

Fourth network prospects: more bears than bulls
Video games: muscling in on the action

Broadcasting Jan 24

The newswEEKly of broadcasting and allied arts

Our 46th Year 1977

NEWSPAPER



AT SIX O'CLOCK, THIS PRETTY FACE TURNS INTO A PRETTY TOUGH NEWSCASTER

She's Sara Lowrey. Co-anchor on KPRC TV's early evening news, the only full hour news show in Houston. Her brand of concise, accurate news reporting is one big reason KPRC TV is sitting pretty.

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An average 12 DMA rating and 22% share give "My Three Sons" on WNEW-TV the biggest 7-7:30 audience in New York.

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In fact, "My Three Sons" now gives WNEW-TV a 38% bigger audience at 7-7:30 pm than the station had with another strong sitcom in the time period last Fall.

That's the way it is, weeknights in New York. Now that WNEW-TV has moved Fred MacMurray's family into town.

MY THREE SONS" FROM VIACOM

Source: NSI, M.M. Dec. 6-27, 1976 and Sept. 27-Nov. 29, 1976.
Audience estimates are subject to qualifications available on request.



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The Week in Brief

CBS photos



IF YOU WEREN'T IN WASHINGTON □ Broadcasting covers the Inauguration, from dawn at the Lincoln Memorial to the parties late into the night. **PAGE 20.**

ROOM FOR ONE MORE? □ Suddenly there's a lot of talk about a "fourth network." Although many agency types are bearish about the prospects, O&M and B&B are involved in plans for one. **PAGE 20.**

HIS WAY □ No issue as large as the FCC's network inquiry could come out of the commission without the Wiley stamp on it. **PAGE 21.**

SUBSTITUTE □ NIS orphans work to package feature news and find a means to distribute it. **PAGE 22.**

CHRISTMAS IS OVER □ The FCC wanted more money for 1978, but it won't get it—not in the budget Gerald Ford sent to Congress before leaving the Presidency. Some who likely will get a raise, however, are the members and top staffers at the regulatory agencies. **PAGE 24.**

NO THANKS □ Viacom turns down Storer merger offer, says it's doing just fine on its own. **PAGE 26.**

TWO COXES INTO ONE □ One merger more likely to come off is the one planned between Cox Broadcasting and Cox Cable. **PAGE 28.**

TEMPERED □ An FCC law judge's decision in WSTC comparative-renewal case doesn't follow the commission's ruling—which gave great hopes for renewal stability—in the WESH-TV proceeding. **PAGE 28.**

MAN WITH A MISSION □ The NAB's new vice president for public affairs, Tom Swafford, has a job cut out for him, and he's ready for it. **PAGE 30.**

NOT SO SURE □ The United Church of Christ's annual survey of EEO in broadcasting finds minority employment on the upswing, but the church thinks it's a paper increase, not a factual one. **PAGE 30.**

REASSURANCES □ FCC Commissioners Quello and White give encouragement to cable and to broadcasters. **PAGE 38.**

THANKS, BUT. □ A Los Angeles UHF noncommercial station doesn't like the plans being devised to help it get a VHF channel. **PAGE 44.**

AN OLYMPIC-SIZE PROBLEM □ The networks go to the Justice Department for permission for joint coverage of the 1980 summer Olympics. **PAGE 46.** The networks, says NBC's Schlosser, anticipated "excessive" demands by the Soviets. **PAGE 48.** A New York state legislator gets in on the act. **PAGE 48.**

DON'T ROCK THE BOAT □ Syndicators are coming out against Worldvision's request that the FCC investigate the syndication market. **PAGE 48.**

OUT OF CLOSET, ONTO TUBE □ Now Americans are playing games on television, and it appears that the video-game boom will get bigger. Will the games take the audience away from over-the-air TV programming? **PAGE 49.**

RECONNAISSANCE □ Herbert Schlosser takes a hard look at NBC operations, indicates there will be a re-examination of news areas. **PAGE 54.**

RADIO-TV'S VIGIL □ Broadcast journalists walk a fine line in covering the last days of Gary Gilmore. **PAGE 56.**

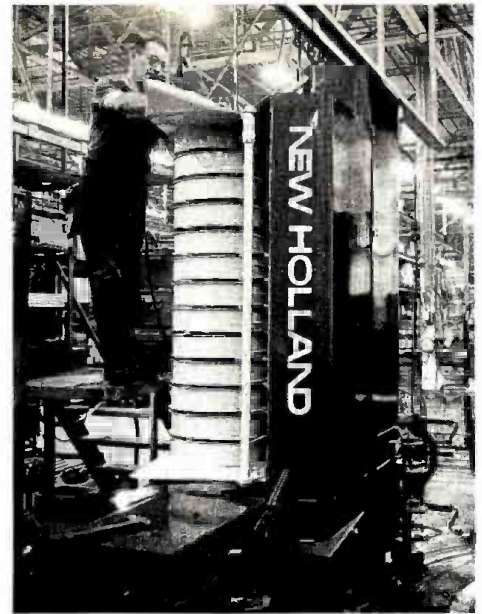
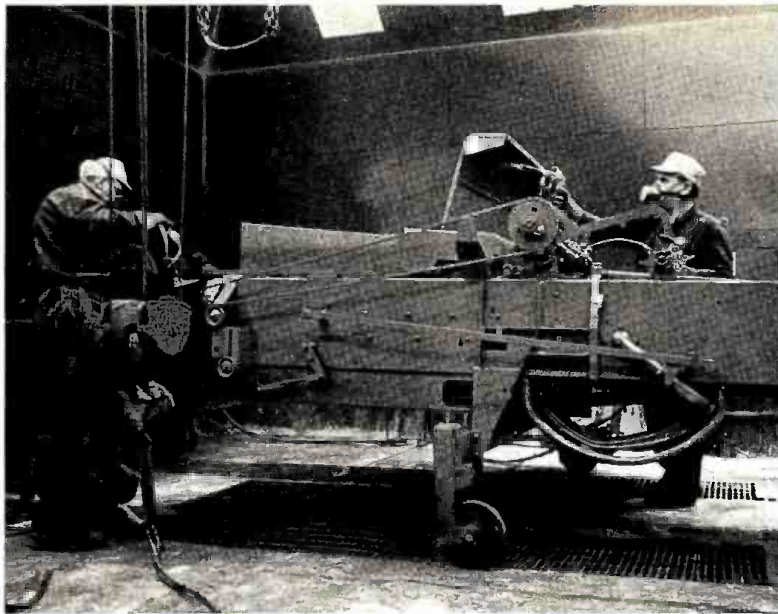
SETBACK FOR CBS □ The judge in a libel suit involving *60 Minutes* says Mike Wallace and producer Barry Lando must provide evidence of journalistic conversations as well as personal notes. **PAGE 57.**

DANISH'S WARNING □ TIO's director cautions PTA that undue pressure on advertisers could backfire: It could intimidate sponsors to take the easy way out with programming that lacks vitality and diversity. **PAGE 57.**

SEEING ISN'T BELIEVING □ A survey of youngsters indicates skepticism toward TV commercials grows as children grow older. **PAGE 58.**

NOTHING TAKEN FOR GRANTED □ That has been the creed of Taft Broadcasting's Charles Mechem Jr. And his eye for detail—and capacity to absorb it—is reflected in the company's success both in and outside radio-TV. **PAGE 81.**

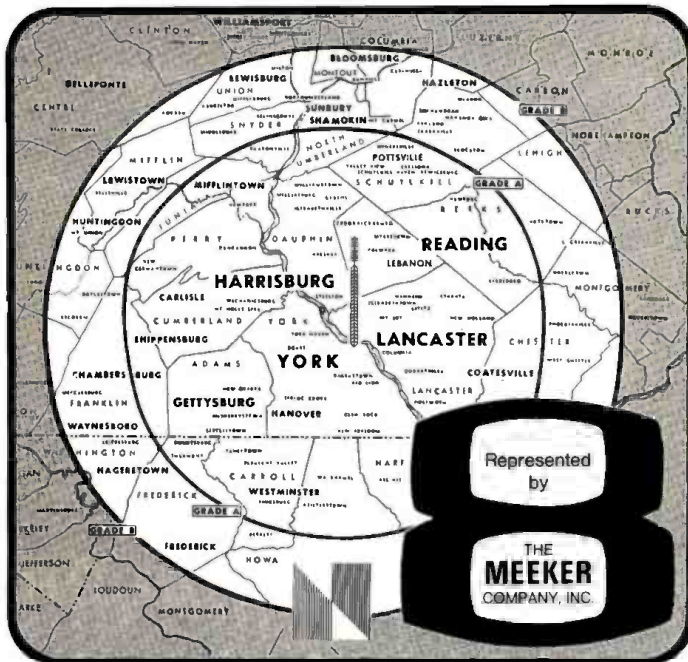
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* 1976 Sales Management Survey of Buying Power
1976 Pennsylvania Abstract

STEINMAN TELEVISION STATIONS

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

Everybody's in the act

At last count, now-dispersed Carter transition team had collected names of 140 individuals recommended—often by themselves—for appointment to FCC. Many are former members of Congress, retired or defeated for re-election. Some are broadcasters. Of total, about 15 are said to be actively campaigning.

White House is not expected to make move on FCC situation for some time. It will probably take new personnel office several weeks to sort out boxes of material that transition team bequeathed it. And transition team's recommendation on FCC was simply to plan to fill seats becoming vacant in summer—Chairman Richard E. Wiley's and Commissioner Benjamin L. Hooks's. Unless there is heavy pressure on President Carter to make switch earlier—and pressure is not yet evident—Mr. Wiley is expected to remain chairman until June 30, when his FCC term expires.

Medalists

In departure from tradition, International Radio and Television Society this year will make not one, but two Gold Medal awards. One will go to CBS Inc. in recognition of, among other things, its 50th anniversary this year. Other goes personally to John A. Schneider, president of CBS/Broadcast Group, in recognition of his "achievements in and contributions to broadcasting." Annual awards dinner is tentatively planned for either March 8 or March 9.

Carter at NAB?

Top echelon of National Association of Broadcasters is optimistic about chances of President Jimmy Carter's making appearance at annual NAB convention in Washington next March 28. Invitation is to go out this week from Chairman Wilson Wearn and President Vincent T. Wasilewski in Hawaii where NAB board will be holding its annual winter meeting. (Last week, NAB board received turndown from Ronald Reagan, erstwhile GOP contender, to address radio assembly.)

Peers

Innovation at opening session of NAB convention (see above) will be panel of five former FCC chairmen, all now in private law practices. (Two other former chairman still living—Charles R. Denny and John C. Doerfer—have retired.) Panelists will recall biggest issues during their respective tenures and sit in mock

judgment on incumbent FCC. Each will also be asked to comment on proposals to rewrite Communications Act.

Members of panel (in chronological order of their chairmanships): Rosel H. Hyde (who served two tenures), Fred W. Ford, Newton N. Minow, E. William Henry and Dean Burch. New NAB program feature was conceived by Erwin Krasnow, NAB's general counsel.

Reformer

Simon Lazarus, legal assistant to former FCC Commissioner Nicholas Johnson in late 1960's, is making transition from Carter transition team to Carter White House. He will be associate director of staff of Domestic Council with duties that include regulatory reform and justice and civil rights. Mr. Lazarus joined Carter campaign last year from Washington law firm of Arnold & Porter.

TIO's future

Should Television Information Office, now headquartered in New York, be moved to National Association of Broadcasters in Washington? NAB television board, meeting in Maui, Hawaii, Wednesday (Jan. 26), will discuss that question, raised at last NAB executive committee meeting by TV board chairman, Robert Gordon of WCPO-TV Cincinnati. Mr. Gordon claims no authorship for idea but says there's some feeling TIO might be more efficient if run more like NAB Radio Information Office, which Charles Jones, vice president, heads.

Networks oppose idea, as does TIO board. Fear is that network contributions of \$87,500 per year each (totaling about 30% of TIO's budget) would stop if TIO were merged into NAB, to which separate dues are paid. NAB Chairman Wilson Wearn of Multimedia Inc. thinks TIO could spend its money to better effect, but isn't advocating absorption into NAB—and that may indicate that idea is losing steam.

Forced sale?

Inheritance tax liability following death in mid-1974 of Mrs. Kate Robinson Butler may necessitate sale of properties held by Buffalo Evening News Inc., which include WBen-AM-FM-TV Buffalo, N.Y. Mrs. Butler's estate includes 50% of parent company and its wholly owned broadcast subsidiary, WBen Inc. Estate of late Edward M. Butler, her husband, holds 42%, and two grandchildren have 4% each. Since Mrs. Butler's death, executors and trustees have been seeking to establish

asset values preparatory to decision on disposition of properties, with multimillion tax exposure indicated.

Indications last week were that preliminary studies have been completed and that action would be taken soon. Because of FCC's cross-ownership rules there can be no package sale of newspaper, TV and radio properties. Vincent J. Manno, Weston, Conn., has been retained as consultant and possible broker if decision is made to liquidate.

Timely pitch

Radio Advertising Bureau's use of radio to sell radio will take different tack this year. In 1975 and 1976, theme was "Radio: Adflation Fighter." This year, keying on advertiser and agency calls for "media alternatives," theme will be "Radio: The Sound Alternative," emphasizing that "Radio works at a price you can afford." Spots contain quotes by national and local advertisers on radio's effectiveness and also include space for additional local testimonials. Reels are being sent at no charge to RAB members and are available to nonmembers for \$2 handling fee.

Network radio leaders, station reps and RAB officials have cut tape urging stations to use campaign spots extensively. Radio networks will distribute it by closed circuit to their affiliates beginning Jan. 26, in preparation for campaign kickoff Feb. 1. Flight will run 13 weeks, may then be renewed. Last year, according to RAB, all radio networks and 3,000 stations carried "Adflation Fighter" campaign, donating equivalent of \$3.7 million in time.

Enlarging views

National Association of Broadcasters has tentatively reserved northern Virginia's Airlie conference center, June 19-21, for first of what may become annual communications symposium. Program will be for broadcasters, maybe 75 top executives and NAB board members, but not necessarily about them. Idea is for participants such as Bell Labs, IBM, land-mobile users to talk about other interests and technologies in communications field which may one day mesh or conflict with broadcasting interests—to make broadcasters more "worldly wise," said one planner.

Proposal will be run past NAB board by its author, Radio Board Chairman Donald Thurston of WMNB-AM-FM North Adams, Mass., at this week's winter board meeting in Maui, Hawaii. Program is designed to be self-supporting; little opposition is expected.

Business Briefly

American Express □ Company continues credit card TV campaign in late February. Ogilvy & Mather, New York, will air spots in at least 15 regional markets, geared to reach all men.

Gillette □ Personal Care Division has shifted Earth Born shampoos and conditioners to Marschalk, New York, part of Interpublic Group, from Harris Creative Group, Chicago, formerly called Westbrook/Harris. Account is expected to bill about \$9 million, with more than 90% of budget in TV.

Pet □ Dairy division will set eight-week TV drive for Pet milk starting this week. Henderson Advertising, Greenville, S.C., will arrange TV spots in at least 12 Southeastern markets during fringe, day, prime and news times. Demographic target is women, 18-49.

Miles Laboratories □ Consumer products firm plans four-week campaign for Alka-Seltzer beginning in late February in 18 markets. J. Walter Thompson, Atlanta and New York, seeks TV spots during fringe-time periods to reach adults, 18-49.

Honda □ Company is blueprinting six-week TV campaign for motorcycles beginning in early February. Grey Advertising, Los Angeles, will aim TV spots for fringe, prime and access time to reach men, 18-49.

Baker/Beech-Nut □ Baby food company is planning four TV flights to introduce its new natural-flavored baby

food and juices. Spots will run two weeks each in late February, mid-March and early and late April. Weightman, Philadelphia, will schedule spots in 15-30 markets during day and fringe-time periods to reach women, 18-34.

Gabriel Industries □ Manufacturer of toys, games and crafts has signed Dick Van Dyke as corporate spokesman in



company's estimated \$5.2-million advertising campaign. Large portion of budget is slated for network and spot TV, with Nadler & Larimer, New York, preparing new batch of commercials featuring Mr. Van Dyke and aiming for early spring to reach children, 2-12.

GAF □ Company is planning four-week TV campaign for its floor covering beginning in March. Daniel & Charles Associates, New York, will place TV

spots during fringe-time hours to reach adults, 18-49.

Pennzoil □ Houston-based firm is planning TV promotion for Gumout carburetor cleaner in mid-February for four weeks. Eisaman, Johns & Law Advertising, New York, seeks TV spots in 25 national markets during fringe-time periods. Demographic target is men, 25-49.

Peter Paul □ Candy manufacturer will give its Whistle Pops, lollipops that whistle, TV exposure in late February in 15 Southeastern markets. Wilson, Haight & Welch, Hartford, Conn., wants to reach children, 2-11, via children's program viewing time.

A&W International □ Division of United Brands is preparing two flights for root beer in 40 markets, beginning in late February and early April for three-to-four weeks each. Humphrey, Browning & MacDougall, Boston, will place spots in fringe and prime-time hours to reach teen-agers and women, 18-49.

