.** 17 years experience, 6 as selling manager. Excellent varied background in all phases of radio. Good administrator, with FCC knowledge. 12121 Towner N.E., Albuquerque, NM. 505-293-0980.

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**SITUATIONS WANTED ANNOUNCERS**

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**DJ, 3rd phone,** tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**B.A., 4 years** experience, available for PBP hockey, basketball, and coming baseball season, can double on news. Box A-52, BROADCASTING.

**Australian female, presently** working parttime announcer. College grad, B.A. in broadcasting, looking for fulltime radio/TV. Prefer news, announcing, will do anything. One full year experience. Box A-72, BROADCASTING.

**Looking for experience?** 25 years in radio and television, worked most formats. Major market experience. Resume and tape available. Box A-79, BROADCASTING.

**I'm ready** for bigger and better things. Two yrs. as announcer, P.D., M.D. for small market am/FM operation. Medium or major market only. MOR or top-40 preferred. Will relocate. Tape and resume available. Box A-80, BROADCASTING.

**Announcer seeks career** in classical music broadcasting. Strong F.L. pronunciation, knowledge of repertoire, references. 4 years currently P.D. Career opportunity please, no jobs. Box A-115, BROADCASTING.

**Experienced female announcer.** 3rd endorsed, good voice and delivery. Seeks full-time employment in East. Box A-146, BROADCASTING.

**Experienced broadcaster: Creative** on and off air. Will consider small investment for active Northeast partnership. Prefer New York, Conn. Box A-150, BROADCASTING.

**Mature beginner. Second** phone. Tight board, strong news, sincere sell. Comfortable with all formats except C&W. Non-ethnic sound. Prefer Southeast. Box A-153, BROADCASTING.

**Top 40 contemporary MOR** major market experience. Strong voice, available now. 26. Market size not as important as opportunity. Box A-174, BROADCASTING.

**6 year pro,** all formats. 1st phone family man will relocate for better support I know I'm worth. 904-761-6920.

**Humorous, first phone** air personality desires top 40 small market station. 213-387-7175. S.H. Green.

**Florida top-40** late night personality. Worked Cocoa Beach market. 1 yr. experience, 3rd endorsed. Will relocate Northeast. 305-721-0582.

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**SITUATIONS WANTED ANNOUNCERS  
CONTINUED**

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**5 years experience** including, play by play sports and MD. Top 40, MOR. Single. 3rd endorsed. Will relocate. 919-398-4111.

**I like your listeners!** Energetic professional, with record, 1st. 5 yrs experience all phases seeks daypart position. Any format, your way or mine. Rob George, R.D. 2, Norwich, NY. 607-334-6493.

**Morning entertainer adult** contemporary, top 40, excellent experience. More than just music, able to "wake 'em up" with comedy, bits, interviews, telephone talk. Good production, hard worker and dedicated to being No. 1. Upper medium large markets. Currently employed. Call 312-773-2782.

**Upper Midwest, 4 yrs** exp. Now employed, seeking MOR or contemp. and a home with future in nice small, medium market. Background in all aspects, with 3rd phone. Call for Chuck 507-747-2774.

**Recent junior college** grad seeks first break into radio, Top 40 or MOR format. College radio experience. All night shift considered. Third endorsement, family, Dennis Hogenmiller, 4718A Virginia, St. Louis, MO 63111. 314-832-1062.

**Announcer looking for job** to grow. 1st phone. 2 years experience. Relocate anywhere. Steve Snyder, 502 Chester Ave., Pgh, PA 15214. 412-322-3254.

**DJ 3rd endorsed.** College experience MD, MOR, Top 40. Experience news, production. Anywhere. Tony 401-461-2753.

**Broadcast grad, 3rd** endorsed, experienced air-work, research, wants first break. Rick, 513-921-3193.

**Young black announcer,** 4 yrs experience R&B. Top 40, soul format. Have B.S. degree, third endorsed and good production. Call 312-568-5418 or 874-7918. Ask for Lamont Matthews.

**Fully skilled jock,** 3rd endorsed, 3 years experience, seeks free-form, jazz, progressive, or classical in major/medium markets. Resume, tape. Cary, 516-791-9349, evenings only.

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**SITUATIONS WANTED TECHNICAL**

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**Chief engineer experienced** AM, FM, DA, TV, construction, transmitter, installation maintenance wants medium market challenge. Box A-91, BROADCASTING.

**Eight years** in broadcasting. Past four years as chief in medium and major markets. Experienced AM directional FM stereo studio maintenance automation. 16-18K. Ed Jurieh, 11177 N. Kendall, Apt. H206, Miami, FL 33176. 305-271-4687.

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**SITUATIONS WANTED NEWS**

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**Dynamic, young, married** professional producer/director. Experienced with network news, sports, special events. Will relocate. Salary negotiable. Box A-12, BROADCASTING.

**Major market sportscaster,** 4 years major college basketball, football, baseball. Credits include PBP Indiana basketball, Purdue football. Midwest oriented seeking eastern position. Box A-108, BROADCASTING.

**Veteran Iowa sportscaster** seeks major college/pro affiliation. Tape & references on request. Available Spring. Box A-118, BROADCASTING.

**Professional broadcast journalist** of 11 years seeks general assignment or documentary writer/reporter position. Box A-157, BROADCASTING.

**Want to make sports** a money maker? I can do it! 3 year pro-PBP-plus news and network experience. Send for tapes and resume. Box A-170, BROADCASTING.

**Self motivated, well** organized, experienced newsman desires challenging opportunity, in news/Public Affairs. Now in East. Box A-172, BROADCASTING.

**News Director. Member** Regional RTNDA affiliate; president local ND group; network correspondent/stale coordinator; competitive administrative. Available 3/77. Box A-173, BROADCASTING.



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**SITUATIONS WANTED NEWS  
CONTINUED**

**Creative, conversational writer** with 3 years experience in news, production, publicity and public affairs. Open to established and growing markets. 3rd endorsed. Contact Stan Froelich, 212-526-1831 day/night.

**Professional 20 yrs.** radio-television. News, Sports-director, weatherman, talk show host. 609-883-8990.

**Thinking about broadcasting** baseball games this year? Let's do it! All sports and PBP experience. Call Bob Geismar, Fort Lauderdale, FL. 305-561-5951.

**Hi! I'm 26** and have been broadcasting for eight years. I'm finishing up graduate programs in journalism and political science. I'd like to join your news organization on June 1st. Call Steve, days 617-353-2540.

**College grad, 3 yrs** experience college FM, sports director, PBP all sports, news, rock-jazz shows. Looking for first opportunity prefer to stay in East. Alan Mann, 1121 Fortham Lane, Woodmere, NY 11598. 212-425-5000.

**Experienced female, top ten** market anchor/reporting/interview experience. Have served as Public Affairs Director, also News Director. Seeks anchor or feature reporter position in top thirty markets. Especially strong in afternoon drive with numbers to prove it. Call 216-777-0430.

**Experienced newsman with first** wants stable position in Virginia/Carolinas area. Stringer for major metro newspaper. College grad, 29, \$200 min. 301-289-4518.

**Qualified, experienced, industrious** degreed journalist seeking position in medium market long term. Let's talk: 408-243-7075.

**News Director, extensive** experience in writing, reporting. Professional, dependable. first phone. Pete Cuett, 805-498-5191.

**Strong writer, anchor** NIS-NPR-TV. Experienced, dependable communicator. Tapes, resume. 104 Harrison Dr., Sarasota, FL 33577.

**Graduating college and** commercial news reporter, 4 years experience. BA, 3rd ticket, seeking radio/TV job. Resume, tape, references. Eric Mease, 2371 Hillside Ave., Williamsport, PA 17701.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**It's very simple.** I can supervise programing and engineering and sell a little as your operations manager. No drugs or ego problems, just a firm understanding that to make it to the top, it takes a lot of hard work. Box A-11, BROADCASTING.

**Dynamic, young, married** professional producer/director. Experienced with network news, sports, special events. Will relocate. Salary negotiable. Box A-12, BROADCASTING.

**One man news** department in small market wants to join a station in a city over 50,000, either on a news team or shot at programing. College grad, B.A. in broadcasting, three full years experience. Box A-72, BROADCASTING.

**P.D., Music Director** and jock with small, medium and major market experience would like to team up with a young-thinking station, preferably in the Southwest. Have experience with Easy-listening, progressive, top 40, adult contemporary, traditional and modern country. Wish to stay and grow with company. Box A-96, BROADCASTING.

**Creative, business minded** sort, seeking small/medium market programing challenge. Employed family man with production, MD, PD experience. Midwest, please. I'm sensible and a real peach of a guy. Box A-121, BROADCASTING.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS CONTINUED**

**You know what you're looking for,** I may be it. 5 years experience with morning show, programing, production, and sports. Currently working 3 years for number 1 station in nine station market. I'm looking for stability on personality oriented station with oldie, MOR, contemporary, or easy country format. Prefer New York, Florida, Arizona, California, or Hawaii, but will consider others. The reason for moving is present \$7800.00 income. Call 1-716-335-8183 or write Box A-155, BROADCASTING.

**Wanted-rewarding challenge.** Creative, dedicated professional. Former ABC, major market and award winning program director. Paul Mitchell, 215-638-9425.

**Operations manager/program** director: Experienced with results both automation and live, contemporary formats only. Third ticket, married, degree. Harry Gindhart, 104-B Queen Street, Charleston, SC 29401.

**Capable, hard working** college grad seeking position in small or medium market. 2½ years experience. Copy and production that sells plus tight board work my specialties. Also experienced in news and sales. May I work for you? Bill, 312-259-3293.

**Production Director. Versatile,** professional. Five years broadcasting experience, plus ad agency experience. FM preferred. John Hill, 29 Old Trolley Way, Rowayton, CT 06853. 203-866-6711.

**9 year pro** with major market and PD experience wants on air PD slot. Hard working family man, employed but unhappy. Prefer N.E., Mid atlantic or Florida. Call 304-296-8458.