Sealy □ Major mattress firm plans 13-week TV promotion for Sealy Posturepedic mattresses. Stern, Walters Simmons, Chicago, will place spots on day, news and late fringe-time viewing hours to reach women, 25-49.

Estee Lauder □ Major cosmetic firm will sponsor two-week TV drive for various cosmetic products beginning in early February. AC&R Advertising, New York, will arrange spots in fringe and prime-time periods to reach women, 25-64.

Kendall □ Division of Witco Chemical Corp. is arranging eight-week TV drive for Kendall motor oil starting in late March. Creamer/FSR, New York, will place spots during fringe time in 20 markets to reach men, 18 and over.

Noxell □ Consumer products company will spotlight its Lestoil cleaning liquid in five-week spot-TV campaign in early February. Foote, Cone & Belding, New York, is setting spots in at least 25 markets during day and fringe-time periods for women, 18-49.

Ship Ahoy □ Cat food company has four-to-six week radio-spot campaign ready for mid-February start. Air Time, New York, is setting radio spots during day and weekend listening times in Northwestern markets to zero in on women of all ages.

Evelyn Wood □ Speed-reading institute will schedule two-week TV campaign in early February. In-house agency, Evelyn Wood, San Francisco, is

BAR reports television-network sales as of Jan. 2

ABC \$953,981,700 (31.9%) □ CBS \$1,045,550,700 (34.9%) □ NBC \$991,748,300 (33.2%)*

Day parts	Total minutes - week ended Jan. 2	Total dollars week ended Jan. 2	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.	109	\$ 505,200	7,469	\$ 39,174,900	\$ 34,958,400	+12.1
Monday-Friday 10 a.m.-6 p.m.	955	11,360,100	52,699	654,877,500	528,612,200	+22.1
Saturday-Sunday Sign-on-6 p.m.	307	10,715,700	15,408	340,201,600	268,654,400	+26.6
Monday-Saturday 6 p.m.-7:30 p.m.	100	4,264,100	5,347	161,733,700	132,892,900	+21.7
Sunday 6 p.m.-7:30 p.m.	16	701,400	1,101	49,139,200	26,974,000	+82.2
Monday-Sunday 7:30 p.m.-11 p.m.	414	28,698,900	21,936	1,533,371,000	1,282,587,300	+19.5
Monday-Sunday 11 p.m.-Sign-off	208	4,548,000	10,818	221,782,800	178,712,500	+24.1
Total	2,109	\$60,793,400	114,778	\$2,991,280,700	\$2,577,712,800	+16.0

Source: Broadcast Advertisers Reports *Through Jan. 2, 1977. **Through Jan. 4, 1976.

placing TV spots during day, prime and late fringe-time hours, zeroing in on men and women, 18-49.

Roper □ Company plans one-week TV flight for lawn mowers in late February. Ruck, Moore, Northfield, Ill., will schedule spots in 15 markets during prime, news, special and late fringe-time periods, concentrating on women, 25-54.

Conair □ Edison, N.J., manufacturer of personal care products has appointed Ted Bates, New York, as advertising agency, replacing Della Fermina, Travisano & Partners, New York. Conair is leading manufacturer of hair dryers under Conair name. Other products are Waterfingers shower massage and Soap Bar shampoo and soap dispenser. Conair's 1977 advertising budget is \$5 million, with heavy emphasis in TV.

Gorton's □ Food division of General Mills will take two flights in early February for four weeks and another for eight weeks in March to spotlight its fish fillets and fish sticks. Daniel & Charles Associates, New York, will set TV spots during day, fringe and prime-time periods to reach women, 18-49.

Bachman Food □ Snack food firm will have two-to-three week radio drive in mid-February, highlighting its snack foods. Lewis & Gilman, Philadelphia, will schedule spots in at least 12 markets, including New York, Boston and Pittsburgh, during daytime listening peaks, aiming at women, 18-49.

Bolla □ Company has scheduled two spot-TV flights for its wines, beginning in late February for three weeks and again in late March for two weeks. Richard K. Manoff, New York, will arrange spots in 25 markets during fringe and prime time hours to reach adults, 25-49.

Michellin □ Tire corporation has radio-spot drive to begin in March, running 8-12 weeks. Al Paul Lefton, New York, is aiming for day, evening and weekend time in over 25 markets, including Atlanta, Boston, New York and Philadelphia. Demographic target is men, 18-49.

MFA Insurance □ Insurance firm of Columbia, Mo., starts 10-week TV drive in at least 15 markets this week. D'Arcy-McManus & Masius, St. Louis, is placing TV spots in news, fringe and prime-time periods, focusing on men, 25-54.

Garden Pro □ Spin Trim garden and hedge trimmer will be featured in four-week spot-TV drive in late April. Dudak & Associates, New York, will slate spots during fringe, special and weekend time to reach men, 25-54.

Guerlain □ Perfume and cosmetic company plans April radio campaign for its perfume. Primaute Advertising, New York, will use radio spots in Atlanta, Dallas, Houston, Louisville, Miami, Fort

Rep appointments

- WIF(FM) Philadelphia; WRUN(AM)-WKGW(FM) Utica, N.Y.; Katz Agency, New York.
- WTRF-TV Wheeling, W.Va.-Stuebenville, Ohio; WBOY-TV Clarksbury-Weston, W.Va.: Meeker Co., New York.
- WDBN(FM) Medina (Cleveland), Ohio; WCTO(FM) Smithtown, N.Y.: P/W Radio Representatives, New York.

Lauderdale, Tampa/St. Petersburg and other markets to reach adults, 18 and over.

Barney's □ New York based retail store has appointed Needham, Harper & Steers, New York, to handle account, replacing Scali, McCabe, Sloves, New York. Estimated billings for 1977 are approximately \$2 million, substantial amount in radio-TV.

Salada Foods □ Beverage firm sets eight-week TV drive for Salada Tea this week. Humphrey-Browning-MacDougall, Boston, will prepare spots for day, prime and fringe-time periods in 25 major Northeastern Markets.

Lloyd Harris Pies □ Company plans

10-week radio promotion for fruit pies in early February. J.M. Korn & Sons, Philadelphia, is zeroing in on women, 25-49.

Prince Marcaroni □ Massachusetts company will display its products in seven-week spot-TV drive beginning in mid-February in major markets that include New England areas, Detroit and Chicago. Shultze Flanagan, New York, is setting spots in fringe periods to reach women, 18-49.

Food Fair □ Supermarket chain is scheduling two-week TV drive this month. SFM Media Service, New York, will place spots during day, fringe, prime, special and weekend periods to reach women, 18-49.

San Giorgio Macaroni □ Division of Hershey Foods will begin series of TV spots this week, February and March to run for two-to-three weeks. Creamer/FSR will schedule spots in fringe and daytime periods in Northeast markets. Demographic target is women, 25-49.

Stanley Works □ Hardware manufacturer is TV testing Sureform, wood plane for carpentry needs, in two Southeastern markets. Humphrey, Browning & MacDougall, Boston, will arrange TV campaign beginning in February for eight weeks during fringe and prime-time hours, zeroing in on men, 18-49.

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

Monday Memo[®]

A broadcast advertising commentary from Maxine Marx, head of casting, Cunningham & Walsh, New York

Star pitchers: celebrity spokespersons are good, but they're not everything

I don't know what Sir Laurence Olivier did for sales when he went on-air for Polaroid three years ago, but he did revolutionize the idea of the celebrity commercial spokesman and spokeswoman.

Sir Laurence is one of the greatest actors living today, so stars could no longer say that making commercials was demeaning to them or would hurt their careers. Of course there are still holdouts such as Paul Newman and Robert Redford. But the majority are coming around.

David Janssen had just finished *The Fugitive* and was strongly identified as a doctor when he went on-air for a headache remedy, which got a tremendous boost in sales. Another actor who did a good job for the client is Henry Fonda. He has a funny way of saying "GAF" that sticks in the mind. Given his stature and his memorable delivery, I think he is worth the price. Then there's Bill Cosby and what he does with those kids for Jello.

The whole concept of the Cosby-Jello campaign is brilliant—not just because of Bill Cosby's enormous charm, but because of the special way in which he interacts with children. In contrast to what he does, however, there's that cereal commercial with the three adorable—and union scale—children. They do a tremendous selling job in getting "Mikey to try it." The point of which is there is very little that talented unknowns can't achieve with a good idea and good copy.

So it all boils down to whether or not you have a client oriented toward spending a great deal of money for a big name. And except for extraordinary circumstances, I'm inclined to think the star/salesman is not worth it.

However, when celebrity money does come up I check into the ballpark figures, the demands and the kind of protection wanted. The actual negotiations are handled by Arthur Wright, head of Cunningham & Walsh's production department.

Once I made an inquiry to a top celebrity's agent, who said he wouldn't even approach his client without an offer of \$250,000. He wasn't promising that his client would be interested—and at that price, we weren't.

But there are stars who are willing to appear in spots and whose prices range anywhere from \$25,000 to \$150,000, depending on whether their careers are waxing or waning. Often they have been associated with a TV series and while not immediately identifiable, they're recognized by viewers.



Maxine Marx joined Cunningham & Walsh in 1967 as casting director. Previously she was head of casting at Norman, Craig & Kummel, New York. Before that, Ms. Marx co-founded Shamus Culhane Productions, New York. Ms. Marx began her career as an actress, working primarily in radio on shows such as *Sherlock Holmes* and *Lux Radio Theater*. She is the daughter of the late Chico Marx, one of the Marx Brothers.

Union rules don't apply when you're talking over-scale, so almost any arrangement is possible. Someone could get a flat fee of \$100,000, which might be paid in full or over a year for tax purposes. Or they might get a guarantee—\$5,000 to \$10,000—that they will make at least that amount. If the commercial only runs regionally and doesn't tie them up for bigger products, they may work for a lot less. Big stars sometimes ask for compensation in the way of stock in the company or even franchises. Anything goes.

Then there are celebrities who will only do voiceovers. And clients are willing to pay top dollar—not for the recognition factor—but for the unique vocal quality that some big stars have. Think of Orson Welles, who did the Eastern Airlines "Wings of Man" commercials. No one else in the world has a voice like that. Generally voiceovers pay less than on-camera work, but the anonymity makes the jobs more attractive to some stars.

Celebrities are understandably fussy about what products they will associate with and tend toward the glamour items: beer, wine, automobiles and corporate image. They may be reluctant to sign for more than a year since the next big movie may be right around the corner. Few stars will do commercials when their careers are at a peak.

Most celebrities I've worked with, if

they are really good actors, are terribly intent on their craft and do a fine job for us. But there are many personalities who are famous—and are not good actors. When a creative group comes to me and suggests one of these, I have to say: They're hard to work with, they come to the set late and they make outrageous demands.

But with work-a-day actors, the atmosphere is strictly business and mutual respect. Furthermore, they're really glad to be there. Commercials are their bread and butter.

Another problem dealing with names is that until you have a written contract, you really don't know where you stand. We may ask somebody to work for \$25,000 and they agree. Then they do a hit picture or get talked about for a series, and their price shoots up overnight to \$200,000.

In many cases, doing commercials has actually helped actors and actresses make it. Years ago I saw Dena Dietrich in an Equity Library Theater Production in New York and cast her in a commercial at the agency I was working for then. After I came to Cunningham & Walsh, we needed someone to play *Mother Nature* for Chiffon and Ms. Dietrich got it. Later she was up for a part in Neil Simon's play, "Prisoner of Second Avenue." She told me that although other actresses were equally as good, when Simon heard she was *Mother Nature*, he immediately gave her the role. From there she went from one TV series to another and is in one right now. But she still continues to play *Mother Nature*.

About the same time I met Dena Dietrich, I saw a plump, young Italian actor who I thought was brilliant in an Off-Off Broadway production. I gave him his first commercial, which broke the ice for him in the business.

Later he told me that doing commercials enabled him to take parts in showcase productions that stretched his talent and gave him exposure. His name: Jimmy Coco. And it was in one of those Off-Off Broadway showcases that Neil Simon saw him and wrote the play for him, "Last of the Red Hot Lovers." Jimmy Coco remains one of my favorites.

I feel it's not necessary to pay astronomical amounts of money for talent. Stars can do a very good job for a particular kind of commercial. But often it's a waste of money and there are scale actors who can do the job just as well.

The nicest thing to me about non-celebrities is that we support a pool of actors through commercial work who enrich all the other areas of acting. Because I love acting, that's probably one of the reasons I prefer to use the noncelebrity over the celebrity.

Besides doing a good job for the client, they help keep our theater alive.

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The Christal Company

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

CBS BY 17.1



TO 13.4



The Super Bowl is yesterday's news. Everyone knows the score on the 1976 NFL season. But here are some exciting numbers from CBS Sports you might not know.

Pre-game shows

Fifty-two percent more homes watched CBS Sports' "NFL Today" than NBC's "Grandstand." Lively commentary and tough analysis by Brent Musburger, Phyllis George and Irv Cross, hosts of the show, backed up with special material from Jack Whitaker and Jimmy "The Greek" Snyder put "NFL Today" way out in front—and kept it there.

Game coverage

CBS weekend football averaged 17.1 to another network's 13.4,* a 28 percent lead.* These figures represent a 20 percent improvement for CBS over 1975, and a 6 percent decline for the other network. Some of the best sportscasters in the business teamed up with former football greats, who know the guts of the game as well as the moves, to make CBS NFL coverage unbeatable.

It's been a great NFL season for CBS Sports. With Super Bowl XII on CBS, the next will be even better.

**GO WITH
A WINNER
CBS
SPORTS**

*Source:
Estimates based on Nielsen Television Index. Average audience household ratings September 12-December 12, 1976, and September 21-December 21, 1975. Subject to qualifications available on request.

■ indicates new or revised listing

This week

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. 25-26**—Conference on FCC regulations by the *Mid-Atlantic Appalachian Region SCTE* in cooperation with the *Maryland-Deleware CATV Association*. Latter group will hold its quarterly business meeting Jan. 25. Veterans of Foreign Wars, Route 40 West, Frederick, Md.

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 "Digital 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—*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—Former FCC Commissioner Glen O. Robinson addresses *Federal Communications Bar Association* luncheon, Army-Navy Club, Washington.

■ **Jan. 28**—FCC's deadline for comments on proposal by Worldvision Enterprises Inc. to expand network inquiry to include syndication and possible ban on domestic syndication by companies owning one or more television stations or cable systems (RM-2801). FCC, Washington.

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: Less Fuller, SIU chapter of Alpha Epsilon Rho.

Also in January

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.

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." Statler-Hilton, Dallas.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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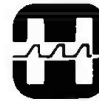
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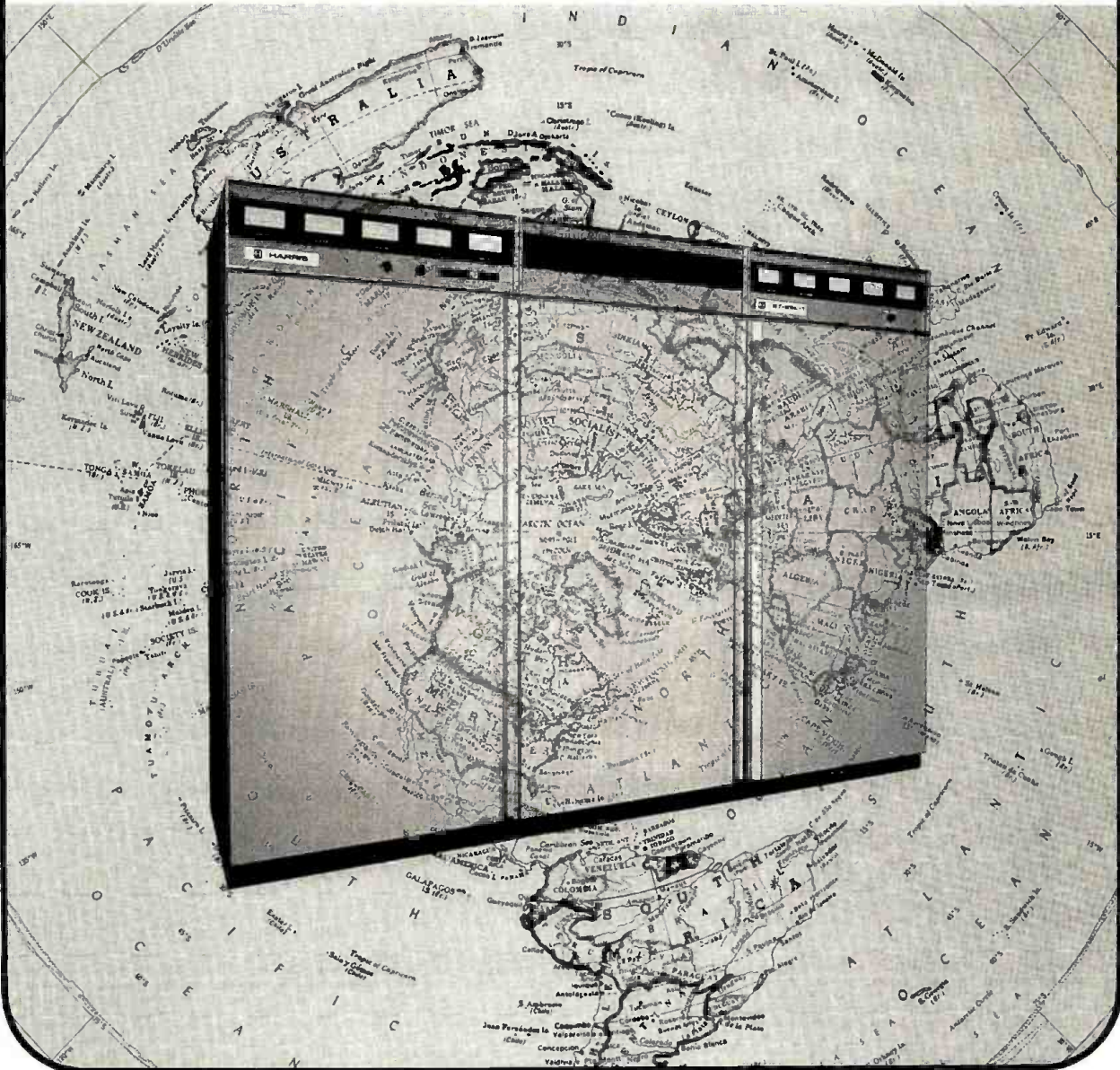
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annual engineering/management development seminars. Purdue University, West Lafayette, Ind.