**Law student/broadcaster** B.A. Communications, seven years 3rd endorsed, experienced radio; announcing all formats, commercial and educational, Program Director, Music Director, production, news, copy, TV: Producer, talent, video production, still photography, graphics. Trained in sales and research. Audiophile, amateur radio. Management oriented professional seeks challenging opportunity anywhere. Local Miami area preferred. Call: Bob Parna, 305-595-6848.

**First phone production** man seeks to relocate. Five years commercial experience. Currently Public Affairs Director at large group-owned AM. 24 years old. B.S. degree, great references. Call or write for demo tape and resume. Ed Solomon, PO Box 3, Woodbury, NY 11797. 516-367-4968.

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**TELEVISION**

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**HELP WANTED MANAGEMENT**

**Opportunity** for commercial manager to join progressive VHF station in expanding Texas market. Box A-16, BROADCASTING.

**Mass Communication Department** Chairperson instructional and financial management for programs in TV & radio broadcasting, speech, communication theory, journalism, and photography. Application deadline: January 21, 1977. Starting date: July 1, 1977. Write for job description and application: Lane Community College, 4000 East 30th Avenue, Eugene, OR 97405. Equal Opportunity Employer.

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**HELP WANTED SALES**

**Local Sales Manager** competitive, aggressive, self-starter. Experienced in retail and sales development. Send resume in confidence to: Robert Craig, Gen. Sales Mgr., WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. E.O.E.

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**HELP WANTED TECHNICAL**

**Engineer,** best technical qualifications and reliable character for VHF, Texas resort city. Box A-1, BROADCASTING.

**Assistant chief engineer** with proven ability for Texas VHF. Good opportunity for right person. Box A-4, BROADCASTING.

**Camera maintenance** and tape maintenance engineers with a minimum of 5 years broadcast experience and FCC first class. Salary 18-25K. Box A-114, BROADCASTING.

**Chief engineer** for Western Arkansas UHF TV station. Contact Don Vest, KAIT-TV, P.O. Box 790, Jonesboro, AR 72401. Phone 501-932-4288.

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**HELP WANTED TECHNICAL  
CONTINUED**

**Maintenance engineer, duties:** design, installation, maintenance of solid state audio, video, & control. Broadcast equipment & systems. Qualifications: Experience in maintenance, design, installation of complex electronic systems & cameras, supervisory maintenance skills preferred. An E.O.E. Send resumes to: Lee Brand, KQED, 500 8th St., San Francisco, CA 94103.

**Studio maintenance supervisor** needed at once to maintain studio equipment. PC 70 VR1200, CDL 1260 switcher, etc. Must be experienced. (EOE) For information call collect Russ Summerville, WNDU-TV, 219-233-7111.

**WTAE-TV, Pittsburgh** has an opening for a highly qualified television technician with a minimum of five years experience in maintenance of television broadcast equipment. Must have a valid First Class FCC radiotelephone license, experienced in maintenance of quad video tape machines, current switching systems, recent vintage film and studio cameras and an extensive background in solid state and digital electronics. Experience in microwave and ENG equipment preferred. Resumes to: Jim Hurley, Chief Engineer, WTAE-TV, 400 Ardmore Blvd., Pittsburgh, PA 15230. EEO, M/F.

**Studio maintenance engineer,** first class license required, maintenance experience on TR-70, TCR-100, color cameras, TK-27 film chain. Salary open. Send resumes to chief engineer, WTVC-TV, P.O. Box 1150, Chattanooga, TN 37401. An Equal Opportunity Employer.

**Maintenance engineer** to work with established remote facilities company. Experience with quads, color cameras and associated gear. Send resume with salary history to G. Symanovich, TEL-FAX, Inc., 4654 Airport Road, Bath, PA 18014.

**Operating engineer,** with first class FCC license to work television control room. Immediate opening, ideal community located in Alaska. Send resume and salary requirements to: George Howard, Chief Engineer, Northern Television, Inc., Box 2200, Anchorage, AK 99510. 7-76-21.

**Maintenance engineer with** first class FCC license for equipment maintenance at a Western New York television station. Experience with RCA television broadcast equipment required. Call Chief Engineer at 716-773-7531. Equal Opportunity Employer.

**Consulting engineer-familiar** with allocations principles and video tape recording theory and practice. Forward complete resume to: Kessler & Wilhelm, 3700 N.E. 53rd Avenue, Gainesville, FL 32601.

**Broadcast (TV) Engineers** for employment in the Middle East. Five to seven years of heavy maintenance and A.S.C. B.S.C. or equivalent required. Experience with IVC 7000 cameras and Thomson equipment preferred. Please send copies of resume and certificates to: Beta Service Intl., Shelard Tower, Suite 1340, Minneapolis, MN 55426.

**Television Technical Engineer:** First class FCC license, minimum 2 years experience in maintenance and repair of TCR 100 & TR 70B or related equipment. Contact: Personnel Dept., Capitol Broadcasting Company, Box 12000, Raleigh, NC 27605. Telephone: 919-828-2511. An Equal Opportunity Employer.

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**HELP WANTED NEWS**

**News director/anchor** for Southeastern NBC affiliate in top 80. Send resume, photograph and salary history to Box A-70, BROADCASTING.

**Northeastern top 50** market station needs experienced general assignment reporter to do back-up anchor or sports work. Resumes to Box A-94, BROADCASTING.

**Wanted: Television assignment** editor for major Northern California market. Must be aggressive and imaginative. Work long hours. Desk experience required. An Affirmative Action, Equal Opportunity Employer. Send Resumes to Box A-102, BROADCASTING.

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**HELP WANTED NEWS  
CONTINUED**

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**News-oriented, ENG-equipped TV station** in Top 75 market in mid-south wants top-notch reporter capable of developing features in addition to handling live stories. On-the-air ability a big plus. Box A-122, BROADCASTING.

**News Producer** for major northeast market station. Must be able to motivate reporters and talent to produce fast pace, exciting newscasts. We want a journalist who knows how to make newscasts live. Only experienced producers need apply. An Equal Opportunity Employer. Box A-125, BROADCASTING.

**Weathercaster needed** for Top 20 market. Send resume and salary requirements to Box A-131, BROADCASTING.

**News producer** for major market (Top 10). Hardened producers only. Resume to Box A-132, BROADCASTING.

**Reporter needed** for mid-west major market. This is for professionals only. We are an equal opportunity employer and encourage minority applicants. Resume to Box A-133, BROADCASTING.

**Television news director.** Top 30 market group broadcaster is seeking an aggressive, creative news director. Must be a professional broadcast journalist with a background in ENG. Position demands high organizational and leadership skills from an innovative contemporary manager with solid news judgement. Excellent benefit programs. Reply Box A-134, BROADCASTING.

**Sportscaster** for Top 20 market. Must be an involved individual. Send resume to Box A-135, BROADCASTING.

**Wanted: Meteorologist** for number two position in top-rated midwest news operation. Should have AMS Seal or able to get one. Job would include weekend TV shows as well as radio and TV shows three days a week. Send resume to Box A-175, BROADCASTING.

**Network affiliate needs** combo reporter-photographer-film editor with minimum two years experience all three skills. An Equal Opportunity Employer. Send resume, tape to News Director, KJEO-TV, Box 5455, Fresno, CA 93755.

**Staff cameraperson:** Central California NBC affiliate looking for energetic person with solid background in news and still photography. Knowledge of ENG desirable. 40 hour week, salary to \$312.50 week depending on experience. Excellent fringe benefits. Send complete resume to Personnel Manager, KMJ-TV, Channel 24, 1626 E Street, Fresno, CA 93786. An Affirmative Action, Equal Opportunity Employer.

**KOAA-TV, NBC affiliate,** Colorado Spring-Pueblo ADI, expanding news department. If you understand TV news and want to be a part of a new and aggressive news department, send tape and/or resume to: John Gilbert, Pres. & Gen. Mgr., PO Box 876, Pueblo, CO 81003.

**Meteorologist** with certification and warm on-air delivery for medium market station. Will prepare and deliver weather for early and late newscasts, some booth audio, some community involvement. Resume and tape to Ian Pearson, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808.

**Reporter: Minimum two years** experience all phases of reporting. Send resume and tapes to News Director, WSM-TV, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Producer** for important news/public affairs show. This is a hard hitting, in-depth interview series and needs a capable, experienced take charge person who knows how to secure top guests. Group owned independent in top ten. Equal Opportunity Employer. Send resume and salary requirements in confidence to Box A-26, BROADCASTING.

**Director/Night production manager,** experience needed in all phases of production with strong emphasis on technical directing of 6 & 11pm newscasts. Top 50 market. Equal Opportunity Employer (EOE). Send resume to Box A-75, BROADCASTING.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS, CONTINUED**

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**Promotion Manager-top 30-net** V-experienced individual with knowledge of station promotion, on-air, print, and sales research. Station looking for person presently in promotion as number 2 in major market or number 1 ready to move. Equal Opportunity Employer. Send resumes to Box A-87, BROADCASTING.

**Director/Producer. Heavy emphasis** news directing; minimum three years commercial news experience. Top 10 major market network affiliate. An Equal Opportunity Employer. Box A-161, BROADCASTING.

**Network exec. producer/talent.** Fla. PTV state network seeks experienced and highly qualified top level combo exec. producer/talent for capitol public affairs programming unit. Must have personable, authoritative on-air presence; complete knowledge of film, VT and studio production; proven news management experience. Excellent salary to meet requirements of high level news professional. Send resume and VT samples to Lyle Seaton, WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer.

**Program/operations manager.** Experienced, creative. Write James N. Armistead, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. A Rust Craft Broadcasting Company station. Equal Opportunity Employer.

**TV studio cameraoperator:** Minimum two years experience camera and studio. Send resume to Personnel Director, WSM-TV, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**Assistant professor-broadcast journalism.** Career-oriented program. Close contact with regional broadcast media. Significant amount professional radio-TV experience a must; college teaching desirable. PhD in hand, \$12,800 on 9-mo. contract, Asst. Prof. rank. If within one year of degree, instructor rank and pay, with promotion possible on completion. Nothing less accepted. Closing application date Feb. 15, 1977. Appointment late August, 1977. Letter and vita to Dr. Jack Mauch, Journalism Dept., Idaho State University, Pocatello, ID 83209. EEO/AA employer.