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

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

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

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

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

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

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

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

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

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

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

Feb. 15-16—Wisconsin Broadcasters Association winter meeting and legislative reception/dinner. 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 Greenbrier, White Sulphur Springs, W. Va., and March 10-11 at the Fairmont hotel, San Francisco. Contact: 258 West 22d Street, New York 10011.

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

Feb. 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 Ringler, register of copyrights, Library of Congress, will be keynote speaker. New York Hilton, New York.

■ **Feb. 24-25**—Television Bureau of Advertising communications seminar for sales and management personnel. TVB headquarters, 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 programming "increasing public understanding of the American system of law and justice." Same deadline prevails for entries in magazine-newspaper categories and other media categories (including wire services and news syndicates). Deadlines for books will be Feb. 1. Entry form and information: Gavel Awards, ABA, 1155 East 60th Street, Chicago 60637.

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

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

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



Toys in the Attic.

It's not unusual for broadcasting companies to donate used equipment to local schools. And sometimes a little creative thinking can give a useful new purpose even to items that ordinarily would have been discarded.

When WKZO-TV did its housecleaning recently, the storage shelves were crowded with the typical accumulation of empty videotape spools. It occurred to one of the Fetzer people that their bright variety of colors and sizes might make them interesting playthings for children.

After thorough testing to make sure the reels were safe, they were given to the local Head Start program for preschoolers. And the kids found them fascinating. As the Educational Coordinator of the program reported, "The videotape spools were a hit." They became everything from building blocks to space stations.

Using a little imagination to help youngsters use theirs is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

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

Good Q's, good A's

EDITOR: Congratulations on BROADCASTING's Jan. 10 interview with ABC's Leonard Goldenson and Elton Rule. It is, in my judgment, a superb piece of journalism. Credit is due Messrs. Goldenson and Rule for their candid and forthcoming responses, but I recognize and applaud your background knowledge and skill in asking the right questions. Another fine job by BROADCASTING.—*Jack Valenti, president, Motion Picture Association of America, Washington.*

In the process

EDITOR: Your extensive coverage of the "The Broadcast Media and the Political Process" (Jan. 3) was an enlightening assessment and overview of the role the electronic media play in the American political process.

In addition to the more traditional communications vehicles of commercial radio and television, cable television played a historically large part in this past political season. Cable continued its best known function of redistributing the signals of local and network programming to those citizens who otherwise would not see them. It also continued to provide expanded and inexpensive exposure to candidates via local political cablecasting.

There was also a major first. Both presidential candidates prepared material specifically for cable distribution. Candidate Carter's special cable video tape, for instance, was run by 260 CATV systems in 45 states. Increasingly, candidates for local and national office are discovering cable television can offer new ways for getting out on the stump, an important development not reflected in your otherwise excellent report.—*Robert L. Schmidt, president, National Cable Television Association, Washington.*

Odes to objectivity

EDITOR: I would like you to know that I appreciate the professional attitude of your editorial department in handling the article (BROADCASTING, Jan. 3) about the forthcoming investigation by the FCC of some or all of the people of the WOL air staff. Yours is the only publication which was considerate enough to call corporate management to find out what really happened and quote me verbatim.—*Egmont Sonderling, chairman and president, Sonderling Broadcasting Corp., Miami.*

EDITOR: Given your editorial page treatment of my efforts over the years, you'll understand my usual inability to heap praise on your magazine. But BROADCAST-

ING's treatment of the NCCB's violence rankings in the Dec. 20 issue really is deserving of comment.

Following our news conference, NBC attacked the findings [saying] we used the wrong definition of violence. In fact, as our report and public briefing (which NBC boycotted) made clear, we *did* use the very standard NBC charged we failed to use. Of all the reports of NBC's charge, BROADCASTING's, to my knowledge, was the only one to present the facts.—*Nicholas Johnson, chairman, National Citizens Committee for Broadcasting, Washington.*

Equipment woes

EDITOR: I agree with Edd Monski of WRBJ-AM-FM St. Johns, Mich. ("Open Mike," Jan. 3.) We too have been gouged by equipment manufacturers [which] set up sales and "service" in two separate divisions. Their ploy is to refer to "service" whenever you have a complaint or a problem resulting from an inoperative piece of equipment. This holds true even when the equipment is less than a year old.

The runaround given to broadcasters who are in trouble and off the air because of equipment failure is something you would have to experience to believe.—*Ed Winton, president, WCGL(AM) Jacksonville, Fla.*

Organizer

EDITOR: The FCC doesn't know it, but we've pre-empted the call letters, WQCB. "We" are the new Washington Quarter Century Broadcasters. Anyone who was on the air in the Washington metropolitan area at least 25 years ago is eligible.

Initiation and dues are nominal (\$2 and \$5 a year), and the purpose is simply spring and fall get-togethers to reminisce. All who qualify, no matter where they live now, are invited to get in touch with the membership co-chairman, Bob Hurleigh, at Mutual, Washington.—*Hugh Guidi, Broadcast Center, Chamber of Commerce of the United States, Washington (chairman, WQCB).*

The other half

EDITOR: The "Profile" on George Lindman (BROADCASTING, Jan. 10) was excellent. [But] we're sorry that whoever edited the piece dropped our call letters—KSFO(AM) San Francisco—and those of KEX(AM) Portland, Ore. Without us, MMR wouldn't enjoy quite the luster it does and Golden West Broadcasters would be sort of a flimsy group.—*William D. Shaw, senior vice president and general manager, KSFO San Francisco.*

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Hollywood: 1680 North Vine Street, 90028.
Phone: 213-483-3148.
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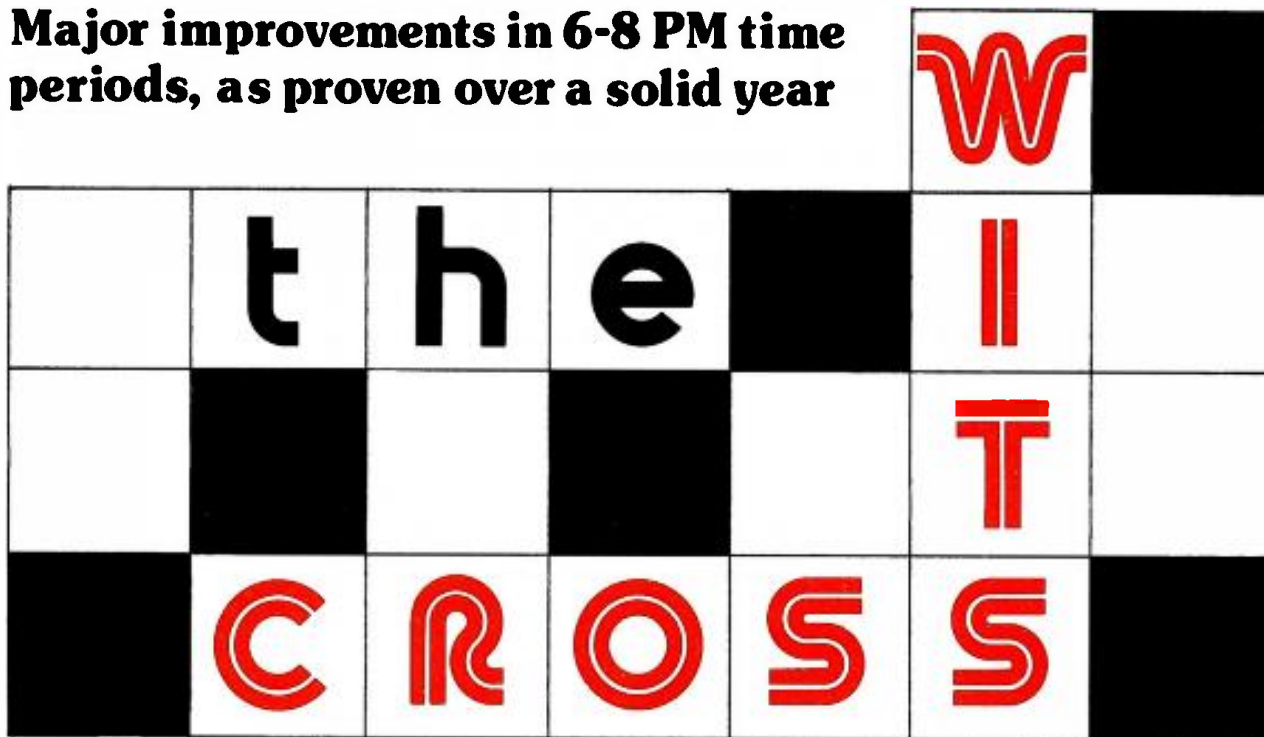


Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. □ *Broadcast Advertising* was acquired in 1932. *Broadcast Reporter* in 1933, *Telecast* in 1953 and *Television* in 1961. *Broadcasting-Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available from University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

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Broadcasting Jan 24

Vol. 92 No. 4



NBC photos

Day and night. "In this outward and physical ceremony we attest once again to the inner and spiritual strength of our nation:" Millions of Americans watched Jimmy Carter from Georgia as he spoke those words in the beginning of his inaugural address and as he took the oath of office as the nation's 39th President a few moments earlier. In all, it was estimated some 70 million Americans watched some portion of the inaugural events on TV. Satellite broadcast also brought the event into the homes of millions of viewers around the world—in over 30 European countries via the European Broadcasting Union and in more than 40 other nations which received satellite transmissions directly.

CBS, NBC and ABC covered the main ceremonies from 10 a.m. to 4 p.m., with additional spot coverage of such events as the arrival in Washington of the "Peanut Special" train from Georgia, an early-morning prayer service on the steps of the Lincoln Memorial and the inaugural parties later in the evening. PBS covered live the swearing-in and inaugural address, and offered a 90-minute special with taped highlights and discussion at 9 p.m.

Over-all administrator for both the audio and video pools was ABC. Specific areas of pool coverage were divided among the networks, with ABC handling video responsibilities at the White House and Andrews Air Force Base, CBS along the parade route and NBC at the Capitol. For radio, the Mutual Broadcasting System handled the sound at the Capitol and ABC elsewhere.

Major events of the day included the traditional meeting of President and President-elect at the White House, the drive to the Capitol, the swearing-in of Vice President Mondale and of President Carter (at the stroke of noon), President Carter's 16-minute inaugural address, the "unprecedented" walk to the White House, the inaugural parade and Mr. and Mrs. Ford's departure from Andrews Air Force Base, and coverage of the inaugural parties that night.

CBS photos



On the eve. President-elect Carter and Vice President-elect Mondale and their families were on-scene onlookers—and Beverly Sills one of the entertainers—at the Wednesday night gala in Washington, carried by CBS-TV at 9-11:31 p.m. NYT. James Lipton Productions produced the gala and the TV special, the latter in association with Time-Life Television, and an estimated 600 people were involved (including performers and musicians). The program was taped in Washington, starting two hours before airtime, and edited as the evening progressed to permit insertion of commercials. CBS paid \$1 million for rights; an estimated \$250,000 was to have gone to the inaugural committee to finance other Washington events last week, the rest to production costs and the producers.

Top of the Week

Swimming upstream for fourth TV network

Sudden flurry of interest and some concrete proposals draw skepticism from many in agency world, although O&M and B&B are backing two ideas

"There just aren't enough independent stations right now to constitute a viable fourth network. You're really talking about 40% to 45% of the country, and that means probably bypassing a lot of areas where a client's brand might be thriving. [It] wouldn't have true national character."

That judgment, offered last week by Walter Bowe, a media vice president of Foote, Cone & Belding, reflected a generally skeptical attitude among agency executives assessing the prospects of several so-called "fourth network" concepts that have surfaced, at least tentatively, in the last few weeks. These include:

- One called "Metronet," being actively pushed by Ogilvy & Mather and Metromedia Television, which envisions a year-round, locked-in-place independent-station network that would program, initially, a half-hour a night, Monday through Friday. The plan was broached during the convention of the Association of Independent Television Stations earlier this month and was presented to leading agency executives last Friday.

- One being developed by Benton & Bowles, also in association with Metromedia, looking toward two hours of Sunday programming (starting at 7 p.m. NYT). Formal announcement of the anticipated programming and station lineups is at least a month away, according to Michael Lepiner, B&B vice president and director of broadcast programs

- A Norman Lear idea for a Lear-generated evening of programming developed as an alternative to the Saturday-night prime-time schedules of ABC, CBS and NBC. But Mr. Lear scoffs at description of his concept as "fourth network": That's "silly," he said. "I'm just looking to do programming that's different in quality from what's on the three networks." He said he's aiming for an on-air date sometime in

1978 because his idea now is "still only in the discussion stage."

■ Operation Prime Time, an eight-hour first-run miniseries extracted from Taylor Caldwell's novel, "Testimony of Two Men," commissioned by more than 50 television stations, being produced by MCA TV and scheduled to begin airing in May (BROADCASTING, Aug. 23, 1976, et seq.). But this project, said to be the most ambitious ever set in motion by TV stations on their own, is not put in the "fourth network" category by many agency people because, at least thus far, only a single miniseries is involved.

A canvass by BROADCASTING among agency executives found reservations about fourth-network prospects generally, dealing with (a) quality of programing that might be offered; (2) the reach of an ad hoc network, as emphasized by Foote, Cone & Belding's Mr. Bowe; (3) a feeling that many if not most advertisers are sufficiently satisfied with the schedules they're able to get on conventional networks and thus lack hard incentive to go out of their way to promote a fourth network.

Many executives emphasized, however, that their reservations applied to the fourth-network concept generally, not to Operation Prime Time—because, again, they did not think of it as fourth-network operation.

Steve Leff, a senior vice president of McCann-Erickson, said most of the fourth-network programing he'd heard about provoked "a general yawn." Walter Reichel, senior vice president for media and programs at Ted Bates & Co., also thought it "not very impressive." And media people at Leo Burnett Co., McCann-Erickson, J. Walter Thompson Co., Needham, Harper & Steers and SSC&B indicated that their clients got essentially the kinds of schedule they wanted from the conventional networks and were not, as one put it, "frantically desperate" to create another network for their advertising dollars.

Answers to some of these arguments and additional planning details came Friday when the "Metronet" proposal was officially put on the table for executives from top-25 agencies by Ogilvy's Howard Eaton, senior vice president/director of

broadcasting, and Metromedia's Mr. Krivin.

Mr. Eaton told the assembled agency people that Metronet proposed to program 30 minutes on weeknights (a Saturday half-hour project, a comedy-variety series produced by Burt Sugarman and starring Charo, has been dropped). On Monday, Wednesday and Friday at the suggested hour of 8 p.m., the plan is to hire producer-director Dan Curtis (*Dark Shadows*; the movie "Burnt Offerings") to do a series of gothic melodramas. For Tuesday and Thursday at 8, serialized adaptations of well-known novels like "Rebecca" and "Wuthering Heights" are being talked about.

Six commercial minutes would be factored into each half-hour (two for Metronet, four for station sale). Stations would get the programs at no cost other than the two commercial minutes. (Some agency executive objected afterward that six commercial minutes per half-hour were too many.)

Mr. Eaton said Metronet would aim at a 50% clearance. Martin Ozer of Metro TV Sales acknowledged, however, that not all of the independents in the lineup would play the half-hours in prime time, but might strip them at, say, 11 or 11:30 p.m.

Mr. Eaton said advertisers are being asked to pay a cost-per-thousand of more than \$6, or about the level of current network prime time CPM's, for a 6 rating and 11 share (although the women 18-49 demographics are expected to be proportionately better than those of the networks because of the gothic-novel format).

Metronet would need, in effect, \$7,250,000 in payments from advertisers to get the entire project off the ground and functioning for the first year, Mr. Eaton said. "Some of our advertisers could pay this whole amount in one shot," he asserted. But that would defeat the purpose of creating an alternative network for all advertisers, he continued, so he hoped that he could get such a mix that no one advertiser would be ponying up more than 5% of his prime-time network budget. Then "if we don't deliver on our fourth-network promise," he concluded, the loss to any one advertiser "would be negligible."

Network inquiry a Wiley show, at least in the beginning

Lame-duck chairman likes things run his way, and when the issue began to snowball at the FCC, he decided to take charge

In issuing a notice of inquiry into alleged network dominance of the television industry, the FCC may or may not have uncorked a proceeding with profound implications for the networks and the industry. That probably will not be known for sure for more than a year. But the issuance of the notice offers a model example of FCC decision-making, Wiley-style.

The Westinghouse Broadcasting petition requesting the inquiry is not the kind of document that sets the juices flowing in Chairman Richard E. Wiley. Before it was filed in September, he is not known to have been heard commenting on the need for a long, hard look at network practices.

But where another chairman—particularly one in the sunset of his chairmanship—might have tried to shelve an issue he found uncongenial, that is not Chairman Wiley's way, particularly if, as was the case here, the issue is attracting attention. If a parade is forming, he likes to lead it. And he says as much. "I make decisions," he said last week. "I get out front. That's the job of the chairman."

In getting out front on the Westinghouse petition, he was aware not only of the Justice Department comment supporting the idea—support that observers generally feel made the issuance of an inquiry a certainty—but of Commissioner Abbott Washburn's intense interest in the matter.

Indeed, it was Commissioner Washburn who was initially the FCC member most closely identified with the issue. On Oct. 26, a little more than a month after the Westinghouse petition was filed, Commissioner Washburn expressed to a regional meeting of the National Association of Broadcasters in Portland, Ore., his view that the commission should "take a thorough and objective look at the network/affiliate relationship in the context of a notice of inquiry." And the commissioner, in a private conversation with the chairman, said he would press for such a proceeding. The decision to proceed, said one observer last week, amounted to "Wiley trumping Washburn's ace."

But taking the lead is not simply a macho thing with the chairman. On items issuing from the commission, particularly the major ones, he wants his stamp. Or, as he said about the network inquiry, "I wanted this one structured the way I wanted it structured." One doesn't ac-

CBS-TV first media billionaire; TV networks close to \$3 billion

The CBS-TV network in 1976 became the first single advertising medium ever to reach a billion dollars in revenues, and the three TV networks together came within a shadow of reaching the \$3 billion mark for the first time.

The "world's largest advertising medium," as CBS-TV has billed itself since 1954, turned in 1976 revenues of \$1,045,550,700, according to estimates compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising. By contrast, in 1954, when it took the revenue leadership away from *Life* magazine, CBS-TV's billings were \$146.2 million.

The 1976 total represents a gain of 615% or \$899,350,700 in the 22 years (The two figures are indicative but not directly comparable. Methods of network selling and billing were different back then, and the two figures also come from different sources.)

BAR/TVB put the 1976 three-network total at \$2,991,611,100, a gain of \$560,765,500 or 23.1% over 1975.

In reaching and passing the billion-dollar mark, CBS-TV posted a gain of \$173,097,200 or 19.8% over its 1975 total. NBC-TV, in second place, added \$149,909,200 or 17.8% to its 1975 record, reaching \$991,748,300. ABC-TV had the biggest gain of all—\$237,759,100 or 33.2%—in reaching \$954,312,100.

comply that by hanging back, or bad-mouthing a proposal or trying to ignore it.

And the notice is structured as he wanted it. It's neutral in tone: It avoids conclusions, it suggests no remedies. It is concerned, as it stresses, only with fact-gathering. It does not provide the basis of accusation that the commission is out to "get" the networks. On the other hand, it is comprehensive; it cannot be criticized on the ground of avoiding difficult issues.

Precisely when the chairman began forging into the lead on the issue is hard to pinpoint, but it was apparently some time in December. He is known to have been upset over stories in the trade press quoting John Bass, head of the office of network study, as saying that the commission would most likely have to take some action in response to the Westinghouse petition. "He thought such remarks limited the commission's options," one official said. "But close to Christmas he became convinced that the commission would have to act."

At that point, things began to move. The chairman selected from the staff a team of five members whose skills he respected and whose abilities to maintain security he trusted. They were Lawrence Secrest, deputy general counsel; Paul Putney, deputy chief of the Broadcast Bureau; Mr. Bass; Walter T. Maguire, an attorney in the office of network study, and Robert Blau of the office of plans and policy.

In a matter of weeks, the project was under control. Drafts had been prepared, reviewed by the chairman and redone. A close-to-final one was in his possession when he prepared the two speeches in which he announced the commission would be considering the Westinghouse petition. Those speeches were delivered in California—to the Association of Independent Television Stations, in San Francisco, and to the California Broadcasters Association, in San Diego, on the weekend of Jan. 8-9.

The importance of the item and concern about completing it before details of the project leaked were factors in the high priority given the project. Another may have been the fact that the chairman, a Republican, could not be sure in December whether, in view of the change in control of the White House on Jan. 20, he would still be chairman in February. (He is said to be much more relaxed on that point these days.)

The commissioners received the final draft on Monday, Jan. 10. And if the staff moved fast, so did the commission. The document was discussed on Thursday, and, after some adjustments, was adopted, 7 to 0, with two commissioners concurring, on Friday.

The unanimity of the commission indicates how well the chairman had read the members. The range of opinion was broad: Commissioners Washburn and Joseph Fogarty were eager to proceed and found the draft notice satisfactory. Concurring commissioners—Robert E. Lee and Benjamin L. Hooks as well as Margita White—appeared to feel simply that the time had

arrived for an extensive examination of network-affiliate relationships, while Commissioner James Quello was so reluctant to proceed with the notice that it seemed that he would dissent. He was concerned, he said, that the commission not appear to be engaged in "a regulatory mugging."

However, his vote was secured by the addition of language asserting that the commission was not embarked on a "multiple or 'group' ownership proceeding." And that language afforded a measure of relief to network officials worried about a Justice Department suggestion that the commission consider requiring the networks to sell off some of their owned-and-operated stations.

Of course, Commissioner Fogarty took some of the edge off that disclaimer with his separate statement. It asserted that the commission was not precluded from examining any issues regarding multiple ownership as it affects the programing market, or from considering "appropriate action to remedy any abuses" that are uncovered.

But if Chairman Wiley was able to see to it that the notice was "structured" as he felt it should be, the proceeding is now out of his hands. The commission hopes to issue a report on the results of the inquiry within one year of the filing of comments. Reply comments are due on June 1, and Chairman Wiley is due to leave the commission on June 30. Thus, the "structuring" of the next step in the proceeding will be left to the chairman to be selected by President Carter.

Stations work to fill void NIS will leave

Officials of all-news operations meet in New York with suppliers of feature programing, explore possible distribution means, hope to start up in spring

Preliminary plans for a radio news co-op to provide feature material to all-news stations were announced last week. Leaders said they hoped to have it in operation, with at least 40 to 50 stations participating, by early April.

Bill Weaver of KHWZ(AM) Albuquerque, N.M., chairman of a special committee seeking ways to fill the gap that will be created when NBC's News and Information Service (NIS) ceases operation on May 29, said 43 of NIS's 62 station subscribers were committed to remain all-news and also indicated they would participate in the formation of a nonprofit association.

The stations will meet in mid-February to hear and act on the committee's specific proposals, adopt by-laws, elect officers, choose program suppliers and set up a clearinghouse for the co-op service, Mr. Weaver said at a news conference in New York last Thursday.

He and fellow committeemen made the

announcement as they neared the end of three days of studying the feasibility of such an association and talking with potential suppliers of material ("Closed Circuit," Jan. 10). They expected by the end of the day to have talked with some 50 packagers, producers, syndicators and other suppliers, and they were obviously pleased with their prospects.

They said it was too early to disclose the names of suppliers they had talked with—the actual choices remain to be made—but that approximately 30 kinds of material are available, ranging from cooking and child care to sports, hobbies, the arts, gardening and pet care. They are looking primarily for audio material in lengths from one to two-and-a-half minutes.

They are interested only in "soft" news or features, they said, because they expect that most of the stations individually will be getting their national and international hard news from one or more of the conventional wired networks—such as ABC, CBS, NBC, Mutual, UPI Audio and AP Radio—and their local and regional hard news from their own staffs and stringers.

Financing for the as yet unnamed association will be by subscription. Mr. Weaver and his associates said that the fee structure had not been worked out, but that they were confident the total cost to a member—including the cost of extra manpower that most stations are expected to add—would be less than now paid to NIS except in the smallest markets, where the NIS rate is pegged at \$750 a month.

Mr. Weaver said that all-news stations other than NIS subscribers would be invited to join the association and he thought that some of them would. He also said some talk stations have shown interest. The association will limit its membership to one station per market.

The special committee hoped to have the new operation going by April 1, so that stations could begin phasing the new material into their operations before NIS closes down.

They are negotiating with NBC Radio about subleasing its lines for distribution of program material to stations and also alternatively have been talking with AP and UPI about using their respective lines in low-traffic hours. If wired distribution facilities cannot be obtained, distribution will be by tape.

With Mr. Weaver at the news conference were Richard Brady of KXXA(FM) Little Rock, Ark., a member of the original special committee, and two new members of the since-expanded group: Lee Morris of WSOC-AM-FM Charlotte, N.C., and R.D. Williams of WURL(AM) Winston-Salem, N.C., as well as Jerry D. Coffin of NIS, who coordinated the meetings with suppliers.

The committee members were enthusiastic about NBC's cooperation—"they've really bent over backwards to help us," Mr. Weaver said—and about the prospects for their new association and all-news stations generally. Some predicted the association would wind up with more stations than the 62 that NIS had when its closing plans were announced.

In Brief

□ **RCA reported first \$5 billion year in sales and 57% rise in net income** last week and at same time seemed to issue challenge to its NBC subsidiary: "We're anxious to get away from the 'blockbuster' type of programing—special events and big movies—that has helped us improve ratings," President **Edgar H. Griffiths** said in news conference, "and I think you will see NBC's profit gains surpassing its revenue gains later in the year." It was assumed he meant **NBC-TV would no longer be paying blockbuster prices** for blockbuster programing like "Godfather" and "Gone with the Wind." He also said it was expected NBC would overtake CBS in broadcasting profitability, although he gave no timetable. In 1976 financial report, RCA said sales reached \$5 billion for first time, totaling \$5.4 billion, and net income climbed from \$110 million (\$1.40 per share) in 1975 to \$177.4 million (\$2.30 per share). Mr. Griffiths said 1976 results reflected "major turnaround" in electronic manufacturing business and advances in other operations including record profit performances by NBC (profits up 10%), Hertz Corp., Banquet Foods, RCA Records, Random House and RCA Service Co.

□ Latest entry in **who's on first?** ratings competition: claim released Friday (Jan. 21) by ABC-TV researchers that network led in average audience ratings for all commercial time periods (Monday-Sunday, sign-on to sign-off) for year ending Dec. 26, 1976. Network claims its total households rating for average minute was 10.1 vs. 9.8 for CBS-TV and 9.2 for NBC-TV. CBS has made point that, overall, it is network most watched (BROADCASTING, Dec. 20, 1976), based on standings in daytime. Saturday morning and evening news, among other things, and on largest number of total hours broadcast during year: 4,495 vs. 4,337 for NBC and 3,866 for ABC.

□ **Radio and (to even greater extent) television have bright futures**, according to 10-year projection in National Association of Broadcasters "future of radio" study (BROADCASTING, Jan. 17). Prediction is that **radio revenues on average will increase 8.3% annually**, reaching \$4.3 billion by 1985, more than twice revenues in 1975. TV will do better, **growing 10.6% on average** to \$13 billion in 1985—2.7 times 1975 figure. Radio revenues will grow faster in first five years (9.7% annually)—largely from FM growth—than in next five years (7% annually), when AM and FM distinctions will all but disappear. Study, performed for NAB by Frazier, Gross & Clay, Washington, projects increase of FM radios in cars, but warns of increased competition in car radio market, from citizen band radios.

□ **Barry Jagoda** (r) and **Richard Neustadt** have moved from Carter transition team to Carter White House as media advisers. Mr. Jagoda, 32, who has worked as television news producer for NBC and CBS—he won Emmy for Watergate coverage at latter—will be special assistant to President for media and public affairs. Mr. Neustadt, 28, his deputy, is lawyer who has worked for CBS News as assistant to Walter Cronkite during political conventions of 1972 and 1976. One aspect of new office, Mr. Jagoda said, will be to aid President Carter in "**communicating with the people through the electronic media.**" Among formats under consideration are fireside chats (which could involve President in video-taped conversations with cabinet officers) and call-in shows.



Graham



Israel



Durgin



Wearn



Bartlett



Wischmeyer

□ **Larry H. Israel** leaves presidency of Washington Post Co., effective Feb. 1, to develop personal interests and engage in other projects in TV and related fields ("Closed Circuit," Jan. 17). **Katharine Graham**, chairman, will resume company presidency which she relinquished to Mr. Israel in 1973. He had joined Post organization as chairman and president of Post-Newsweek Stations in 1968 from presidency of Westinghouse broadcast station group. Mrs. Graham expressed appreciation for Mr. Israel's contributions and his leadership in elevating program standards; he cited satisfying experience with executives and personnel of Post company, pointing out that 1976 was most successful year in its history.

□ **Don Durgin**, former president of McCaffrey & McCall and before that of NBC-TV, named executive VP of Dun & Bradstreet, New York, with management responsibility for its broadcasting division (Corinthian Broadcasting Corp. and its TVS network operation), magazine publishing (Dun-Donnelley Publishing Co., publisher of *Dun's Review* and 13 trade and professional magazines) and book publishing (Thomas Y. Crowell Co. and Funk & Wagnalls), effective Feb. 1. **Philip J. Lombardo**, president of Corinthian, will have full responsibility there, reporting to Mr. Durgin, on retirement of Chairman **C. Wrede Petersmeyer** on Jan. 31, when office of chairman will be discontinued (BROADCASTING, Jan. 17).

□ **Wilson C. Wearn**, 56, executive vice president of Multimedia Inc., Greenville, S.C. and president of its Multimedia Broadcasting Co., elected president of parent company. Mr. Wearn, who is present joint board chairman of National Association of Broadcasters, succeeds E. A. Ramsaur, who died last month (BROADCASTING, Jan. 3). **Walter E. Bartlett**, 48, general manager of company's WLWT(TV) Cincinnati, succeeds Mr. Wearn as president of broadcast group. **Harold E. Martin**, 53, publisher of *Montgomery Advertiser-Alabama Journal*, was named to head Multimedia Newspaper Co., newly formed print division.

□ **Paul A. Wischmeyer**, president of WOWT division of Chronicle Broadcasting Co., San Francisco, and general manager of WOWT(TV) Omaha, elected president of Chronicle Broadcasting Co., and president and general manager of KRON-TV San Francisco. He succeeds in last two positions **C. E. Cooney**, who has resigned. **Francis A. Martin III**, KRON-TV treasurer/station manager, named VP/station manager there. **James H. Smith**, national sales manager at KRON-TV, elected president and general manager of WOWT.

□ Representative **Harley Staggers** (D-W.Va.) was re-elected chairman of House Commerce Committee last week by House Democratic caucus. Vote was 232-21; he was not challenged. Commerce Committee Democrats will caucus Thursday (Jan. 27) to confirm subcommittee chairmen, divvy up subcommittee assignments.

It's money time for government agencies as Ford proposes budget

Plan is being reviewed by Carter staff before Congress acts on it; It would give FCC only \$2.8 million more this year while \$5 million more is planned for FTC; OTP gets sharp cutback

The FCC, which had requested a substantial increase in its appropriation for fiscal 1978, will not get it. President Ford's final budget, released last week, would allow the agency only some \$2.8 million more than it expects to spend in the current fiscal year, which ends on Sept. 30. But the outgoing administration comes to the commission's assistance in one respect: It says if Congress wants federal agencies, such as the FCC, to support themselves through user fees, it should pass legislation to make that possible.

The final Ford budget presentation also contains something new—a book called "Issues 78," which provides "perspectives" on the budget—in the course of which the Office of Management and Budget outlines a four-point program of "regulatory improvements" regulatory agencies are expected to pursue.

The four points are: Better analysis of the economic consequences of regulations; reductions in regulatory delays; improved consumer representation and increased opportunity for public participation through public hearings, and greater emphasis on competition where it can supplement or replace regulation.

The budget submitted to Congress—calling for a total outlay of \$440 billion—seeks \$59,826,000 for the FCC, compared to the \$57,044,000 the agency is expected to spend this year.

But the degree to which the last Ford budget survives the review it is now receiving from the new Carter administration remains to be seen. Major changes are a certainty, but transition team members expressed doubts that the review would have much of an impact on such relatively small items as those involving regulatory agencies.

The commission last summer had hoped for a budget increase of some \$11.3 million. That would have permitted it to add more than 200 new positions. The Ford budget, however, would enable the commission to increase the number of its positions by only 26, to a total of 2,177.