**Faculty member teaches** announcing, sales, production. Doctorate preferred. Start January 1978. Deadline: February 7. Write: Head, BCA, Central Michigan University, Mt. Pleasant 48859. Non-discriminatory educational institution/employer.

**Broadcast faculty position.** Teach courses in announcing, television production and directing. Work with television students during labs in full-color television studios. Ph.D. in communications preferred; professional television experience and master's degree in the field required. Rank and salary open. Regular ten-month position beginning fall semester (August 1977). Send resume and college transcripts to Dr. Robert H. McGaughey III, Department of Journalism and Radio-TV, Murray State University, Murray, KY 42071. Application deadline: Feb. 15, 1977. An Equal Opportunity Employer (M/F).

**Full-time teaching** position available in radio/television production and theory. Professional experience and minimum MA required. Nine month salary \$10,000 to \$16,500 with summer possibility. Position available September, 1977. Closing application date February 15. Send application, complete transcripts, resume, and three references to: Ms. Janet Sill, Affirmative Action Officer, Winona, MN 55987.

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**SITUATIONS WANTED MANAGEMENT**

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**MBA with extensive** broadcast TV background. Last three years as producer/director in news, commercial remote. Seeking expanded responsibilities and growth opportunity. Box A-149, BROADCASTING.

**Professional broadcaster** of 24 years seeks management position. Successful background covers broad spectrum of station knowledge from production to sales management to general management in top 50 and secondary markets. Goal oriented, personnel motivator and profit minded. Reply in confidence to Box A-159, BROADCASTING.

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**SITUATIONS WANTED SALES**

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**Television account executive.** 28. Four years local sales top 20 market, plus New York agency experience. Solid record. Excellent references. Box A-93, BROADCASTING.

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**SITUATIONS WANTED TECHNICAL**

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**First phone, electronics** degree. Seeks position as technician. 24 yrs old. Major market experience. AM, FM, TV. Will relocate. Box A-119, BROADCASTING.

**First phone and advanced amateur** licenses, CIE study program no memory courses. Seeks position in master control operations with small or medium market TV station working towards studio and transmitter maintenance. No experience, trainee OK, eager to learn, will relocate. Edward Raymer, 717 Gordon Ave., Bowling Green, KY 42101.

**EE, First phone.** Eight years of design, troubleshooting, and maintenance experience, including digital, analog, and RF, video, VTR. Consider any permanent position with a future. Salary open. Call Jack, 813-581-6104.

**First phone college grad** seeks position as switcher/producer/director. I'm 24 years old, currently Public Affairs Director at large group-owned AM. Will relocate anywhere. Call or write for demo tape and resume. Ed Solomon, PO Box 3, Woodbury, NY 11797. 516-367-4968.

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**SITUATIONS WANTED NEWS**

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**Top 20 camerawoman** seeks advancement, 3 1/2 years experience in shooting, editing, 16mm mag. stripe, also seeks tape opportunities. Relocation no problem. Box A-54, BROADCASTING.

**Aggressive sports director** needs more vibrant market. No rip-read net-feed here, just solid local action, features. 27, B.A., former athlete in labor of love. E.N.G. expert needs outlet for enthusiasm in anchor or reporting position. Box A-61, BROADCASTING.

**Ograbme; Young, aggressive,** climber. Small market news director/anchor seeking position with growth oriented news operation. B.A., first, reporting and film experience. Box A-78, BROADCASTING.

**Meteorologist: 4 years** television and radio experience forecasting for New England region. MS degree. 27 years old. VTR available. Box A-129, BROADCASTING.

**Anchorman, Top 60** market, seeks reporting position in Top 20. Energetic, innovative, ambitious. Journalism Master's degree. ENG/film experience. VTR available. Write Box A-136, BROADCASTING.

**Young woman with** talent, ambition. Seeks TV reporting/anchoring job in Midwest. Major market experience. Box A-145, BROADCASTING.

**Television news reporter** wants to switch to sports. Have done sports reporting part-time for radio and TV. Three years experience. Also want play-by-play. Box A-151, BROADCASTING.

**Sex for hire.** My female demographics are something else! Talk show host/anchorman, experienced all phases TV/radio talk-news including overseas correspondence NBC plus talk host/producer major markets (radio). Interested combo talk/anchor slot, mature, married, excellent references, money second to opportunity. Prefer Pacific/Mountain area. Video anchor cassette and audio (only) talk tapes forwarded in confidence. Box A-152, BROADCASTING.

**Successful news director,** now association broadcast consultant, keenly seeks ND post. Intelligent, thoughtful approach to news management. Superb credentials. Network related experience. Medium market south or west preferred. Box A-165, BROADCASTING.

**Science reporter. Weather,** health sciences background. Good appearance, delivery. Don Paul, 212-869-1166 wkdays; 275 Hoym St., Ft. Lee, NJ 07024.

**Reporter/photographer/anchor.** 2 yrs. experience TV and radio. RT grad seeking small or medium market TV. Will relocate. Call 904-769-7246 or 769-2313. Mark Greenberg, 4324 W. 20th St., N-247, Panama City, FL 32401.

**Ratings down?** I'm 29 with an M.A. Experienced anchor, currently editor of a weekly newspaper in Wisconsin. VTR available. Skip McDonald, 2744 Birch St., Eau Claire, WI 54701. 715-834-8096 or 834-1101.

## SITUATIONS WANTED NEWS CONTINUED

**News photographer: Aggressive** and experienced in filming, editing 16mm. Seek to learn ENG. Strong electronics interest. Film and VTR available. Call 616-538-7744. J.L. Keener, 642 SW 36th, Wyoming, MI 49509.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**18 years experience.** First phone, T.D., film editing, camera. Presently employed. Seeking change. Box A-148, BROADCASTING.

**Former Top 50 operations director** with production/promoting/promotion experience seeks producer/director or similar position. Box A-160, BROADCASTING.

**TV talk show** to produce is wanted by dynamic young New York based man. Background in producing, writing, talent coordination & P.R. Heavy media contacts. Will relocate. Box A-177, BROADCASTING.

**Experienced SioMo and Chiron operator.** TD, AD, stage manager, and audioman. Network, syndicated, and local experience. Available in June. Andrew Faber, 10 West Fourth Street, No. 315, Tempe, AZ 85281.

**All-Television producer/director** with 7 years extensive experience ready to score for your team. Graham Brinton, 215-664-3346.

## CABLE

### HELP WANTED MANAGEMENT

**General Manager. Growth** position available for an experienced, tough-minded general manager to head MSO system (cable television) with an expanding organization. Excellent company paid benefits, including family health insurance, life insurance, vacation, tuition refund, etc. An Equal Opportunity Employer. Please send resume and references to Box A-68, BROADCASTING.

**Michigan cable company** seeking qualified general manager. Must have proven management record, well rounded experience in subscriber sales and marketing, system operations, L.O. sales and operations, and customer service. 16,000 subscribers-40,000 potential. Compensation commensurate with experience. Send resume and references to Box A-67, BROADCASTING.

**General Manager for San Juan, Puerto Rico** cable system. Large urban five year old system requires an experienced, professional manager. Reorganized company with excellent potential now passing 57,000 homes seeking first rate executive for this challenging opportunity. Write in confidence: Burt I. Harris, President, Harris Cable Corporation, 10889 Wilshire Blvd., Los Angeles, CA 90024. Telephone: 213-478-0118. Equal Opportunity Employer.

### WANTED TO BUY EQUIPMENT

**Wanted, RCA TTU-1B** or TTU-2B television transmitter. State condition, location and price. Box A-109, BROADCASTING.

**Self support 315'** tower, certified zone B to hold FM antenna 200 lbs. approx. Contact Rev. Arthur Gregg, 359 Broad St., Menasha, WI 54952. 725-7252.

**Bauer/Sparta/1000/250 watt AM transmitter** in good condition needed by April, 1977. Include Model no., age, condition, frequency and price. To: Eric Hauenstein, PO Box 4227, Mesa, AZ 85201.

**6-20' sections stainless tower** model G-15. Also Beacon. Stu Noordyk. 616-241-5200.

**Need VHF 10-25 kw transmitters** tunable to channels 6 & 7. Also need switchers, lighting packages, etc. Rush details to Matec Inc., PO Box 6897, Birmingham, AL 35210. 205-956-2200.

**900 F SCA monitor** mfg. by Collins. Call collect 701-235-3022.

**Wanted: Microphone boom** and perabulator, O'Connor head C or 100, Mark V or VI. Marconi Cameras. Call E. Panos 312-784-5000.

## FOR SALE EQUIPMENT

**IVC-960CD, 1"** tape machine totally refurbished. \$15,000, Bill Moore, KBMT-TV, 713-883-7512.

**Transmitter presently** in use. available March, 1977. GE-TT-32-B, 50 kW, Filterplexer on Channel 12, notch diplexer, heat exchanger, spare parts, and power tubes. \$25,000, Bill Moore, KBMT-TV, 713-883-7512.

**Gates SP-10 and SP-19 automation system.** studio 96 reel machines, and Gates controls. KCTA, P.O. Box 898, Corpus Christi, TX 78403.

**Gates 8-bay end-fed** Horiz. polar. FM antenna, tuned 94.5, model FMA-8A good cond. Also GR AM mod. monitor, McMartin FM Mod. Monitor, AM limiter, Sta level, Symmetra Peak, and other items all in good to excellent condition. KRXL, Kirksville, MO 63501.

**Gates FMA 12 - 12 bay antenna** tuned to 107.7 mHz together with 275' 1 5/8" heliack flexible line in good condition. Ready for shipment. Call Chief Engineer for details 713-842-2210. Write Tom Gibson, KWIC, Box 6067, Beaumont, TX 77705. Best offer for both. F.O.B.