The Common Carrier Bureau—now the hardest pressed of the commission's bureaus—would get 12 of the new positions, the Broadcast and Safety & Special Radio Services Bureaus, four each, and the Field Operations Bureau and Chief Engineer, three each.

OMB, in "Issues," offers some background. It says that the President's recommendations regarding the regulatory agencies are based on the view that "regulatory reform should focus on substantive and procedural improvements designed to increase competition and provide less costly and more effective means of achieving national goals." OMB adds that "need not require increases in regulatory programs or personnel." In many areas, it adds, there is room for "reprogramming regulatory personnel, for additional administrative improvements, and for legislative change, particularly in areas where regulatory programs have been ineffective."

Accordingly, it notes that the President's recommendations for 10 principal regulatory agencies, including the FCC, for fiscal 1978 call for a total increase in full-time personnel of only 1.2%, or 168 positions, which, it says, is lower than the percent increase in personnel for all federal programs.

The Federal Trade Commission would receive a larger increase than the FCC, under the President's recommendation. The budget calls for an appropriation of about \$60 million, some \$5 million more than the \$55 million appropriated for the agency for fiscal 1977. However, the new proposal would not permit an increase in the number of FTC positions—now set at 1,668. The increase would be spread out over other areas of the FTC budget.

OMB, also in "Issues," says the recommendations are aimed at requiring the agencies to bring their procedures in line with the administration's goal of regulatory improvements. It says that, although some agencies have "responded positively" to the program, others believe that reform requires "increased staff and dollars," and added: "Often, there has been an emphasis on procedural improvements without adequate review of the validity of agency legislative mandates or

the effectiveness of existing practices."

OMB's discussion of user fees is found in "Issues," and it cites the court decisions which have held that the FCC erred in failing to limit the fees it charged its licensees to those costs that directly benefit the recipient. OMB notes under a Supreme Court ruling that the charge of a self-sustaining fee would be illegal if made under existing legislation.

Accordingly, OMB says, "legislation is needed... if user charges are to be self-sustaining. If legislation is not deemed desirable by the legislative branch, the intent expressed by Congress in 1952 of user fee programs being self-sustaining cannot be achieved."

The FCC has long urged Congress to pass legislation clarifying and strengthening the commission's authority to impose fees. The plea became more urgent after the U.S. Court of Appeals in Washington last month ruled that the commission had failed to correct legal deficiencies in its fee schedule that the Supreme Court had pointed out in its decision in 1974.

One change in the budget from past years shows an Office of Telecommunications Policy that is apparently sharply reduced in size. The budget seeks some \$3 million for OTP, \$5.2 million less than was appropriated last year for the office, which was created in 1970.

The budget reflects a decision to return to the practice ended in fiscal year 1975 of funding directly the research and analysis functions the Commerce Department's Office of Telecommunications provides for OTP in spectrum management matters. Beginning in 1975, the White House, at the request of Congress, allocated the funds to OTP, which reimbursed OT for its research and analytical work.

OTP Director Thomas Houser said he had suggested that the funds earmarked for OT be allocated to OT in the budget. The change would be in keeping with the wishes of the new Carter administration, no less than those of the outgoing Ford administration, to reduce the size and cost of the executive office.

Mr. Houser noted that the bookkeeping item was not the only reduction being made. OTP's present payroll of 45 permanent full-time positions would be reduced to 41 by the end of the present fiscal year, and to 37 in 1978. Mr. Houser said that if the Carter administration wants to reduce the size of the office even further, it could function with a minimum of 33 employees.

However, that view is not universally

Higher pay. Former President Ford's final budget contains some good news for top government officials and high-ranking civil servants—a proposal for substantial pay raises. But the question of whether the raises go into effect in 30 days, as recommended, depends on Congress. Either house could veto it.

Among those who would benefit from the plan are members and top staffers of the regulatory agencies, including the FCC.

The chairman's salary would rise from \$42,000 annually to \$52,500. Members would earn \$50,000 instead of \$39,900.

If pay raises for elected and appointed officials are approved, the ceiling on career government salaries would be raised to \$47,500 from the \$39,600 level at which it has been frozen.

Thus, grade 18 workers and employes in steps two through five of grade 17 would receive the maximum, as would those in steps seven through nine of grade 16. Those in the first step of a grade 17 would earn \$46,423.

The pay raise would benefit workers beginning with those on step seven of grade 15, whose pay would be increased to \$40,545. Those on the eighth step would earn \$41,671; the ninth step, \$42,797, and the tenth step, \$43,923.

Others who would benefit are those in grade 16. Those on the first step would earn only \$29 more; they would get \$39,629. The second step would rise to \$40,960; the third, to \$42,271; the fourth, to \$43,592; the fifth, to \$44,913, and the sixth, to \$46,234.

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held at OTP. There is concern among OTP staff members that the proposed cutback in personnel in 1978 would weaken the office's ability to discharge the spectrum management responsibilities assigned to OTP by statute. The five professionals who would be left with spectrum management oversight functions by the end of fiscal year 1977 would probably be adequate, according to one source. But when the number of full time permanent positions is reduced to 37, there would be only one or two carrying out the spectrum-management oversight responsibility, with the remainder transferred to OT. And that, some officials feel, would leave OTP short-handed. An effort to persuade the new Carter administration to avoid that kind of cut is likely to be made by OTP's professional staff.

The Carter transition team studied OTP to determine what, if any, changes should be made in its structure and functions. Other than determining that OTP's functions should be retained in the executive branch, team members working on the project—Barry Jagoda and Richard Neustadt—now special assistants to the President, have reached no conclusion as to what recommendations should be made to the President.

Among other agencies of interest to broadcasters, the Justice Department's antitrust division would receive \$29,785,000, some \$3 million more than it has received for the present fiscal year. The 13 new positions provided for in the increase would, the department says, "enhance the antitrust policy capabilities of the division and... provide for the extraordinary costs of litigating large and complex antitrust cases." Among the cases are those in which the three networks are defendants.

As for public broadcasting, former President Ford, as expected, asked Congress to appropriate a maximum of \$115 million for the Corporation for Public Broadcasting for fiscal year 1980. (Last year, Congress authorized funds for the years 1977 through 1979 for CPB.) The money is provided on a matching-funds basis—\$1 for every \$2.50 raised by CPB. Two weeks ago, the CPB board said it would ask Congress to authorize a higher level of federal funding—up to \$160 million in 1980 (BROADCASTING, Jan. 17).

Mr. Ford continued to take a tight-fisted approach to public broadcasting's construction needs. He suggested \$7 million be appropriated in matching funds for those needs—less than half the amount Congress provided in the current year, in which \$15 million was appropriated despite Mr. Ford's recommendation for a \$7 million maximum. Congress was headed for a much higher appropriation before the 1977 budget was released. The \$15 million made available in the current year will help put six educational television and 13 educational radio stations on the air and enable 57 educational television and radio stations to improve their facilities.

The Voice of America—the U.S. Information Agency's broadcast service—would receive \$67,411,000 under the pro-

posed budget, some \$2 million more than was appropriated for it in the current year. The motion picture and television service would receive \$11,318,000, about the same amount as in the current year. Overall, the former President sought \$266,229,000 for USIA, an increase of some \$14 million.

However, the future of USIA in its present form is in some doubt. A new move is underway to reorganize the agency—to assign its function of explaining U.S. foreign policy to the State Department and to combine its job of disseminating information abroad and promoting cultural and educational exchanges with related State Department activities in a new agency in that department. The Voice of America would become an independent organization responsible to a board of directors appointed by the President.

The plan, originally proposed by a group headed by Frank Stanton, former president of CBS, is being opposed by career USIA officers.

Viacom says no thanks to Storer offer

Programming-cable firm thinks it's doing well on its own

Storer Broadcasting Co.'s proposal to acquire Viacom International for approximately \$57 million (BROADCASTING, Jan. 17) was rejected by Viacom last week.

Ralph M. Baruch, Viacom president, notified Bill Michaels, Storer chairman, that the Viacom board had "determined unanimously that the acceptance of the offer would not be in the best interests of Viacom's stockholders." It did so, Mr. Baruch said, "after full consideration of the matter including the economic aspects of the offer and potential legal problems raised by any attempted combination of the two companies."

The board's action came at a special meeting on Jan. 15, although Viacom had said originally that the board would consider the offer at its next regular meeting, scheduled last Thursday. Viacom sources said management decided it would be unfair to stockholders to delay the decision and have their shares subject to further stock speculation in the meantime.

Storer's Chairman Michaels said he and his associates "are both disappointed and puzzled that the stockholders [of Viacom] were not given an opportunity to make a choice." But he emphasized that, as he had indicated earlier, Storer would make no tender offer to Viacom stockholders for their shares.

"We had tried to make it plain from the start that we had no such intentions," Mr. Michaels said. "We made what we considered a fair—even generous—offer to the Viacom board which was 50% over the market price at the time... We obviously would have preferred that the

stockholders be given a choice."

As for "the potential legal problems" that Mr. Baruch had referred to, Mr. Michaels said "our counsel's position prior to the making of the offer was that there were no significant legal or administrative difficulties in the transaction, any more than in any transaction of this scope. Our company is keenly sensitive toward federal regulatory problems and had our counsel felt there was any real difficulty, we would not have made the offer."

Observers concluded that the Viacom board had been motivated principally by belief that the value of Viacom stock would rise beyond Storer's \$15-a-share offer in the relatively near future. This was suggested, though not stated, by Mr. Baruch in a memo to Viacom employees:

"Your management," he said, "considered all relevant aspects of the proposal and determined that it was not in the best interests of the company's shareholders. It is our conviction that Viacom has an outstanding future as a major independent force in cable, pay cable and television programming."

Other sources suggested that Viacom might still become involved in a merger, but acquiring instead of being acquired. In past discussions it has shown an interest in acquiring stations as well as cable systems, these sources said.

Without mentioning the Storer offer, Mr. Baruch meanwhile sent a letter to Viacom shareholders last week. "Having just completed another year of highly successful operations," the letter opened, "Viacom stands on the threshold of some exciting developments which I should like to share with you.

"Viacom has just achieved its fifth consecutive year of record revenues and profits. We expect 1976 earning to be in excess of \$1 per share compared to \$0.41 five years ago. The 1976 earnings represent a 20% growth rate over the preceding year. "For the past five years the company's average compound growth rate in earnings has been 20%.

"You will be pleased to know that your company's financial plan for 1977 anticipates revenues and earnings growth substantially in excess of 20%."

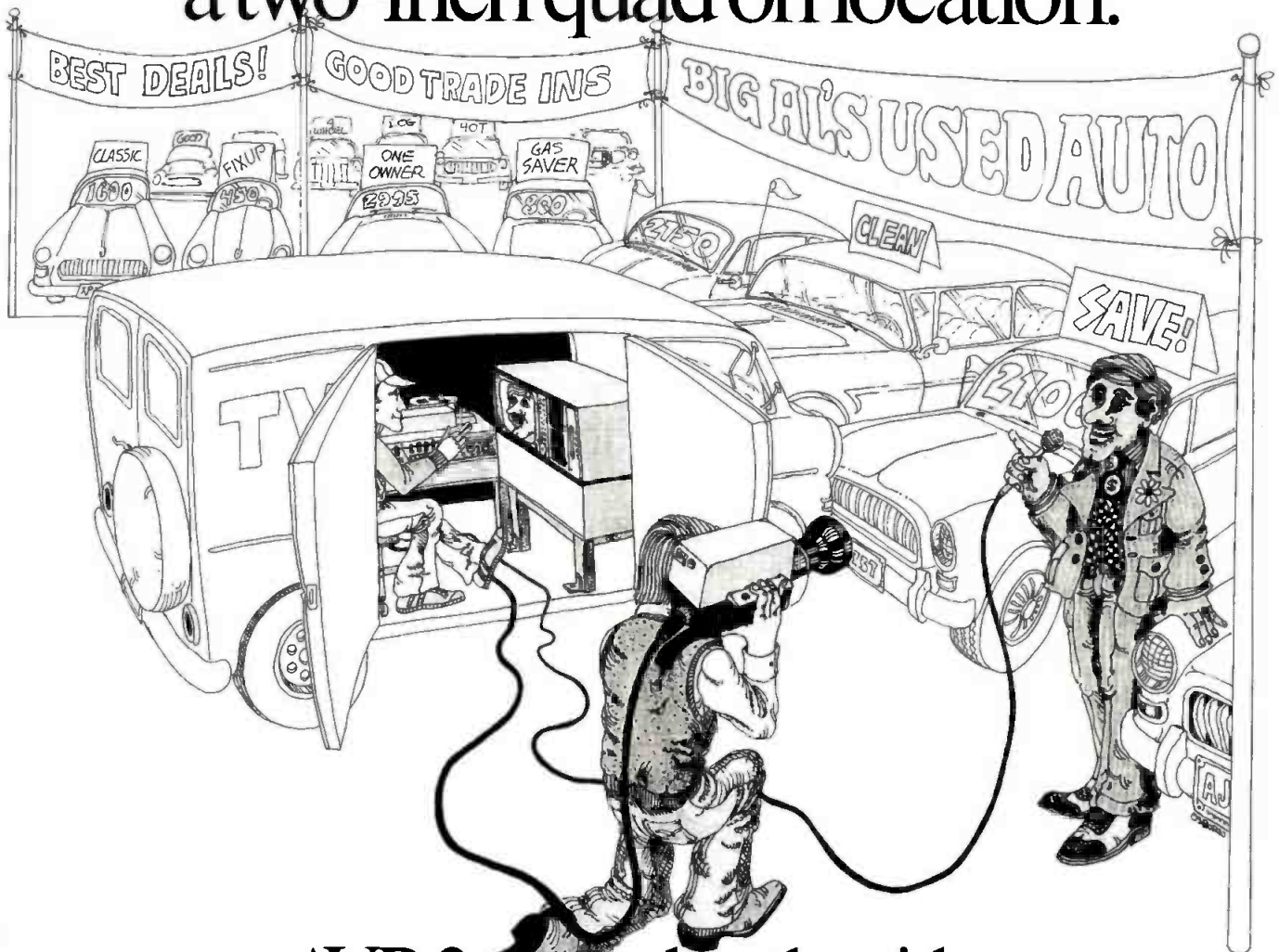
Mr. Baruch's letter said that Viacom Communications, the cable-TV division, "achieved record performance in revenues and operating profits in 1976," and has begun construction on a CATV system in Dayton, Ohio, that will pass 60,000 homes and will shortly start building one in Salem, Ore., that will pass 45,000 homes.

In addition, he said, "over 33,000 payable subscribers were onstream within Viacom-owned cable systems" at the end of 1976, and Showtime, Viacom's pay-cable program company, "will have a positive effect" on 1977 profits and should "make a significant earnings contribution in 1978 and continue to grow thereafter."

He said Viacom Enterprises, the TV program distribution division, "also has just completed the best year in its history" and "continues as the leading worldwide independent distributor of programs."

"Thus," he concluded, "the outlook for

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Viacom is a very bright one. . . . The increasing financial strength of your company will enable us to undertake a broad expansion program in the industries in which we now operate and in other areas."

Viacom stock prices on the New York Stock Exchange, which had climbed \$3.125 to \$13.375 the day Storer's offer was announced, dropped to \$12.50 last Monday, the day its rejection was disclosed, down \$1.375 for the day, and tapered off to \$12.25 at Tuesday's closing.

Storer's offer was \$15 a share cash for Viacom shares. There are about 3.7 million outstanding plus about 200,000 under option, of which it was estimated the options on about 100,000 are exercisable now, making a total of about 3.8 million shares. At \$15 a share that would have come to approximately \$57 million.

Intra-Cox merger is in the works

Broadcasting division offers to expand its majority holding in cable adjunct to 100% ownership

Cox Broadcasting Corp. which already owns 56.1% of Cox Cable Communications, has proposed a merger of the two.

The remaining 43.9% of Cox Cable's common stock is publicly held and Cox Broadcasting wants to issue 0.61 share of its common stock for each of those

shares—which total approximately 1,560,000, valued at about \$30 million using recent prices of Cox Broadcasting stock. Cox Cable stock closed last Wed. (Jan. 19) at 17 7/8, Cox Broadcasting at 32 1/2.

Cox Broadcasting owns five AM, five FM and five TV stations and has purchased, subject to FCC approval, WLIF(FM) Baltimore (BROADCASTING, Jan. 3). It reported a net income on the first nine months of 1976 of \$14,613,000 on revenues of \$95,023,000.

Cox Cable owns 38 CATV systems with 417,000 subscribers and 58,000 pay customers. Its earnings for the nine months ended Sept. 30 showed earnings of \$2,659,491 from revenues of \$27,507,778.

According to Cox Broadcasting President Clifford M. Kirtland, "Cox Broadcasting has long been enthusiastic about cable and its future and this will give us the opportunity to participate."

In the view of one cable consultant the offer is indicative of a trend that he's noticed since the last National Cable Television Association convention a year ago. "Many knowledgeable, big-money firms are taking a look at cable. They see good constant growth and cash flow over some tough years and are thinking about getting in before higher values have been ascribed to pay cable."

Cox Cable directors are expected to meet within the next two weeks to consider the offer and present it to its stockholders.