**RCA TR-3 Lo-band W/Mono ATC, 1** rebuildable head. Bids accepted until February 1. Bidding: Purchasing, Bowling Green Univ, Bowling Green, OH 43403. 419-372-0411. Equip inlor: WBGU-TV. 419-372-0121.

**Ampex VT 1100 Lo-band mono** with 1 rebuildable head. Bids accepted until February 1. Bidding: Purchasing, Bowling Green Univ, Bowling Green, OH 43403. 419-372-0411. Equip. info: WBGU-TV. 419-372-0121.

**Automation system complete.** 4 years old, handles 2,000 events. Made by Broadcast Products; includes 6 carousels and 4 Revox tape decks. Digital clock & time announcer in perfect condition. Also, Sansui four channel encoder, new \$600, CCA remote control system \$300, Kahn Symmetra Peak \$125, Rust frequency monitor \$125, McMartin FM frequency monitor \$350, McMartin FM RF amplifier \$100, GR AM frequency monitor \$200, Ed Oberle, WKTZ, Jacksonville, FL. 904-743-2400.

**RCA, TT10/25 Ch 3, assoc. equipt. spares.** Also TT-5. Write or call for detailed list. R.J. Smith, WKYC-TV, Cleveland, OH 44114.

**RCA TV transmitters** now operating channel 6 available soon. 1 TT5 air-cooled, 1 TT25BL. Both excellent condition. Flanders, WRTV, Indianapolis 317-635-9788.

**Build your own TV and radio production equipment.** Easy, inexpensive plans covering audio consoles to chroma key and time base correctors. \$1.00 brings our catalog listing over 100 projects. Don Britton Enterprises, PO Box G, Waikiki, HI 96815.

**Three PC-70 Norelco color camera systems** including two Angenieux 10:1 lenses; one Schneider 11:1 lens; 100-foot camera cable per camera; three PD-3 counterbalanced pedestals. Cameras in mint condition. Contact Acadia Associates, P.O. Box 1188, Fox Pavilion, Jenkintown, PA 19046.

**Microtime 640 time base corrector.** Mfg. 1976. Serial number 1166. This unit has advanced V drive output and factory installed auto V. You can't find this quality TBC at this price. Owner no longer needs it. \$13,400. Immediate delivery. Call S. Merrill. 602-968-7431.

**FM transmitters: 20 kw, 10 kw, 7.5 kw, 5 kw, 1 kw, 250 w, and 10 watt.** Communication Systems Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

**Collins 20-V2 1 kw AM transmitter.** Excellent. Will tune & test on your channel. \$2500.00. Stu Noordyk. 616-241-5200.

**RCA TR-4 hi band quad, new headwheel panel,** delivered and checked out \$17,500.00. Will accept trade of lo band TR-22 or TR-4. Matec, Inc. 205-956-2200.

**RCA, BTA, 5F transmitter** with spare tubes. Recently taken out of service in Augusta, Georgia. Best offer. Tom Joyner, Beasley Broadcast Group, Post Office Box 1355, Goldsboro, NC. 919-734-8003.

## FOR SALE EQUIPMENT CONTINUED

**RCA transmitter BTF 5 D 5 kw FM** with BTS-1 stereo generator & 10D exciter. Will tune & test on your channel. \$6000.00. Stu Noordyk. 616-241-5200.

**AM transmitters: 50 kw, 10 kw, 5 kw, 1 kw, and 250 watt.** Communication Systems Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

## COMEDY

**Deejays: New, sure-fire comedy!** 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

**Original comedy** for radio entertainers. Free sample! OBITS, 366-C West Bullard, Fresno, CA 93704.

**Hundreds have renewed!** We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twineing, Dallas TX 75227.

**Wanna be as funny** as Gabe Kaplan, Richard Pryor and John Dean? Forget it. But you can be funnier than you are now. Send for a complimentary snack: Lola's Lunch, 2434 Lake In Woods Blvd., Suite 902, Ypsilanti, MI 48197.

**Wow! Larry Lujack's hilarious** hardcore book about rock radio "Superjock" worth \$6.95, is yours free if you subscribe to the hottest service, Dave Spector Comedy! As if that's not enough, you also get a fun 90 minute aircheck of Chicago radio including Lujack on WLS, WMAO, etc. I'm the best and the cheapest. My jokes have personality! 100% usable. Other services are rip-offs. Make listeners think you actually finished high school! 12 monthly issues \$25. Subscribe and you'll get this immediately: 1. your first issue; 2. "Superjock"; 3. aircheck; 4. back issues; 5. a WLS Top 40 survey (6. a grilled cheese sandwich). All for \$25! Book supply limited. Order now! Free sample. Dave Spector Comedy, 48th Floor, John Hancock Building, 175 E. Delaware, Chicago 60611.

**FRUITBOWL is not** for comedians; it's for personality pros who use humor on their shows. Check the difference yourself, with free trial subscription. FRUITBOWL, Dept. "C," Box 382, Fair Oaks, CA 95628.

## MISCELLANEOUS

**Prizes Prizes! Prizes!** National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc.,

**Amateur singers wanted** for new record company. Call 212-247-8500. Demo fee required.

**In Our View** helps you with ascertainment, news and editorials. Hundreds of stations are using it. \$12.95 or COD. Box 261, Belmont, CA 94002. Refund if not satisfied.

**Brilliant moneymaker!** Increase billing \$12,000+ annually, even small markets. Free details of incredible method. SELLAFONE, 4031 Delgado Dr., New Orleans, LA 70119.

## PLACEMENT SERVICE

**Many Top 40,** middle of road, and country & western openings available, for jocks and newpeople! Small, medium, and major markets! Rush tapes and resumes to: Air Talent Placement, Suite 505, 1516 Hinman, Evanston, IL 60201.

## INSTRUCTION

**Cassette recorded First** phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, St. Louis, Los Angeles. Out twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213-379-4461.

**No FCC license?** Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study. 5540 Hollywood Blvd., Hollywood, CA 90028.

**1st class FCC, 6 wks.** \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

**A.T.S. 152 W. 42 St., NYC.** 212-221-3700. Vets benefits. A 16-year track record of success.



**INSTRUCTION  
CONTINUED**

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin Feb 14. Student rooms at each school.

**REI 61 N. Pineapple Ave., Sarasota, FL 33577.**  
813-955-6922.

**REI 2402 Tidewater Trail, Fredericksburg, VA 22401.**  
703-373-1441.

**Our 40th year!** Complete radio production and announcing training, Don Martin School of Communications! Six fully equipped, modern radio studios. Full time resident studio & classroom instruction by media experienced professionals. Classes monthly, V.A. approved. 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028, 213-462-3281. Not a "workshop" or "seminar", but fully qualified and approved school.

**First Class FCC license** in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

**Omega State Institute,** FCC first class license and studio training. 90% placement success! 237 East Grand, Chicago, 312-321-9400.

**No: tuition, rent!** Memorize, study—Commands "Test-Answers" for FCC first class license—plus "Self Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco, CA 94126. (Since 1967).

## RADIO

### Help Wanted Sales

#### LOCAL RADIO SALES DIRECTOR

Immediate opening in medium-sized, midwest market for Local Radio Sales Director. We want a pro with solid experience and proven success. We prefer someone who is familiar with and has used the RAB selling concept. Must personally sell and train and motivate sales staff in local radio sales. Exceptional opportunity with excellent earnings potential and strong fringe benefits. To be considered please submit a brief employment resume including current earnings to Box A-143, Broadcasting.

*An Equal Opportunity Employer M/F*

Sales Person with two to three years sales experience. Must be a high school graduate. Radio sales experience would be beneficial, but not necessary. The job consists of selling and servicing retail and advertising accounts. There will be a guaranteed salary while in training (first two or three months), then full commission. An equal opportunity employer. Send resume to

Norman Schrutt,

WKBW-Radio,

1430 Main St.,

Buffalo, New York 14209.

NO TELEPHONE CONTACT.

### Help Wanted Sales Continued

#### TIRED OF THE MEDIA SALES MERRY-GO-ROUND?

Sell and manage your own exclusive territory. Our auto dealership advertising programs have been market tested in Detroit and 25 other markets for 2-5 years. We are the fastest growing company of our kind in the country with the most successful campaigns for auto dealers ever conceived... Our record speaks for itself. We are adding several professionals who should earn 40-50 M yearly minimum. If you're good and have knowledge of:

- THE AUTOMOBILE BUSINESS
  - ADVERTISING
  - MEDIA (BROADCAST-PRINT-OUTDOOR)
- Send complete resume and earnings history. Call Today.

**MR. JOHN RHEIN, GENERAL SALES MANAGER  
REICHEL CORPORATION  
24901 NORTHWESTERN HIGHWAY—  
SUITE 413-D  
SOUTHFIELD, MICHIGAN 48075  
(313) 358-4050**

### Help Wanted Announcers

#### MORNING PERSONALITY for CONTEMPORARY FORMAT

Number One station in great northeast market looking for experienced, responsible, mature individual to entertain and inform the areas largest radio audience. You will be paid well and receive outstanding company benefits. Beautiful area to live in and raise a family. EEO. Please send resume, references and financial requirements in confidence to Box A-147, Broadcasting.

### Help Wanted Programing, Production, Others

#### ALL NIGHT TELEPHONE TALK/MUSIC PERSONALITY General Electric Broadcasting, Co. WGY

Now accepting applications for 11 PM.-5 A.M. personality. Minimum 3 years experience in Adult Contemporary music and telephone talk. Great opportunity to join the personality station in the Northeast.

Tapes and resumes to: Lee Fowler, Manager Programing, WGY Radio, 1400 Balltown Road, Schenectady, New York 12309. An Equal Opportunity Employer.