Hold the phone on that WESH-TV clarification of superior service

Tranquillizing effect of FCC's explanation in that case may be offset in new decision by law judge who gives challenger nod over incumbent

Must a broadcaster provide "superior" service in order to warrant a plus of major significance if challenged at renewal time by a competing applicant? Does the FCC's 1965 policy statement on comparative hearings apply to proceedings involving renewal applicants?

The FCC two weeks ago issued a "clarification" of its decision in the WESH-TV Daytona Beach, Fla., which answered both questions in the case negative, to the relief of some communications attorneys. They saw the action as going a long way toward assuring broadcasters the kind of protection at renewal time they had hoped to obtain from license renewal legislation (BROADCASTING, Jan. 10).

A few days later, however, an FCC administrative law judge issued an initial decision in a comparative renewal proceeding involving an AM facility that indicated the answer might still be yes, after all, at least in some cases.

The case involves the attempt of Western Connecticut Broadcasting Co. to hold onto its license for WSTC(AM) Stamford, Conn., against the challenge of Radio Stamford Inc., a local group seeking WSTC's 1400 khz frequency. Judge Lenore G. Ehrig denied Western's application and granted Radio Stamford's, after concluding that Radio Stamford would provide the best practicable service to the public.

Judge Ehrig awarded the challenger a substantial plus under the integration of management and ownership criterion, and an additional credit for the integration of a black stockholder into its top management. And she awarded it yet another preference on the ground that it would promote competition and a diversity of viewpoints in Stamford.

The last was based on the relationship between WSTC and its FM affiliate, WYRS, with Stamford's only newspaper and with the only newspaper in nearby Greenwich through Kingsley Gillespie. He is an officer, director and 51.5% stockholder of Western and an officer and stockholder of the company publishing the two newspapers. None of Radio Stamford's principals has other media interests.

As for the impact of Western's past programming on the decision, Judge Ehrig said it could not be concluded that the service was so "superior" that the public would suffer if Western's license were not renewed. To the contrary, she said, the conclusions reached under the diversification issue enunciated in the commission's



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There are no free lunches. President Jimmy Carter's guides against even the appearance of conflict of interest by federal officials are matched in stringency by some unpublished staff guides on the Senate Commerce Committee. Committee Chairman Warren Magnuson (D-Wash.) in recent weeks passed the word to all committee staffers that they are not to accept lunches from lobbyists. It's all right to break bread with lobbyists, such as the staffers of the NAB government relations department and the network vice presidents in town, but only if the lunches are dutch. Mr. Magnuson is also cracking down on speechmaking by staff members that pulls them away from their jobs and involves what he calls "nonessential traveling."

1965 policy statement on comparative broadcast hearings "clearly indicate" that the public interest would be served by denial of the renewal application.

In the WESH-TV clarification, the commission said a station need not provide "superior" service to protect itself against a challenger at renewal time; "substantial" service—that which is "favorable and substantially" above a level of mediocrity that might "just minimally warrant renewal"—would be enough. Furthermore, it said, the 1965 statement, which puts a premium on diversification of ownership of media and integration of ownership and management, does not apply to comparative hearings involving renewal applicants.

The Western case provides some unusual factors. Before the comparative hearing began, Western had gone through a revocation proceeding to determine, among other things, whether the AM and FM stations had censored political broadcasts or had been unfair in their treatment of political candidates. The commission decided against revocation, but fined Western \$10,000. It found that the stations had repeatedly violated the equal-time law but said that the stations' over-all programing had been strong enough to offset the evidence that would otherwise warrant revocation. However, the commission also said that the finding did not "necessarily create for this licensee a preferred position in any comparative proceeding concerning its renewal application."

Judge Ehrig, in considering the effect of Western's programing, placed on one side of the scale the favorable evidence Western submitted concerning its programing. On the other, she said, she placed rebuttal testimony submitted by Radio Stamford's witnesses plus the evidence developed in the revocation hearing regarding Western's violations of the equal-time law and failure to treat candidates fairly. The scales tipped against renewal.

However, the case is not closed. It is bound to be appealed to the commission, which will have another chance to clarify

its policy on comparative/renewal proceedings.

Although none of Radio Stamford's principals has other media interests, one is well known in broadcasting. He is Andrew Rooney, a veteran writer and producer for CBS News. He is a proposed 12.7% stockholder of Radio Stamford, and would serve as program director if the application is granted.

Changing Hands

Announced

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

■ **KUTY(AM)** Palmdale, Calif.: Sold by Mende Inc. to Bates Hall Communications Inc. for \$225,000. Seller is owned by Kay Mende, who has no other broadcast interests. Buyer is owned by Laurens C. (Bates) Hall, who was formerly with Noxell Corp., Baltimore (Noxema, other products). Mr. Hall has no other broadcast interests. KUTY is 5 kw daytimer on 1470 khz. Broker: Chapman Associates.

■ **KINO(AM)** Winslow, Ariz: Sold by Winslow Communications to Sunflower Communications for \$125,000. Seller is owned by Michael and Theresa O'Haco (76%) and four others, none of whom has other broadcast interests. Buyer is owned by Steven D. Adams and Loy W. Englehart (50% each). Messrs. Adams and Englehart are former employes of KABI(AM) Abilene,

Kan. KINO operates on 1230 khz with 1 kw day and 250 w night. Broker: Doubleday Media.

■ **WIGG(AM)** Wiggins, Miss.: Sold by Clinco Inc. to Joedron Partnership for \$75,000. Seller is owned by James E. Clinton, who also owns WMLC(AM) Monticello, Miss. Buyers are Joe Waddell, Ed Cundiff and Sharon Patterson. Mr. Waddell is wholesaler of industrial supplies; Mr. Cundiff is general manager of WAIN-AM-FM Columbia, Ky., and Mrs. Patterson is in advertising. WIGG is 1 kw daytimer on 1420 khz. Broker: Chapman Associates.

Approved

Following station sale was approved last week by FCC:

■ **WYON(FM)** Grand Rapids, Mich.: Sold by MacPherson Enterprises Inc. to Pathfinder Communications Corp. for \$500,000. Seller is owned by Monroe MacPherson Jr., who also owns WION(AM) Ionia, Mich. Buyer is owned by John F. Dille Jr. (52%) and his son John F. Dille III (48%). Pathfinder also owns WMEE(AM)-WMEF(FM) Fort Wayne, Ind., and WCUZ(AM) Grand Rapids. Mr. Dille Jr. also publishes *Elkhart* (Ind.) *Truth* and owns WTRC(AM)-WYEZ(FM) Elkhart and WCKY(AM) Cincinnati. WYON operates on 101.3 mhz with 50 kw and antenna 420 feet above average terrain.

■ Other station sales approved by the FCC last week include: WHIR(AM)-WMGE(FM) Danville, Ky. and WBCH-AM-FM Hastings, Mich. (see page 67)

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Tom Swafford: ready to help turn around broadcasting's public image

NAB's new public affairs VP takes on the task of upping the 'acceptance' of radio-TV; first targets are the press and the citizen activists

Two weeks on the job and the National Association of Broadcasters' resident healer likes the set-up.

Tom Swafford, new vice president for public affairs, has a large order to fill—to turn broadcasting's public image into a more positive one. For years, broadcasters heard the recurring complaints—too much violence on TV, too many commercials, not enough innovation. Their business wasn't suffering, but they weren't loved.

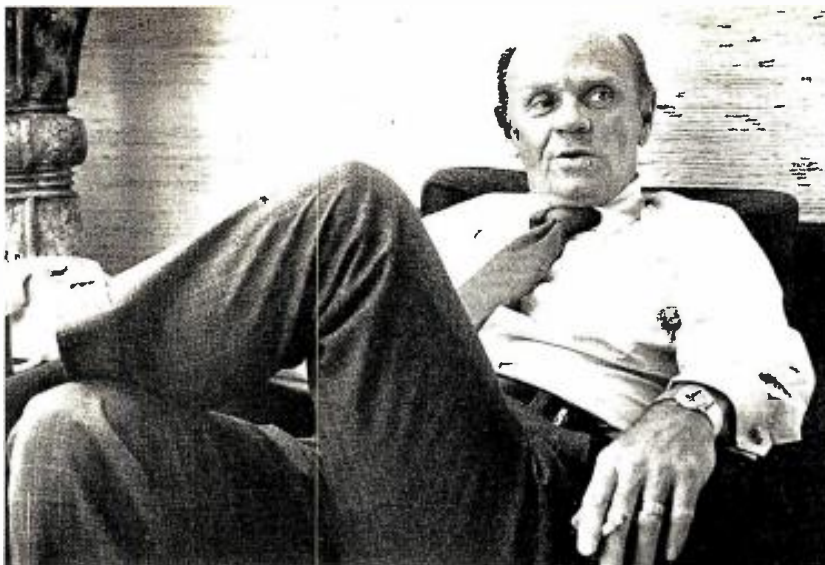
Mr. Swafford, 56, former CBS vice president for program practices, will try to get some of the good news about broadcasting to the public. His is a unique job at NAB: his constituency is not the industry but the audience.

Two weeks are not sufficient time for him to have worked out a comprehensive game plan for improving broadcasting's image—he prefers the word "acceptance" to image—but he sees the marks he must aim for.

One is the press. "The print media rarely pass up the opportunity to cheap-shot radio and TV," he said last week. "It's fashionable in some areas to be critical—to be hypercritical—of broadcasting." That is not going to change much, he thinks, but it can be counteracted with more vocalism from broadcasters. He and Robert Resor, NAB director of media relations, who served 19 years with the national advertising and public relations firm of Bozell & Jacobs before joining NAB in 1974 as head of the Office for Free TV, plan face-to-face meetings in the field with writers on the broadcasting beat.

Another mark is the citizen groups, which, in Mr. Swafford's opinion, seek little more than for TV programming to be remade in their own images. They think they are smart enough to be discriminating, but want to police what other people watch—"that's what they seem to be saying," he said. He grants that they have had some positive effect. For example, "I think children's TV has improved, but I wouldn't want to give ACT [Action for Children's Television] all the credit."

Mr. Swafford believes broadcasting's image problems are perhaps inevitable. "Anything this big, this universal, is bound to be taken for granted." Take the news, for example. "I've been overseas... and seen countries where the government tells people what to print. I wouldn't want to be part of that," he said, and



Swafford

doesn't think the broadcast news audience would either. And in this country, "there are those who insist that the government should step in and say 'No, you can't do that,'" when a radio station wants to change its program format, he said. "That's like condemning Ford to forever turning out Edsels."

Mr. Swafford is convinced that broadcasters are doing good programming jobs. "Whether it's the guy running a 250 watt station in the 200th market or Fred Silverman at ABC—they're constantly striving to make things better."

Public relations is actually just half of Mr. Swafford's job. The other half is overseeing the NAB Code Authority. Following Stockton Helffrich's retirement as Code Authority director this April, Jerome Lansner will assume day-to-day management of the code office from New York, but he will be under Mr. Swafford, who will have primary responsibility as spokesman for the radio and TV codes. Mr. Swafford will be out front whenever the industry's self-regulatory efforts need explaining or defending in Congress, at the regulatory agencies and elsewhere.

There were some reservations about combining public relations and code functions in one department, but Mr. Swafford thinks those concerns to be unwarranted. "Personally, I don't see any trouble with it. I don't think we've done enough of a PR job for the codes."

The whole code mechanism is remarkable in Mr. Swafford's view. "We've done a great deal to limit ourselves in terms of what we broadcast and what we don't. I don't know of anything like it in communications." But as with other things, "we in broadcasting have tended to know what we're doing with the code. And because we did, we assumed everybody else did," he said. He hopes that broadcasters, through visits to local PTA's, Rotary Clubs and the like, will begin to make the code better understood among non-broadcasters.

In fact, such "grass-roots" efforts are

the key to the project ahead of Mr. Swafford. "Broadcasters need to get busy at the local level telling people in government, education, professional people—telling them what free broadcasting is all about."

The experience Mr. Swafford brings to the task spans 40 years in the broadcasting industry. His past jobs have involved him in sales, news, production, ownership and management at the station level, and some 19 posts in 15 years at CBS, ending with the program practices vice presidency. "I can't escape the feeling everything I've ever done has pointed in this direction," he said. "I have a hunch I'm going to need every bit of it."

UCC finds TV slightly improved as EEO employer, but suspects input for study is off

Hooks, others at FCC acknowledge receipt of such complaints; Abel-Saxton petition may bring issue to head at commission

The latest in a series of annual studies of television employment published by the United Church of Christ shows another increase in the number of jobs in the industry and in the percentage of industry jobs filled by minorities and women. But directors of the study are openly skeptical of the employment reports that broadcasters file with the FCC and that form the basis of the UCC's studies. The UCC says stations are making "paper promotions of women and minorities in order to satisfy the FCC's fair employment practices requirements."

The study—the sixth since the commis-

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WAGA Atlanta
 WBAL Baltimore
 WKBW Buffalo
 WCIA Champaign
 WOWK Charleston-Huntington
 WTVC Chattanooga
 WLWT Cincinnati
 WDTN Dayton
 WJBK Detroit
 WTVW Evansville
 WBBH Ft. Myers
 WPTA Ft. Wayne
 KFSN Fresno
 WLUK Green Bay
 WSPA Greenville-Spartanburg
 WTNH Hartford-New Haven
 WJXT Jacksonville
 WTAJ Johnstown-Altoona
 WMAZ Macon
 WITI Milwaukee
 KMSP Minneapolis-St. Paul
 WESH Orlando-Daytona Beach
 WRAU Peoria
 WPVI Philadelphia
 WGAN Portland
 WJAR Providence
 KOTA Rapid City
 WTVR Richmond
 WJCL Savannah
 KTIV Sioux City
 WSJV South Bend-Elkhart
 KXLY Spokane
 WWLP Springfield, MA
 KYTV Springfield, MO
 WTWO Terre Haute
 WSPD Toledo
 WTRF Wheeling-Steubenville
 WBRE Wilkes Barre-Scranton

Donahue surpassed last season's ratings in his time period.

WBAL Baltimore
 WKBW Buffalo
 WCIA Champaign
 WOWK Charleston-Huntington
 WCCB Charlotte
 WTVC Chattanooga
 WGN Chicago
 WLWT Cincinnati
 WEWS Cleveland
 WDTN Dayton
 KOA Denver
 WJBK Detroit
 WTVW Evansville
 WPTA Ft. Wayne
 KFSN Fresno
 WLUK Green Bay
 WSPA Greenville-Spartanburg
 WTNH Hartford-New Haven
 KDOG Houston
 WTTV Indianapolis
 WJXT Jacksonville
 KODE Joplin
 KCMO Kansas City
 WLYH Lebanon
 WLKY Louisville
 WMAZ Macon
 WPLG Miami
 KETV Omaha
 WPVI Philadelphia
 WIIC Pittsburgh
 WJAR Providence
 WTVR Richmond
 KCRA Sacramento
 KTVI St. Louis
 KCST San Diego
 WJCL Savannah
 WSJV South Bend-Elkhart
 KXLY Spokane
 WWLP Springfield, MA
 WTOG Tampa-St. Petersburg
 WTWO Terre Haute
 WSPD Toledo
 WBRE Wilkes Barre-Scranton
 WXII Winston-Salem

Donahue is #1 with Women 18-49 in his time period.

WAGA Atlanta
 WBAL Baltimore
 WKBW Buffalo
 WCIA Champaign
 WOWK Charleston-Huntington
 WTVC Chattanooga
 WLWT Cincinnati
 WEWS Cleveland
 WDTN Dayton
 WJBK Detroit
 WTVW Evansville
 WBBH Ft. Myers
 WPTA Ft. Wayne
 KFSN Fresno
 WLUK Green Bay
 WSPA Greenville-Spartanburg
 WTNH Hartford-New Haven
 WJXT Jacksonville
 WTAJ Johnstown-Altoona
 KODE Joplin
 WMAZ Macon
 WITI Milwaukee
 KMSP Minneapolis-St. Paul
 WESH Orlando-Daytona Beach
 WRAU Peoria
 WPVI Philadelphia
 WJAR Providence
 KOTA Rapid City
 WTVR Richmond
 WCEE Rockford
 WJCL Savannah
 WSJV South Bend-Elkhart
 KXLY Spokane
 WWLP Springfield, MA
 KYTV Springfield, MO
 WTWO Terre Haute
 WSPD Toledo
 WTRF Wheeling-Steubenville
 WBRE Wilkes Barre-Scranton

Donahue is #1 over Dinah, Mike or Merv with Women 18-49... in any time period.