#### VICE PRESIDENT, PROGRAMMING NATIONAL PUBLIC RADIO

As an officer of NPR, this individual is responsible for providing overall leadership and direction to the NPR program effort, by initiating and developing coordinated goals and policies which embody innovative and alternative uses of the radio medium responsive to public interest and needs. Administers personnel and budgets of five departments within Programming Division. Specifications: Bachelor's degree, graduate work desirable; minimum 10 years executive experience including development of program policies/concepts; supervision of creative talent; programming and program production. Experience in public broadcasting highly desirable. Excellent company paid benefits; salary negotiable. Send resume to Judith Rowe, Personnel Manager, NPR, 2025 M Street, N.W., Washington, D.C. 20036.

*AAEOE—Women and minorities are encouraged to apply.*

### Help Wanted Programing, Production, Others Continued

#### PROGRAM DIRECTOR

If you're a PD. that can create excitement, get a city talking about your radio station (without buying your audience) and can get a hold of air people with personality and voices, let's hear from you... your ideas Box A-128, BROADCASTING.

### Situations Wanted Announcers

#### "IS ANYBODY DOING MY KIND OF RADIO?"

Doing Rock News in Top 10 Market. Getting too old for it. I want to get back into Personality MOR, I've done it before... I can do it again. For a Decent dollar, you'll get someone who knows 25-49 music and can talk. Let's get together. Box A-163, BROADCASTING.

### Situations Wanted News

#### ATTENTION: MEDIUM MARKETS

Young, Aggressive, professional assistant news director with major net o and o seeks change and challenge as news director. Experienced all phases of radio news. All replies confidential. Reply Box A-138, Broadcasting.

## TELEVISION

### Help Wanted Management

#### SALES MANAGEMENT

We are looking for an assistant General Sales Manager at WANE-TV (a Corinthian station) in Ft. Wayne, Ind. This individual should have a strong background in either local or national sales and a strong desire for advancement. Interested parties contact

**Dave Sankovich  
at 219-424-1515  
WANE-TV,**

**an equal opportunity employer.**

### Help Wanted Sales

#### TV ACCOUNT EXECUTIVE

Major Market, CBS Affiliate has opportunity for Heavy weight—Local Sales person. College grad—marketing background preferred. Minimum 2 yrs. broadcast sales experience. EXCELLENT OPPORTUNITY FOR AGGRESSIVE SELF-STARTER. Send Resume to: Libby Stevens, Personnel Mng. WMAR-TV, 6400 York Rd. Baltimore, Md. 21212. E.O.E.

### Help Wanted News

"Television station in top 5 market seeking experienced professional reporter. Reply with resume."

**Box A-63, BROADCASTING**

## Help Wanted News Continued

### TV NEWS/PUBLIC AFFAIRS (With Mexican-American Ancestry)

California network affiliate, medium size market, has immediate opening for *experienced* general assignment television/radio news reporter including working with Mexican-American community. Must be bilingual and familiar with Mexican history, customs and culture. In addition to regular news assignments, will host daily half-hour Mexican-American public affairs/news program. Starting salary commensurate with actual TV/radio news experience. Company offers better than average fringe benefit plan. If interested *and qualified*, send complete work history, in confidence, to Box A-144, BROADCASTING.

*An Equal Opportunity Employer Male/Female*

News Producer  
with pluck & vim who—  
• writes creatively  
• packages news intelligently  
• edits film, 2", ENG deftly  
E.O.E.

Box A-123, BROADCASTING

### Help Wanted Technical

TED JOHNSON PRODUCTIONS, INC. is seeking a qualified quad video tape operator with editing experience, preferably with a SMPTE time code system. This individual should also have experience in set-up and shading of studio color cameras.

Our facilities include a mobile production unit, in-house studio and a full complement of post-production equipment. RCA equipped plant with TR-600 VTR's, TK-45A and TKP-45 color cameras, and associated studio gear. Datatron time code editing equipment.

Send resume to Ted Johnson Productions, Inc. 150 Riverside Avenue, Jacksonville, Florida 32202; or contact Joe Atkins 904-354-7000.

### Help Wanted Programing, Production, Others

#### WEST COAST TOP 25 MARKET

Seeks all-around promotion expert. Must be able to create and supervise on-the-air, outdoor, print and radio advertising. An Equal Opportunity Employer. Box A-139, Broadcasting.

### Situations Wanted Technical

Technician position wanted, experienced as an operator. Have first class FCC license and an associate degree in electronics. Presently living in Pennsylvania, will relocate.

Box A-117, BROADCASTING

### Situations Wanted News

**BROADCAST JOURNALIST  
Reporter/Anchor**—Nine year veteran Top Twenty Market seeking new challenge. Experienced in all phases TV News including ENG.

Reply: Box A-95, Broadcasting

### Situations Wanted News Continued

#### Successful Congressional Campaign Press Secretary

Radio newsman with credentials, experience, education wants to move up to Television News and Public Affairs as writer-producer. Available Now.

Box A-2, Broadcasting

News photographer, who is aggressive, and enterprising seeks station where talents can be put to good use. Prefer warmer climate, than Michigan. Film and VTR's are available. Spot news, sports and General news are best areas. Contact—JO. L. Keener 642 SW 36th St No. 203 Wyoming Michigan 49509—(616) 538-7744.

### Situations Wanted Programing, Production, Others

Interrelated: programming in production & directing. Writing scripts to correspond with the economical structure of production; to stress low budget & high productivity as a result of my work. 901-522-8248, 9:00 A.M.-8:00 P.M. Bokhara.

### Placement Service

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Our unique, professional third man guidance techniques have aided in locating new situations for clients at their maximum earnings potential. All Radio & TV Professions. All Markets. We work for and with you in a confidential manner while you are employed or seeking employment. Retain us and invest in a better future. Rush tape & resume. SLJ PRODUCTIONS BOX 12069 CHICAGO, ILL. 60612.

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# S-A-M-S

30903 (404) 736-0690

## Correspondent

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Every A.M. and P.M. drive, millions of Washingtonians listen to White House correspondent Les Kinsolving's "Capitol Commentary" on radio station WAVA. They hear the answers or the evasions to Kinsolving's always tough and provocative questions.

He won the AP Broadcasters Award for the best radio editorials in Virginia in 1975. His column appears in over 200 newspapers.

Why not consider having Les Kinsolving be your station's man in the White House, giving your call letters. Call Jim Trotter for details. (202) 244-1228.

## Employment Service

### POSITIONS OPEN

Good television news people in minor markets seeking to move up in positions of anchor, on-air reporter, news producer, weather person or meteorologist, producer/director, or news director, contact us to learn of openings we are currently working to fill. Send resume and 3/4-inch cassette.

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Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. FREE BOOKLET

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**Buy-Sell-Trade  
Continued**



**TRADE FOR**

16 + ACRES IN VA. BEACH, VA.

I'm willing to trade property for Radio or TV station(s) of equal value. Must be located in Va., N.C., Maryland, or D.C. Acreage zoned for duplex apartments in busy corridor of Va.'s fastest growing city. Contact: Bill Weller, 1600 Keswick Dr., Norfolk, Va. 23518. (804) 623-9777.



**Public Notice**

The Village of Valley Stream, in Nassau County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request For Proposals" available from the undersigned. Applications will be accepted until March 17, 1977, at 4 P.M. and all applications received will be available for public inspection during normal business hours at the Village Hall commencing March 28, 1977.

JOHN W. GATHARD, C.M.C.  
Village Clerk  
Village of Valley Stream  
123 South Central Avenue  
Valley Stream, N.Y. 11580  
516-825-4200

**Wanted To Buy Stations**

DEDICATED BROADCASTERS WHO LOVE RADIO WANT TO BUY YOUR STATION(S). FULL TIME AM OR AM-FM MEDIUM MARKETS SOUTH OR SOUTH-WEST. STRICT CONFIDENCE. CONTACT RUSTY REYNOLDS, OWNER KYKX, LONGVIEW, TX. 75601. (214) 757-2662.

Have cash and term buyers for radio properties in the South. \$150,000 to \$2,000,000. Strictest confidence for prospective seller.

John D. Mitchell & Assoc.  
9810 Village Green  
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318-865-8668  
318-222-0732

Small Market Am, AM-FM stations in Idaho, Nevada, Washington, or Northern California. Experienced radio and newspaper group. All replies kept in strict confidence. Write Stan Leshar, P.O. Box 837, Meadow Vista, Ca. 95722.

**For Sale Stations**

DOMINANT, FULLTIMER IN FLORIDA. EXCELLENT MEDIUM-MARKET. PROFITABLE. WELL ESTABLISHED MARKET-LEADER. YOUR LETTER WILL BRING FULL INFORMATION AND IMMEDIATE RESPONSE FROM OWNER.

Box A-162. BROADCASTING

**For Sales Stations Continued**

**Cecil L.  
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**Full-time AM, Class C FM.  
\$750,000 on terms.**

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to Owners &  
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**New Maine Exclusive!**

Full time power AM and FM combo serving excellent medium market. \$375,000 cash price includes real estate.

**Central N.E. Daytimer**—Single station college town market is profitable and has power increase grant. Valuable real estate. Asking \$500,000 with attractive terms to qualified buyer.



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to the  
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- 1000 W profitable daytimer in metro area of about a million. Long time owner retiring. \$575,000. Terms. On the Mississippi.
- 100,000 watt stereo and powerful fulltime AM in good size S.E. Metro Area. Terms.
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- AM/FM in Miss. Small town. Sales about \$120,000. \$168,000 cash.
- AM/FM in southern Indiana. Small town. Coverage area about 140,000. Real estate.
- Fulltime AM within 60 miles of Washington, D.C. Small town. \$400,000. 29% down. Billing about \$200,000.

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SE	Med	Fulltime	\$85K	\$40K
SE	Metro	Power	\$700K	Cash
SE	Metro	Profitable	\$315K	Cash
SE	Metro	Power	\$500K	Cash
SE	Small	Overtime	\$138K	\$40K

Atlanta — Boston — Chicago — Dallas  
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Media Brokerage/Appraisals  
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RATES**

Payable in advance. Check or money order only. When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy—All copy must be clearly typed or printed.

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

Rates, classified listings ads:  
— Help Wanted 70c per word—\$10.00 weekly minimum.

(Billing charge to stations and firms: \$1.00).  
— Situations Wanted, 40c per word—\$5.00 weekly minimum.

— All other classifications 80c per word—\$10.00 weekly minimum.

— Add \$2.00 for Box Number per issue.

Rates, classified display ads:

— Situations Wanted (Personal ads) \$30.00 per inch  
— All other \$60.00 per inch

— Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

No telephone copy accepted. Audio tapes, transcriptions, films or VTR's are not forwardable, but are returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.



# Stock Index

Stock symbol	Exch.	Closing Wed. Jan. 12	Closing Wed. Jan. 5	Net change in week	% change in week	1976-77 High	1976-77 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)		
<b>Broadcasting</b>												
ABC	ABC	N	37 3/8	37 7/8	- 1/2	-	1.32	39 1/4	19 7/8	15	17,625	658,734
CAPITAL CITIES	CCB	N	53 1/2	55 1/8	- 1 5/8	-	2.94	55 3/4	42 1/4	13	7,764	415,374
CBS	CBS	N	55 3/4	57 1/4	- 1 1/2	-	2.62	60 1/2	46 3/4	10	28,313	1,578,449
COX	COX	N	32 3/4	33 5/8	- 7/8	-	2.60	37 3/4	28 3/4	10	5,863	192,013
GROSS TELECASTING	GGG	A	13 5/8	13 3/4	- 1/8	-	.90	13 3/4	10	8	800	10,900
KINGSTIP COMMUN.	KTVV	D	4 1/4	4 3/8	- 1/8	-	2.85	4 7/8	2 1/4	8	461	1,959
LIN	LINB	D	16 7/8	17 1/4	- 3/8	-	2.17	17 3/4	9 5/8	8	2,615	44,128
MOONEY	MODN	D	2 1/8	2 1/4	- 1/8	-	5.55	3 7/8	1 3/4	3	425	903
RAHALL	RAHL	D	9	9			.00	9	4 1/2	14	1,297	11,673
SCRIPPS-HWARD	SCRP	D	32 1/2	31 1/2	+ 1	+	3.17	32 1/2	20 1/2	8	2,589	84,142
STARR	SBG	M	3 1/2	3 3/4	- 1/4	-	6.66	5	2 1/4		1,202	4,207
STORER	SBK	N	25 3/8	25 1/2	- 1/8	-	.49	25 1/2	12 3/4	6	4,876	123,728
TAFT	TFR	N	30 3/4	30	+ 3/4	+	2.50	31 1/2	23 1/4	9	4,070	125,152
									TOTAL		77,900	3,251,362

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3 7/8	3 7/8			.00	4 3/4	2	7	1,262	4,890
AVCO	AV	N	14 3/4	14	+ 3/4	+	5.35	14 3/4	4 1/2	2	11,541	170,229
JOHN BLAIR	BJ	N	12 5/8	13	- 3/8	-	2.88	13	5	6	2,406	30,375
CHRIS-CRAFT	CCN	N	6 1/2	6 3/8	+ 1/8	+	1.96	6 1/2	4 1/2	15	4,395	28,567
COMBINED COMM.	CCA	N	20	20 1/4	- 1/4	-	1.23	20 1/4	12 5/8	9	6,363	127,260
COWLES	CWL	N	12 3/4	12 1/2	+ 1/4	+	2.00	12 3/4	6 1/8	16	3,969	50,604
DUN & BRADSTREET	DNB	N	29 1/4	30 3/8	- 1 1/8	-	3.70	33 3/4	24 5/8	17	26,571	777,201
FAIRCHILD IND.	FEN	N	9 3/4	10	- 1/4	-	2.50	11 1/2	6 1/8	10	5,708	55,653
FUQUA**	FOA	N	11	11 1/8	- 1/8	-	1.12	12	4 1/2		8,844	97,284
GANNETT CO.	GCI	N	39 1/2	40	- 1/2	-	1.25	41	32 7/8	19	21,108	833,766
GENERAL TIRE	GY	N	26 1/4	25 1/4	+ 1	+	3.96	26 1/4	17 5/8	6	21,954	576,292
GLOBE BROADCASTING**	GLBTA	D	2 1/8	2 1/8			.00	2 7/8	1 1/2		2,783	5,913
GRAY COMMUN.	GRY	D	9 1/2	8 1/2	+ 1	+	11.76	9 1/2	6	6	475	4,512
HARTE-HANKS	HMN	N	28 5/8	28 7/8	- 1/4	-	.86	28 7/8	17 1/8	13	4,383	125,463
JEFFERSON-PILOT	JP	N	29 1/2	31 3/4	- 2 1/4	-	7.08	32 1/8	25 5/8	11	24,078	710,301
KAISER INDUSTRIES	KI	A	15 1/4	14 7/8	+ 3/8	+	2.52	15	8	10	28,119	428,814
KANSAS STATE NET.	KSN	D	4 3/4	4 3/4			.00	4 7/8	3	9	1,716	8,151
KNIGHT-RIDDER	KRN	N	37 5/8	37 3/4	- 1/8	-	.33	39	28 7/8	12	8,305	312,475
LEE ENTERPRISES	LNT	A	23 1/2	23 3/4	- 1/4	-	1.05	23 3/4	13	13	5,022	118,017
LIBERTY	LC	N	18 1/2	18 7/8	- 3/8	-	1.98	18 7/8	9 1/2	6	6,762	125,097
MCGRAW-HILL	MHP	N	15 7/8	16 1/2	- 5/8	-	3.78	17	12 3/4	10	24,690	391,953
MEDIA GENERAL	MEG	A	19 7/8	19 5/8	+ 1/4	+	1.27	19 7/8	14 1/4	9	7,276	144,610
MEREDITH	MDP	N	18 7/8	18 3/4	+ 1/8	+	.66	18 7/8	10 1/4	5	3,064	57,833
METROMEDIA	MET	N	27 1/2	28	- 1/2	-	1.78	29 3/4	15	8	6,730	185,075
MULTIMEDIA	MMED	D	21 3/4	21 1/2	+ 1/4	+	1.16	21 3/4	14 1/4	11	4,390	95,482
NEW YORK TIMES CO.	NYKA	A	15 3/4	16 1/2	- 3/4	-	4.54	18 1/2	11 1/2	12	11,206	176,494
OUTLET CO.	OTU	N	18 7/8	18 3/8	+ 1/2	+	2.72	19	12 7/8	6	1,440	27,180
POST CORP.	POST	D	18 1/4	18 1/4			.00	19	8	7	875	15,968
REEVES TELECOM**	RBT	A	1 3/4	1 7/8	- 1/8	-	6.66	2 1/2	1 1/8		2,376	4,158
ROLLINS	ROL	N	23 1/8	22 7/8	+ 1/4	+	1.09	27 3/8	20 3/4	14	13,404	309,967
RUST CRAFT	RUS	A	9 1/8	9	+ 1/8	+	1.38	9 7/8	5 5/8	7	2,291	20,905
SAN JUAN RACING	SJR	N	8 5/8	9	- 3/8	-	4.16	10 1/4	7 1/4	6	2,509	21,640
SCHERING-PLOUGH	SGP	N	42	42 7/8	- 7/8	-	2.04	59 3/4	42	15	54,037	2,269,554
SONDERLING	SDB	A	14 1/4	15 1/8	- 7/8	-	5.78	15 7/8	6 3/4	5	731	10,416
TECH OPERATIONS**	TO	A	2 5/8	2 7/8	- 1/4	-	8.69	4 3/4	2 1/8		1,344	3,528
TIMES MIRROR CO.	TMC	N	22 3/8	22 1/4	+ 1/8	+	.56	23 3/4	18 1/4	12	33,905	758,624
WASHINGTON POST CO.	WPO	A	24 3/8	24 1/2	- 1/8	-	.51	44 1/4	21 3/4	6	4,546	110,808
WOMETCO	WOM	N	11 5/8	12 1/8	- 1/2	-	4.12	13 1/4	8 7/8	7	9,470	110,088
									TOTAL		380,048	9,305,147

## Cablecasting

ACTON CORP.	ATN	A	3 5/8	3 3/8	+ 1/4	+	7.40	3 3/4	1 1/8	12	2,640	9,570
AEL INDUSTRIES**	AELRA	O	2 1/2	2 1/2			.00	2 5/8	3/4		1,672	4,180
AMECO	ACO	O	1/2	1/2			.00	1 3/4	3/8		1,200	600
AMERICAN TV & COMM.	AMTV	O	19 3/4	20	- 1/4	-	1.25	21 3/4	13 1/2	16	3,359	66,340
ATHENA COMM.* **	ATH	D	1/8	1/8			.00	1/2	1/8		2,125	265
BURNUP & SIMS	BSIM	O	3 7/8	3 3/4	+ 1/8	+	3.33	6 1/2	3 1/4	35	8,319	32,236
CABLECOM-GENERAL	CCG	A	6 1/2	6 1/8	+ 3/8	+	6.12	8 1/8	4 1/8	6	2,560	16,640
CABLE INFO.	CI	O	3/4	3/4			.00	1 1/4	1/4	4	663	497
COMCAST	COMC	O	3 3/4	3 3/4			.00	3 3/4	1 7/8	10	1,708	6,405
COMMUN. PROPERTIES**	COMU	D	4	3 5/8	+ 3/8	+	10.34	4 1/4	1 7/8	44	4,761	19,044
COX CABLE	CXC	A	17 1/4	16 3/4	+ 1/2	+	2.98	17 3/4	13	18	3,560	61,410
ENTRON*	ENT	O	2	2			.00	2	1 1/2	2	979	1,958
GENERAL INSTRUMENT	GRI	N	18 7/8	19 1/2	- 5/8	-	3.20	20 1/4	8 1/4	41	7,178	135,484
GENEVE CORP.	GENV	D	9	8 1/2	+ 1/2	+	5.88	10	6 1/2	60	1,121	10,089
TELE-COMMUNICATIONS	TCOM	D	3 3/8	3 5/8	- 1/4	-	6.89	5 1/4	2 7/8	48	5,281	17,823
TELEPROMPTER**	TP	N	9	8 1/4	+ 3/4	+	9.09	9 3/8	5 3/4		16,634	149,706
TIME INC.	TL	N	35	36 3/8	- 1 3/8	-	3.78	38 3/4	32	12	25,000	875,000
TOCOM	TDCM	D	2 7/8	2 7/8			.00	3 1/4	1 5/8	10	617	1,773
UA-COLUMBIA CABLE	UACC	O	15 1/2	15 1/2			.00	15 1/2	9	12	1,700	26,350
UNITED CABLE TV**	UCTV	O	3 7/8	3 7/8			.00	4	1 5/8		1,879	7,281
VIACOM	VIA	N	10 3/4	9 1/2	+ 1 1/4	+	13.15	11 3/4	7 7/8	11	3,705	39,828
									TOTAL		96,661	1,482,479