WAGA Atlanta
 WKBW Buffalo
 WCIA Champaign
 WOWK Charleston-Huntington
 WVR Charlotteville
 WGN Chicago
 WLWT Cincinnati
 WEWS Cleveland
 WCMH Columbus
 WDTN Dayton
 WJBK Detroit
 WTVW Evansville
 WBBH Ft. Myers
 WSPA Greenville-Spartanburg
 WJXT Jacksonville
 KODE Joplin
 KCMO Kansas City
 WLKY Louisville
 WPLG Miami
 WITI Milwaukee
 KMSP Minneapolis-St. Paul
 WESH Orlando-Daytona Beach
 WRAU Peoria
 WPVI Philadelphia
 WGAN Portland, ME
 WJAR Providence
 KOTA Rapid City
 WTVR Richmond
 WSLS Roanoke-Lynchburg
 WCEE Rockford
 KTVI St. Louis
 KTVU San Francisco
 WTOC Savannah
 WSJV South Bend-Elkhart
 KYTV Springfield, MO
 WTWO Terre Haute
 WSPD Toledo
 KVOA Tucson
 WBRE Wilkes Barre-Scranton



MULTIMEDIA PROGRAM SALES

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MULTIMEDIA



From both houses. The Washington chapter of American Women in Radio and Television gathered at the Sheraton Park hotel there Jan. 16 to toast the members and leadership of the 95th Congress and the advent of the new political season. Among some of the 600 who attended (clockwise from top left): Saidie Adwon, AWRT national president, and Senator Spark Matsunaga (D-Hawaii); AWRT Washington chapter president, Penny Cummings, and Senator Harrison (Jack) Schmitt (R-N.M.); Representative and Mrs. Marc Marks (R-Mich.), and Ms. Cummings and Representative Albert Gore Jr. (D-Tenn.). Freshman Congressmen Marks and Gore are members of the House Commerce Committee and freshman Senators Matsunaga and Schmitt have been temporarily assigned to that committee's Senate counterpart.

sion began collecting employment records in 1971—shows that the proportion of minorities and women employed by commercial stations increased by one percent in each group last year. It says that in 1976 minorities held 5,769 jobs, 14% of the full-time work force at 655 stations, while women occupied 10,871 posts, or 26% of the total. In 1971, minorities held 9% of the full-time jobs and women, 22%. Meanwhile, the number of full-time jobs in the industry has risen, from 38,175 in 1971 to 41,273 last year.

The UCC study, compiled by Dr. Ralph Jennings, associate director of the church's Office of Communication, and Allan T. Walters, of Temple University, shows that 78% of the full-time jobs in television are managerial, professional, technical or sales positions—"if," the UCC news release describing the study adds, "the broadcasters' own figures are to be believed." The release notes that the figures indicate that there are more than three upper level employees in television for every support staff member.

And it claims that the practice of making "paper promotions" to satisfy FCC EEO requirements has been underway for five

years. "Since 1971, stations have created 6,122 upper level jobs, while 3,024 lower level posts have disappeared," the release says. It adds that the number of full-time jobs reported to be in the upper four job categories increased by 705 between 1975 and 1976, and that the number of jobs in the lower five categories declined by 291.

The UCC expressed disbelief in its first report. It said the claim of broadcasters in 1971 that 69% of their employees were in the upper four categories—officials and managers, professionals, sales workers and technicians—is "ridiculous."

"The reporting was bad in 1971 and is getting worse, year by year," said the Rev. Dr. Everett C. Parker, director of the Office of Communication. "There are many honest, concerned broadcasters striving to raise the status of minorities and women," he added. "But the fact that 78% of all jobs are now reported to be in the upper level, high-paying, decision-making categories is proof that others are making paper promotions, taking advantage of FCC indifference to make industry employment practices look better than they are."

Dr. Jennings noted that 755 clerical and

service positions have disappeared from television stations over the past five years, while 1,251 management jobs have been created. "It seems improbable," he said, "that this greatly increased corps of management personnel can function with reduced clerical support."

The report claims that the status of women's employment in television has been distorted. It shows that the number of women in full-time clerical posts has dropped 22% in the last five years, from 77% to 55% of full-time women employees. In the same period, women in upper level jobs are said to have increased from 19% to 42% of all women employees.

Mr. Jennings noted that public interest groups have pointed out to the commission that present job classifications "do not fit the positions that exist in stations" and, as a result, "can easily be distorted." He said the commission has "ignored the need for tightening up its categories and has watered down its rules."

FCC Commissioner Benjamin L. Hooks and others at the commission have heard such complaints over the years. But Commissioner Hooks said he had no "knowledge based on analysis or review" of the situation. However, he said he was "concerned" and added that the matter would be examined.

A basis for a review is available at the commission. It is a petition for rulemaking filed by Dr. J.D. Abel, associate professor, Department of Telecommunications, Michigan State University, and a PhD candidate at the university, Judith Elaine Saxton. The petition contains a proposal for standardizing industry-related employment categories, and suggests the different kinds of jobs that should be reported.

Along with an increase in the number of upper level jobs has come an increase in the percentage of them being held by minorities and women, according to the report. It says that the 592 stations reporting in both 1971 and 1976 claimed that 352 more minority-group members were in those higher rated jobs last year than in 1975. Women were said to have increased their representations in those categories from 1% to 2%.

Noncommercial stations, frequently criticized as a group for allegedly poor records in employment of minorities and women, offered a brighter picture in EEO last year than did commercial stations, according to the report. It said that, with the number of noncommercial television employees increasing from 3,193 to 4,288 between 1971 and 1976, women last year accounted for 33% of the jobs, up from 28% in 1971, and minorities, 13%, an increase over the 8% they occupied in 1971.

As for the top three categories (there are no salespeople in noncommercial television), they provided employment for 81% of all full-time employees, 1% more than in 1975. And the percentage of minorities in those jobs rose, from 10% to 11%, while the percentage of women increased 1% also, from 20% to 21%. In 1971, minorities held 7% of those jobs and women, 13% of them.

The reality of 5 footcandles.



Film. The ideal low-light news medium. For fast-breaking news, dramatic documentaries, on-location commercials.

Real life isn't always bright sunlight or floodlight. Sometimes, when you're on a terrific assignment, the light situation may be not-so-terrific.

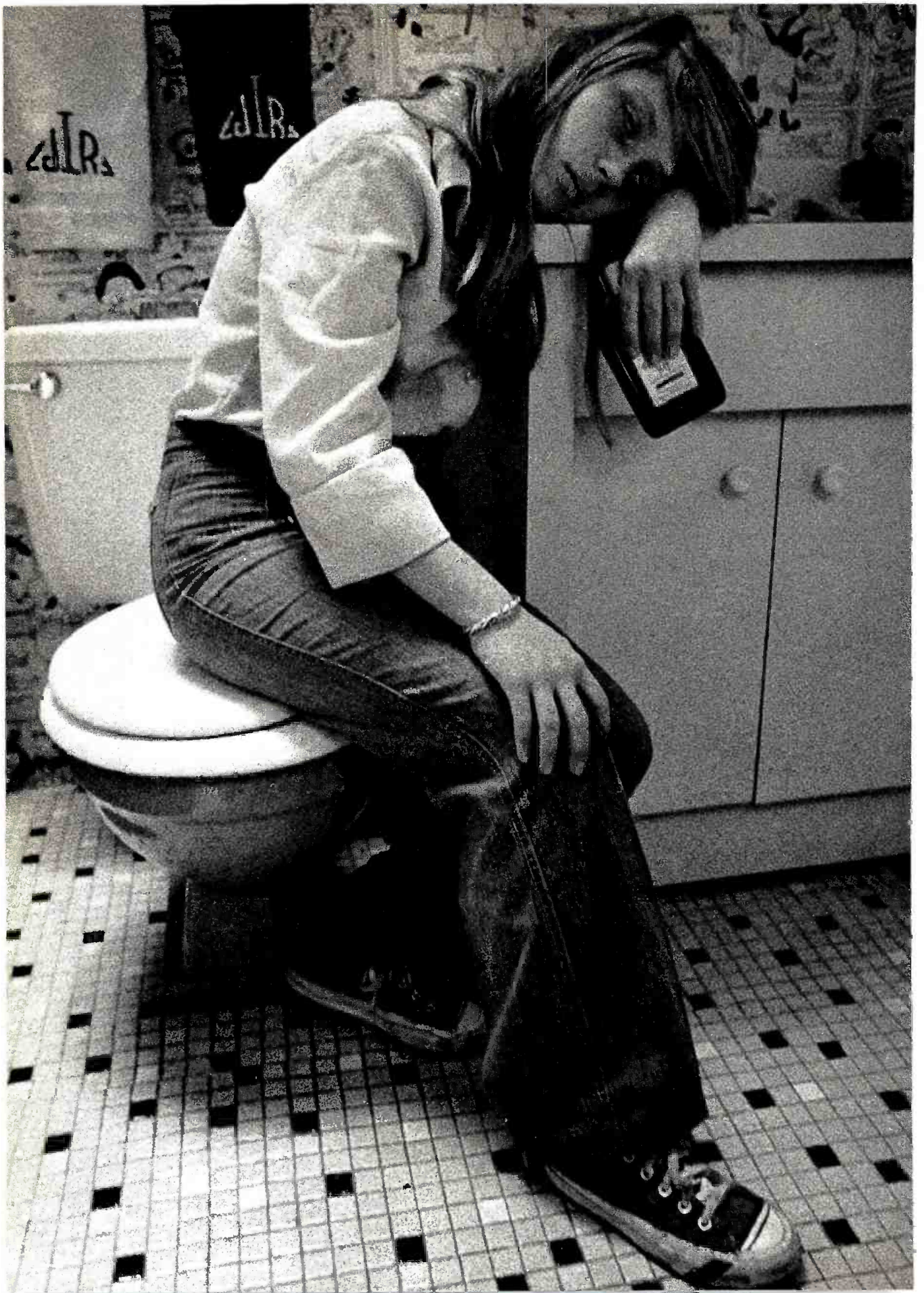
Eastman Ektachrome video news film is capable of providing broadcast quality images down to 5 footcandles (with forced processing).

And this can make the difference between picking up a good story beautifully—or having no story at all.

EASTMAN EKTACHROME Video News Film 7240 (tungsten), 7239 (daylight).

Film is good news.





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

Storer Stations are concerned and are doing something about it.

Today 10 million Americans are hooked on alcohol.

A devastating breeding ground for misery, alcoholism breaks up homes and bankrupts families. It also causes 80,000 deaths a year, including half the nation's traffic fatalities and homicides. A fourth of its suicides.

Cost to society is estimated to be around \$15 billion a year.

Worst of all is the rapid rise in drinking among our youth. Arrests of girls 18 and younger on charges of intoxication, for example, have tripled in the past decade.

Today for every teenager on the needle, there are 40 on the bottle.

And while there's a hard core of some half-million teenage alcoholics, it's figured that 1.3 million Americans between the ages

of 10 and 17 have a serious drinking problem.

Something must be done and done now. Which is why Storer Stations are alerting their communities to the problem with an ever-growing number of programs and editorials.

WHN-Radio in New York, for instance, recently devoted two important programs to teenage alcoholism. One which included top people from area agencies that aid alcoholics, also included 17 year old "Judy," an admitted alcoholic. Judy's personal and intimate account of why she became an alcoholic, her feelings of inadequacy, peer pressure, and the social pressures of dating and drinking were revealing and moving.

WHN also aired "Alcoholism in the Public Schools," which pointed out that chronic alcoholism among New York City students is estimated to be a shocking 5%. Solutions were suggested.

Miami's WGBS-Radio recently re-ran a documentary on alcoholism after the program received the "Excellence Award" from Ohio State University's School of Journalism. Featured were seven authorities, including a State Senator. Focus of the documentary was the alarming rise in alcoholism and alcohol abuse, particularly among the area's teenagers.

And this is typical of all Storer radio and television stations. As we see it, the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

FCC members, on the road, dent no fenders

Quello tells Midwest cable group that CATV deserves better shake; White, in talk to Virginia broadcasters, sees no need for roadside radio, and cites radio-TV interference from CB

Two FCC commissioners were on the road in the last 10 days, expressing their views on various issues to groups in Indianapolis and Blacksburg, Va. James Quello, the former broadcaster, gave an audience of cable television operators reason to believe he sympathized with their problems. And Margita White indicated to a group of broadcasters that she was on their side in some issues of concern to them.

Commissioner Quello, who addressed the Indiana-Illinois Cable Association, in Indianapolis, indicated that he favored an easing of the commission's rules regulating the use of films on pay-cable systems. In light of the potential for program distribution by satellite, he said, he foresees efforts to obtain an easing of such commission restrictions. And, he said, "I'm beginning to feel more and more that we are dealing with nothing more than an ordering of priorities in the matter of obtaining film products as between pay cable and television broadcasting."

He questioned whether the public interest requires the commission to determine the order of priority in which films are shown in theaters, on television or by

pay cable. He said the commission's "primary concern in [that] area probably should be to guard against" exclusivity provisions in exhibition contracts which retain exhibition rights for "an inordinate time."

Commissioner Quello also sided with cable in a number of its disputes with translators. If translators are to be permitted to import distant signals by microwave or other means, he said, the commission should consider affording small-market stations program-nonduplication and exclusivity protection—the kind of protection they are now afforded against cable systems.

He also said he is concerned about the ramifications of translators engaging in additional commercial substitution, and said the commission should consider the "interference problems resulting from translator output signals" that are adjacent or co-channel to the signals being received at a cable system's headend.

Nor did the possibility of legislation spelling out government regulation of cable television escape his attention. He said he has "reservations" about such legislation; he fears it might include provisions "saddling" cable with a common carrier or pseudo-common carrier label before the need has been demonstrated. He said he would prefer legislation that is "general in nature, establishing basic jurisdiction, licensing authority and forfeiture provisions."

Commissioner White, who addressed the Virginia Association of Broadcasters, said she does not support "roadside radio"—except, perhaps, in special cases, as in the experimental system now in use at the Los Angeles airport and in the na-

tional parks. Generally, she said, broadcasters "do an outstanding job in keeping the public informed of emergency weather conditions or other emergencies."

Commissioner White said she has received more mail in the past few months on roadside radio than on any other issue pending before the commission. Not a single letter, she said, supported the concept.

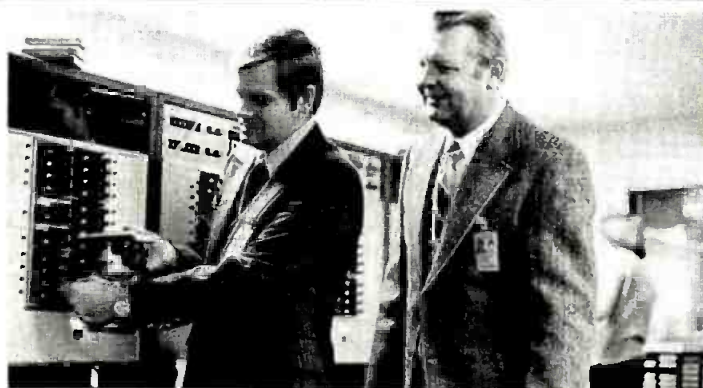
Citizen band radio, she noted, is not only a headache for the commission—it issued over five million CB licenses last year alone—but for broadcasters: The commission annually receives about 100,000 complaints of CB interference to television or radio reception, and the number of families actually affected may be 20 times that number. She noted that the commission has adopted rules aimed at tightening the technical rules governing CB and is considering the additional step of banning the sale and manufacture of linear amplifiers for CB use. Linear amplifiers boost CB transmitter power far above the 4-watt limit and thus cause most of the interference problems.

Commissioner White also used the occasion of her appearance in Blacksburg, on Jan. 15, a day after the commission issued its notice of inquiry into alleged network dominance of the television industry, to explain her vote in support of the notice: "Neither I nor my fellow commissioners have sufficient facts to tell the American public whether the basic objectives of localism and diversity are either being furthered or hampered today through the relationships that exist between the networks and the affiliates."

She also stressed that the commission's goal in the inquiry is to develop informa-

Across the Potomac. The Mutual Broadcasting System and the Mutual Black Network have moved their headquarters from downtown Washington to Crystal City in nearby Arlington, Va. (BROADCASTING, NOV. 29, 1976). More than 100 miles of wire and a quarter-million connectors and related hardware are used to energize the new equipment. Mutual now can simultaneously feed six different programs over six separate networks and to the Voice of America and the Armed Forces Radio Network.

Top right—Mutual President C. Edward Little (r) observes as Executive Vice President Gary Worth tests the Instacart that feeds commercials to the networks. Lower right—Mutual's news department in the 25,000-square-foot complex is manned by, among others (l to r): Bob Coker, John Diegnan, Charles Jackson and Don Budd. Lower left—From master control, an operator coordinates traffic among the radio networks' various studios and remote locations.



NEWSMAKER

BULLETIN: NSI again proves that "The Merv Griffin Show" is the perfect lead-in to maintain solid ratings and strong stature of your locally produced and important news operation.

Obviously, number one news stations have outstanding news departments but even they need a winning edge to beat an equally strong news team.

Merv leads into the early news in 17 markets across the country. An increase of 15 of these 17 markets that air Merv also present the Number One rating in Early News.

Merv's audience is the same that watches the news - ADULTS! Flow studies indicate that Merv delivers a higher percentage of his audience into news than any other early fringe vehicle.