Stock symbol	Exch.	Closing Wed. Jan. 12	Closing Wed. Jan. 5	Net change in week	% change in week	1976-77		P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
						High	Low						
<b>Programing</b>													
COLUMBIA PICTURES	CPS	N	8	8 1/4	-	1/4	-	3.03	8 1/4	4 1/2	6	6,748	53,984
DISNEY	DIS	N	44 5/8	45 3/4	-	1 1/8	-	2.45	63	43 5/8	19	31,010	1,383,821
FILMWAYS	FWY	A	8 1/2	8 3/8	+	1/8	+	1.49	10 1/4	5 1/4	7	2,404	20,434
FOUR STAR			1	1				.00	1	1/4	10	667	667
GULF + WESTERN	GW	N	16 7/8	17 5/8	-	3/4	-	4.25	26 7/8	15 1/2	4	45,162	762,108
MCA	MCA	N	37	38 1/8	-	1 1/8	-	2.95	39	25	7	17,445	645,465
MGM	MGM	N	17 5/8	16 1/8	+	1 1/2	+	9.30	17 5/8	12 7/8	6	13,102	230,922
TELETRONICS INTL.		O	6 1/4	6	+	1/4	+	4.16	9 5/8	3 3/4	8	837	5,231
TRANSAMERICA	TA	N	14	14 5/8	-	5/8	-	4.27	14 5/8	8 1/4	8	64,973	909,622
20TH CENTURY-FOX	TF	N	10 1/2	10 5/8	-	1/8	-	1.17	15	8 3/4	9	7,568	79,464
WALTER READE*	WALT	O	1/8	1/8				.00	3/8	1/8	6	4,296	537
WARNER	WCI	N	26 1/2	26 3/4	-	1/4	-	.93	26 3/4	17 1/2	25	17,001	450,526
WRATHER	WCO	A	5 1/8	4 1/2	+	5/8	+	13.88	5 1/8	3 1/8	13	2,244	11,500
TOTAL												213,457	4,554,281

### Service

BBDO INC.	8800	O	22 3/4	22 1/2	+	1/4	+	1.11	23	16 3/4	8	2,513	57,170
COMSAT	CO	N	30 5/8	31 5/8	-	1	-	3.16	32 1/2	23 7/8	8	10,000	306,250
DOYLE DANE BERNBACH	DOYL	O	18	18 3/8	-	3/8	-	2.04	18 3/8	8 7/8	7	1,816	32,688
FOOTE CONE & BELDING	FCB	N	15 1/8	15 1/2	-	3/8	-	2.41	15 3/4	10 1/4	7	2,332	35,271
GREY ADVERTISING	GREY	O	17 1/4	16 5/8	+	5/8	+	3.75	17 1/4	6 7/8	6	1,104	19,044
INTERPUBLIC GROUP	IPG	N	28 3/4	30 1/8	-	1 3/8	-	4.56	31 1/4	16 3/8	7	2,290	65,837
MARVIN JOSEPHSON	MRVN	O	10 1/2	10 7/8	-	3/8	-	3.44	10 7/8	6 3/4	5	1,854	19,467
MCI COMMUNICATIONS**	MCIC	O	1 3/4	1 3/4				.00	3 3/8	1 1/4	5	16,795	29,391
MOVIELAB	MOV	A	1 3/8	1 3/8				.00	2 5/8	1	6	1,409	1,937
NPO VIDEOTRONICS	MPO	A	4 3/4	4 1/8	+	5/8	+	15.15	4 3/4	2 3/8	8	537	2,550
NEEDHAM, HARPER	NDHMA	O	11 1/8	11 1/8				.00	11 1/8	5 5/8	6	823	9,155
A. C. NIELSEN	NIELB	O	20 5/8	22 1/8	-	1 1/2	-	6.77	24 5/8	16 3/4	13	10,762	221,966
OGILVY & MATHER	OGIL	O	31 1/2	33 1/4	-	1 3/4	-	5.26	33 1/4	17	8	1,805	56,857
J. WALTER THOMPSON	JWT	N	16 3/4	17 7/8	-	1 1/8	-	6.29	17 7/8	7 7/8	8	2,649	44,370
TOTAL												56,689	901,953

### Electronics/Manufacturing

AMPEX	APX	N	8 1/4	8 3/8	-	1/8	-	1.49	9 1/4	4 3/4	13	10,885	89,801
ARVIN INDUSTRIES	ARV	N	16 1/2	17	-	1/2	-	2.94	17	9 5/8	5	5,959	98,323
CCA ELECTRONICS*	CCA	O	1/8	1/8				.00	1/2	1/8	1	897	112
CETEC	CEC	A	1 7/8	1 7/8				.00	2 3/4	1 1/4	10	2,244	4,207
CDHU, INC.	COH	A	2 1/4	2 1/2	-	1/4	-	10.00	3 5/8	2	19	1,617	3,638
CONRAC	CAX	N	25 1/2	25	+	1/2	+	2.00	29 1/8	20	8	1,427	36,388
EASTMAN KODAK	EASKD	N	82 3/4	82 7/8	-	1/8	-	.15	116 3/4	82 3/4	21	161,347	13,351,464
FARINON ELECTRIC	FARN	O	10	11 1/2	-	1 1/2	-	13.04	11 1/2	7	14	4,291	42,910
GENERAL ELECTRIC	GE	N	53 1/2	53 1/4	+	1/4	+	.46	58 3/4	46	14	184,581	9,875,083
HARRIS CORP.	HRS	N	28 1/2	28 3/4	-	1/4	-	.86	57 1/4	28 1/2	6	12,142	346,047
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8				.00	6 1/2	2 3/4	8	480	1,500
INTL. VIDEO CORP.	IVCP	O	1	7/8	+	1/8	+	14.28	3 1/8	3/4	4	2,701	2,701
MICROWAVE ASSOC. INC	MAI	N	20 7/8	21	-	1/8	-	.59	22 1/4	13 3/4	10	1,320	27,555
3M	MMM	N	54	55 1/4	-	1 1/4	-	2.26	66 1/2	52 1/2	21	114,240	6,168,960
MOTOROLA	MOT	N	51 1/8	54 3/4	-	3 5/8	-	6.62	57 3/4	41 1/4	20	28,353	1,449,547
N. AMERICAN PHILIPS	NPH	N	33 1/4	34 1/8	-	7/8	-	2.56	35 7/8	19 7/8	8	12,033	400,097
OAK INDUSTRIES	OEN	N	10 1/4	10 1/8	+	1/8	+	1.23	12 1/4	7 1/4	9	1,639	16,799
RCA	RCA	N	25 5/8	26 3/4	-	1 1/8	-	4.20	30	18 7/8	13	74,728	1,914,905
ROCKWELL INTL.	ROK	N	32 1/2	31	+	1 1/2	+	4.83	32 1/2	23 3/8	9	31,200	1,014,000
RSC INDUSTRIES	RSC	A	1 3/4	1 3/4				.00	2 1/2	1 3/8	9	2,690	4,707
SCIENTIFIC-ATLANTA	SFA	A	19 3/4	20 5/8	-	7/8	-	4.24	20 3/4	10 1/4	13	1,657	32,725
SONY CORP.	SNE	N	8 5/8	9	-	3/8	-	4.16	9 7/8	7 1/4	20	172,500	1,487,812
TEKTRONIX	TEK	N	63 1/4	66 1/2	-	3 1/4	-	4.88	67	44 1/4	17	8,671	548,440
TELEMATION	TIMT	O	3/4	5/8	+	1/8	+	20.00	1	1/4	1	1,050	787
VARIAN ASSOCIATES	VAR	N	15 5/8	15	+	5/8	+	4.16	17 1/4	12	12	6,838	106,843
WESTINGHOUSE	WX	N	17 3/8	17 5/8	-	1/4	-	1.41	19 1/8	13	7	87,508	1,520,451
ZENITH	ZE	N	24 7/8	27 1/8	-	2 1/4	-	8.29	38 1/4	23 5/8	12	18,818	468,097
TOTAL												951,816	39,013,899
GRAND TOTAL												1,776,571	58,509,121

### Standard & Poor's Industrial Average

114.8 116.8 -2.2

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.

## NPR's Frischknecht: Don't look back

"It's been a tough, hard, seven years," says Lee Frischknecht, president of National Public Radio. Although NPR has "gone through an enormous period of growth" since its inception in 1970, it has been plagued by management difficulties, inadequate funding, poor technology, and low public awareness, he admits.

But Lee Frischknecht remains optimistic for the future. An internal reorganization begun last year "puts us on the edge of being able to move forward," he says. And, more important, the turn of the decade promises a major breakthrough with the implementation of public broadcasting's satellite interconnection. That's when public radio "will take off," he says, conscious of the vast amount of "work to do in the meantime."

Mr. Frischknecht's "main strength," according to Donald Quayle, senior vice president and director of broadcasting for the Corporation for Public Broadcasting, is that he "knows his objectives." Mr. Quayle—who grew up with Lee Frischknecht in Logan, Utah, and preceded him as NPR president—describes him as a "careful planner" with "good credentials in both radio and television."

Jerry Appy, WNET(TV) New York vice president and director of administration, characterizes Mr. Frischknecht as a "man of absolute integrity," a description also used by Mr. Quayle. Mr. Appy, who worked with Mr. Frischknecht at National Educational Television, further described him as "meticulous," with no tolerance for "inefficiency."

Mr. Frischknecht credits his religious background—the Church of Jesus Christ of Latter-Day Saints (Mormon)—with giving him "a direction and stability that's fairly hard to shake." While considering himself liberal in civic affairs, he still follows that church's traditional teachings.

Lee Frischknecht got his first taste of radio administration at Utah State University in Logan where he helped establish a carrier-current station. After receiving his BA in speech, he moved on to commercial broadcasting at KID(AM) Idaho Falls, Idaho, for a two-year stint as an announcer. The pursuit of an MA in radio and television took him to Michigan State University. After nine months as a full-time student he devoted his energies to the university's television station, WMSB(TV) [now WKAR-TV] East Lansing. During his 10 years at WMSB, he rose from cameraman to general manager. And in the process he earned his MA and taught television production.

In 1964, he joined National Educational Television, the forerunner of the



Lee Conrad Frischknecht—president, National Public Radio; b. Jan. 4, 1928, Brigham City, Utah; U.S. Army, 1946-48; BA in speech, Utah State University, 1951; MA in radio and television, Michigan State University, 1957; announcer, KID(AM) Idaho Falls, Idaho, 1951-53; joined Michigan State's WMSB(TV) East Lansing as cameraman; general manager, 1954-64; assistant professor of television production, Michigan State, 1956-60; station relations associate, National Educational Television, 1964; assistant director of station relations, 1965; director of station relations, 1966-68; director of university relations and special educational services, Utah State, 1968-70; director of network affairs, National Public Radio, 1970; vice president, administration and planning and treasurer, 1972; president, 1973; m. Sara Jean McCulloch, Sept. 3, 1948; children—Diane Etherington, 26; Jill, 20; Ellen, 18; Amy, 10.

Public Broadcasting System, which was supplying programming to noncommercial television stations. Within three years he became director of station relations. He returned to Utah State in 1968 as director of university relations and special educational services.

In 1970, when NPR was forming, he was beckoned by Donald Quayle—"the first decision I made was to bring Lee to NPR," Mr. Quayle says—as director of network affairs, and later as vice president for administration and planning, as well as treasurer. He took over the presidency in 1973.

His basic mission at NPR remains the same as it was at the beginning—to "complement" and provide an "alternative" to the radio service offered by the commercial stations and networks. An example he cites is the "length" and "completeness" of NPR's public affairs coverage. In particular he refers to the "couple of thousand hours of coverage" NPR has devoted to congressional hearings. NPR programming

represents about 15% of the member station's schedules at present he says, adding that a "reasonable average ultimately" would be 25-30%.

"We're management-weak in the whole public radio system, including NPR," he says. "Public-service organizations, like NPR, characteristically do not have trained managers. What they attract are people interested in content."

Mr. Frischknecht sees 1977, however, as the year that NPR's organizational act will come together.

A goal for the reorganization has been "management by objective," he says, to improve "planning, evaluation and accountability." In simpler terms, he says, this means the "very painful" process of on-the-job training for management people.

But foremost on Mr. Frischknecht's mind is the satellite interconnection project, which holds the promise of higher quality transmissions, stereo transmissions, multiple circuits (allowing more than one program to be fed at the same time) and greater geographic access and flexibility. Radio is scheduled to be placed into the satellite plan in 1979.

The 200 NPR member stations—overwhelmingly FM's—currently cover only 60% of the population, he says, adding that last year only 13% of the public said they knew about the system.

The satellite system "is also going to make possible some program concepts that we've had in mind since the beginning," he says.

He looks forward to expanded events coverage and more drama as well as the introduction of live music. By 1981, according to NPR projections, it should be programming 110 hours weekly, up from its present 40-hour per week output.

Aside from that, he says "the satellite system is going to breed money." He expects it to attract underwriters who have not been interested because of poor-quality transmissions over AT&T land lines and delays when tapes are mailed. By 1981, he expects underwriters to account for \$6 million out of a total \$15 million NPR budget. NPR's fiscal 1977 budget is expected to be slightly more than \$7 million, with about \$750,000 from underwriters.

Lee Frischknecht admits that his job "probably commands a little more [time] than I'd like it to." In his off-hours, his main diversions are to read, ski, fish and sing in his church choir. But his job doesn't stop when he leaves the office. On the bus home to his suburban Virginia home he carries a transistor radio so he can listen to some of NPR's 90-minute evening news magazine show, *All Things Considered*.



## Rerun

Once again the FCC, chair and whip in hand, is entering the cage to tame the savage television networks. It is an act that mature members of the audience have seen before. What memories! Roscoe L. Barrow, Ashbrook P. Bryant. Where are they now, and whatever became of ABC, CBS and NBC?

It is not, however, fearlessness that propels the FCC to go back into action. The agency was pushed into the cage by Don McGannon, the president and chairman of Westinghouse Broadcasting who has warred against the networks off and on for years. Mr. McGannon raised questions that few of his colleagues cared to answer when he formally requested the inquiry that the FCC has now begun. As had been noted earlier, it would have been difficult for the FCC to turn Mr. McGannon down without further exploration of network practices.

As the FCC proceeds with its inquiry, there are certain truths it ought to keep in mind. One is that the networks, whatever their excesses, have been the central forces in the construction of a U.S. television system that is unequalled in the world. They are national resources that ought not to be destroyed. Another is that the affiliates of networks, especially those in bigger markets, are generating much larger profits, as a percentage of revenue, than networking generates. The business relationship between affiliate and network has, in short, benefited both.

The danger in an inquiry of this magnitude is that at its end, the bureaucracy will feel obligated to enlarge its jurisdiction if only to justify the time it has spent. Absent hard evidence of abuses that are now unknown or unproved, the agency would perform a higher public service by staying out of network programming and private business affairs.

## Number one

The opening of the 95th Congress has occasioned the expected rash of broadcast-related legislation. The biggest bill of all, however, is yet to come: the House Communications Subcommittee's rewrite of the Communications Act of 1934.

Under the chairmanship of Lionel Van Deerlin (D-Calif.), the subcommittee is committed to concentrate its energies on the main event. The staff is at work on what are described as "options" for submission to the subcommittee no later than next April. Hearings will follow. Mr. Van Deerlin wants to waste no time in grappling with his enormous project.

As has been noted on this page before, it may take longer than Mr. Van Deerlin thinks for the Communications Act of 1934 to become the Communications Act of 19???. It took Congress seven years to rewrite the original Radio Act of 1927 into the Communications Act of 1934. Compared to the profusion of systems and technologies now in existence or development, communications at that time were primitive.

Still, the unlikelihood of instant action gives no reason for interested parties to be desultory in the preparation of their views on the shape a new act should take. Whatever ultimately comes from this proceeding, the subcommittee and its observers are to be treated to the most comprehensive review of communications regulation to be undertaken in 43 years. Other legislation of smaller scope is bound to be affected.

Broadcasters have special reason to be concerned about the direction that a rewrite of the basic act may take. The staff now working on the big bill is the same staff that last year produced a cable television report that went out of its way to criticize broad-

cast programming and profits (BROADCASTING, Feb. 2, 1976). With that cast of mind now assigned to drafting fundamental communications law, broadcasters must make their presence, aspirations and accomplishments felt.

The rewrite of the act is up for discussion at the National Association of Broadcasters board meetings in Hawaii next week. No larger matter will be on the agenda.

## On the cheap

It is inconceivable that the FCC would take seriously a proposal by the Congressional Black Caucus that, stripped of its legal niceties, would let minorities shoot their way into station ownership. The caucus wants the FCC to create the circumstances for distress sales of broadcast stations faced with license-renewal or revocation hearings.

Under the proposal, a group with 50% or more minority representation could file a petition to deny and, if the FCC set a hearing, negotiate with the licensee to buy the challenged property. As Representative Parren J. Mitchell (D-Md.), chairman of the caucus, explained, the minority group would have "the incentive, and considerable leverage, to purchase the station at the lowest possible price."

The proposal ignores both civil and property rights.

## Grisly question

A federal judge in Texas has given television broadcasters the right to film criminal executions, and now nobody quite knows whether or how to exercise it. As reported in BROADCASTING a week ago, most network and station news executives are disinclined to use such film in newscasts, although some would husband it for future use in documentaries. A few, however, argue that executions are public events that ought not to be kept from the television public.

Perhaps the discussion so far has been oversimplified.

Surely it would be generally agreed that executions ought not to be exploited, with play-by-play coverage and color commentary by, say, Howard Cosell. At the other extreme, does everyone find it offensive to consider the use of, say, one frame to illustrate a narrative report on a regularly scheduled newscast? Perhaps this decision is harder to make in the abstract than in the screening of actual footage.

If society is to demand executions, should the deed be done in the dark, outside society's view? There is no easy answer.



Drawn for BROADCASTING by Jack Schmidt

"Hey, look at this. Your favorite show has come out as a book."

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The purpose of the awards program is to encourage and reward exemplary effort.



## Rules

1. Material must have been broadcast in calendar 1976.
2. A letter from the station manager must accompany each entry detailing:
  - a. The problem.
  - b. How it was uncovered.
  - c. Journalistic enterprise used in studying and exposing the problem.
  - d. Method used for communicating (i.e. spot, documentary program, mini-doc, news reports, etc.) and why that method was chosen.
  - e. How the results—if any—were measured.
3. Entries submitted on:
  - a. Radio— $\frac{1}{4}$ " audio tape,  $7\frac{1}{2}$  or  $3\frac{3}{4}$  ips or cassette.
  - b. Television— $\frac{3}{4}$ " videotape cassette only.(Entries will be returned only if requested at the time of submission and accompanied by sufficient postage.)
4. Deadline: all entries must be received by March 1, 1977.
5. If, in the opinion of the judges, no entry is of sufficient quality to merit award, Foundation shall not be obligated to make such award. Elaborateness of presentation has no bearing on the awards.

## Send Entries to:

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