NEWS RANKING

		NSI	ARB			NSI	ARB
Bakersfield	KERO	#1	#1	Miami	WTVJ	#1	#1
Chattanooga	WDEF	#1	#1	Milwaukee	WTMJ	#1	#1
Cleveland	WJW	#1	#1	Norfolk	WTAR	#1	#1
Columbus, Ga.	WTVM	#2	#2	Oklahoma City	KWTV	#3	#2
Columbus, O.	WCMH	#2	#2	Philadelphia	WPVI	#1	#1
Dallas	KDFW	#1	#1	Portland, Me.	WGAN	#1	#1
Quad Cities	WOC	#1	#1	Portland, OR	KOIN	#1	#1
Des Moines	KCCI	#1	#1	Providence	WPRI	#2	#2
Fresno	KFSN	#2	#1	Seattle	KOMO	#1	#1
Lancaster	WGAL	#1	#1	Spokane	KHQ	#1	#1
Madison	WISC	#1	#1				

*Nov. 1976 NSI

Nov. 1976 ARB

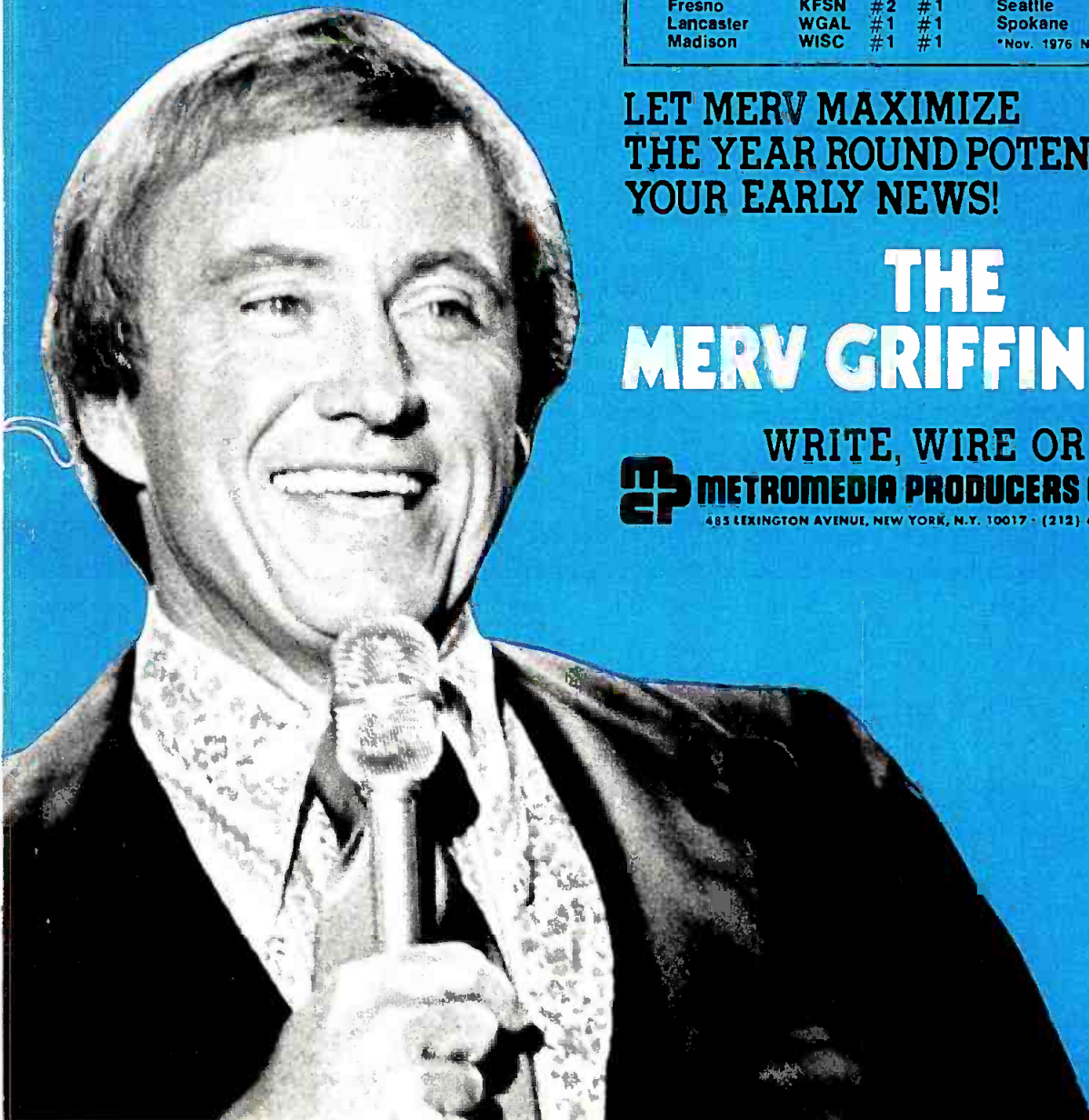
LET MERV MAXIMIZE
THE YEAR ROUND POTENTIAL OF
YOUR EARLY NEWS!

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WRITE, WIRE OR CALL

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tion concerning network-affiliate relationships. "This is not a rulemaking," she said. "The commission's intent is not to suggest that the relationships between the networks and affiliates are improper or even that there are abuses which the commission must remedy."

Canada marks time on policy of deleting U.S. ads from its cable

Indefinite stay had been kept under wraps pending CRTC study of recommendation from cabinet; actual effect is small since policy implementation had been in limbo

The U.S. appears to have won at least a minor victory in its television border war with Canada. The Canadian cabinet has agreed to an indefinite halt to the policy of requiring cable television systems to delete commercials from the American programs they import. The decision—which is in the form of a recommendation to the Canadian Radio-Television Commission—was made by the cabinet after an exchange of letters with former Secretary of State Henry Kissinger. The action was not formally announced, at the request of the Canadians, and came to light only through a leak to a Toronto newspaper.

The CRTC is not expected to act on the recommendation until next month; its members are occupied with hearings in various parts of the country for the next several weeks. But it is assumed that CRTC will accept the cabinet's recommendation. However, imposition of a moratorium will have no practical effect. The policy is being implemented only by systems in Edmonton and Calgary, both Alberta, more than 200 miles from the

Spokane, Wash., stations whose signals they carried, and by one in Toronto, and the moratorium is not expected to affect them.

The Canadians had refrained from implementing the policy across the length of the border while the two governments discussed the U.S.'s objections to it. But a moratorium would benefit the U.S. in formalizing the existing situation. And observers in Washington say the proposed moratorium was about what the U.S. hoped to achieve.

The moratorium would remain in force while the Canadians assess the success of a new tax bill in stopping the flow of advertising dollars south across the border to U.S. television stations and publications. The new law, which became partially effective in September, denies a tax deduction for money spent on Canadian-oriented advertising on U.S. television stations and in U.S. publications. Advertising contracts signed before the effective date are exempt until next September.

The commercial-deletion policy is part of the same effort to keep Canadian advertising dollars in Canada to help strengthen its domestic television industry. If successful, the effort could cost U.S. television stations along the border some \$20 million annually in advertising revenue.

The State Department, pressured by concerned broadcasters and angry U.S. senators, sought to persuade the Canadians to modify if not abandon those policies. The Canadians were adamant on the tax law, saying that was an internal matter. The commercial deletion policy, however, remained negotiable.

It is also a subject of litigation. The Supreme Court of Canada is scheduled to hear arguments on Jan. 26 on a challenge to the constitutionality of the CRTC policy requiring cable systems to delete commercials from the American programs. The test was brought by the three Buffalo stations—WBEN-TV, WGR-TV, and WKBW-TV.

According to Canadian sources, the gov-

ernment wanted its recommendation kept confidential for two reasons. One was the feeling that it would be "improper" to discuss it publicly with the matter pending before the Supreme Court. The other was that the CRTC had not had an opportunity to consider the matter.

With the proposed moratorium now a matter of public knowledge, widespread discussion of the issue in Canada is likely—in Parliament, particularly. Parliament reconvenes on Jan. 24, and government ministers are expected to be questioned closely on the subject.

Kennedy unhappy about FCC effort to help the needy

Massachusetts senator tells Wiley that press release was misleading, claims procedure goes no further than assistance already available

The FCC's plan for aiding individuals and groups in participating in commission proceedings has evoked some criticism from Senator Edward M. Kennedy (D-Mass.), chairman of the Senate Subcommittee on Administrative Practice and Procedure. The senator wrote Chairman Richard E. Wiley, complaining about what he says is a deceptive press release describing the commission plan. But it is evident that it is the plan itself he finds wanting.

The plan, announced two months ago and described as "experimental," is based on a petition for rulemaking filed by the Federal Communications Bar Association, and is designed to reduce costs to those who participate in adjudicatory proceedings. For instance, it provides for the issuance of free copies of transcripts and a relaxation of regulations regarding the number of copies of pleadings that must

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

Company	Period/Ended	Current and change				Per Share	Year earlier		
		Revenues	% Change	Net Income	% Change		Revenues	Net Income	Per Share
Cablecom-General	Year 11/30	26,120,008	+ 10.0	3,043,628	+ 11.9	1.04	23,570,309	2,717,802	.92
Chris-Craft	3 mo. 11/30	20,229,000	+ 27.6	2,540,000		.51	15,844,000	(142,000)	(10)
Walt Disney Productions	3 mo. 12/31	119,529,000	+ 3.3	11,828,000	+ 5.9	.37	115,736,000	11,169,000	.35
Filmways	9 mo. 11/30	91,857,000	+ 21.9	2,130,000	+ 27.2	.91	75,355,000	1,675,000	.75
Kansas State Network	3 mo. 11/30	3,948,000	+ 19.7	447,000	+ 27.3	.26	3,296,000	351,000	.21
Lee Enterprises	Year 9/30	69,770,000	+ 20.1	9,424,000	+ 30.1	1.88	58,074,000	7,241,000	1.44
A.C. Nielsen	3 mo. 11/30	62,072,000	+ 12.9	4,542,000	+ 16.0	.42	54,947,000	3,914,000	.37
Gulf & Western	3 mo. 10/31	876,494,000	+ 6.2	53,940,000	+ 26.7	.75	825,033,000	42,551,000	.68
MGM	3 mo. 11/30	71,660,000	+ 9.3	7,370,000	+ 21.0	.52	65,610,000	6,090,000	.43
Rockwell International	Year 9/30	5,232,300,000	+ 8.0	123,400,000	+ 21.4	3.28	4,842,400,000	101,600,000	2.72
Rust Craft	9 mo. 11/30	65,591,000	+ 9.4	1,632,000	+ 35.8	.68	59,907,000	1,201,000	.52
Sonderling Broadcasting	Year 12/31	29,000,000	+ 14.2	2,400,000	+ 50.0	3.30 ¹	25,400,000	1,600,000	2.20 ¹
Sony	Year 10/31	1,576,626,000	+ 13.2	104,401,000	+ 82.8	0.48	1,393,231,000	57,102,000	0.26
Tektronix	6 mo. 11/13	189,550,000	+ 20.6	17,141,000	+ 43.8	1.95	157,068,000	11,920,000	1.36
Westinghouse	9 mo. 9/30	4,460,773,000	+ 6.0	160,790,000	+ 44.5	1.83	4,204,322,000	111,235,000	1.27

^{*}Change too great to be meaningful.

¹Figures do not reflect 3-for-2 stock distribution made Jan. 14.

Phoenix thinks it's the greatest damn music they ever heard.

NS - JAMES TAYOR - CARLY SIMON - JOAN BAEZ
- NEIL DIAMOND - OLIVIA NEWTON-JOHN
ELTON JOHN - MOODY BLUES - CAROLE KING
G - LOGGINS & MESSINA - HARRY CHAPIN - M
N - MCCARTNEY & WINGS - RITA COOLIDGE - J
- JIM CROCE - JUDY COLLINS - BEATLES - JAM
ANIS IAN - STEVIE WONDER - LEON RUSSELL
ILL - JONI MITCHELL - BARRY MANILOW - SIM
MON & GARFUNKEL - JESSE COLIN YOUNG
OHN DENVER - BONNIE RAITT - AMERICA
- GORDON LIGHTFOOT - CHICAGO - EAGLES
ES - ROBERTA FLACK - ROD STEWART - MEL
- MELISSA MANCHESTER - SEALS & CROFT
- CAT STEVENS - JAMES TAYOR - CARLY SIMO

We call it Beautiful Rock™

K-104 calls it a winner. In fact, Lowell Homburger said, "It sounds ten times better than I ever dreamed it could." Just call Ron Nickell collect, 214-634-8511 and ask about Beautiful Rock™, TM's newest programming format. Or call Lowell at 602-959-4113. Phoenix thinks it's the greatest damn music they ever heard. So will your listeners.

TM

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Beautiful Rock consulted by George Burns.

WHICH ONE DO PEOPLE WATCH MOST?



Impressions are easy to come by, but the facts are more reliable.

For example, one fact is—the broadcast day isn't just three or four hours of evening time. It's sixteen to twenty hours long.

Another fact is—the average American home spends 44 hours a week tuned to television.

And the overriding fact is that, when you measure the full network day, American homes spend more time with CBS than with any other network.

For 20 of the last 22 years CBS has been No.1 in daytime viewing. "The Guiding Light," "As the World Turns," "The Match Game," "The Young and the Restless"..of all the shows that make the day and involve people most, 6 out of the top 10* are on CBS.

Kids crowd around us in the same way on Saturday. More

homes are tuned to CBS on Saturday mornings* than to any other network, and that's been true for 16 of the last 17 years. Kids giggle at us, goggle at us, learn from us. Parents who happen to watch CBS will not be surprised that many of our children's shows have won the highest recognition, including the Peabody and the Saturday Review Awards, as well as awards and commendations from Action for Children's Television.

When the family settles down on Sunday afternoon, what does it watch? Probably CBS football. (Women are being caught up in the game more than ever.) All in all, more households watch Sunday pro football on CBS Television than anywhere else. And what of other sports? Well, where else can you see these top-ranking sports: The Masters Tournament in golf? The U.S. Open in tennis? The NBA in basketball?

Then there's news. In presentation, analysis, and sharp, fast-breaking reporting there's nothing to touch CBS News. For one thing, no news personality dominates the television screen as does Walter Cronkite. The "CBS Evening News with Walter Cronkite" has been the undisputed leader since 1967. As early as 1969 Time Magazine called him the "single most convincing and authoritative figure in TV news," and he remains so today.

"60 Minutes" is a force unto itself. No comparable program of current events, short or long, has stayed so vibrantly alive or has so successfully challenged its competition – which even includes programs of entertainment.

As they say, let's look at the Big Picture. For the total viewing of network television, for today and the past two decades, CBS is the winner.

**DOES
THE RIGHT ANSWER
SURPRISE YOU?**

*Source: Nielsen Television Index. AA Household Rating Estimates. All annual data are Jan.-Dec. except Jan.-Nov. 1976. "Forty-four hours" is Jan.-Nov. 1976. "More time" is average hours based on Oct.-Nov. 1976. "Daytime" is Mon.-Fri. 10:00 am-4:30 pm. "Top ten" is Sept. 13-Dec. 5, 1976. "Saturday Morning" is 8:00 am-1:00 pm. "Football" is regular season games through Dec. 5, 1976. The CBS Evening News comparison refers to all regularly scheduled early evening network news programs. 60 Minutes highest-rated (U.S. basis) regularly scheduled public affairs program (CBS definition) in television history. Subject to qualifications available on request.

be filed. But it does not involve reimbursement of attorneys' fees or other out-of-pocket expenses, or payments to expert witnesses (BROADCASTING, Nov. 15, 1976).

That is what appears to concern Senator Kennedy, who is co-author of a bill that would permit agencies to award attorney's fees and other costs of participation in a proceeding where the agency determines that the participation will promote a full and fair determination of the issues involved. The bill would also permit persons to recover the costs of seeking judicial review of agency decisions when the litigation is found to serve an important public purpose.

"I had hoped that the Federal Communications Commission would be among those agencies which have taken the lead in instituting broad compensation programs," Senator Kennedy wrote in his letter to Chairman Wiley. "Instead," he said, "I am concerned that the commission has created the impression that it has begun a new program to provide substantially increased financial assistance to public participants in its processes, when in fact it has not."

Senator Kennedy said members of the public and the subcommittee staff were initially under the impression that the commission had undertaken a new and "substantial" program, as, he said, the release characterized it. But when the full text of the decision was released, he added, it developed that the commission was merely codifying procedures it had provided public intervenors on a case-by-case basis.

The senator's views regarding the assistance program are shared by a number of citizen groups. They had generally supported the FCBA proposal but had urged the commission to go beyond it to provide for reimbursement of individuals and groups that participate in commission proceedings.

Senator Kennedy asked Chairman Wiley to explain the "actual scope" of the program, and said, "I am particularly concerned that if my reading of the commission's action is correct, that no genuinely new forms of relief are in fact to be provided, false public expectations have been created. . . ." If that is the case, he said, the release should be withdrawn and replaced with one that "accurately reflects that the commission has simply codified by rule some previously available forms of relief to public participants. . . ."

Senator Kennedy said his concern was in setting the record straight, and that he was not arguing the merits of the commission's decision. But he expressed regret that the commission had not at least opened a rulemaking or inquiry on the subject of direct reimbursement of expenses incurred by members of the public in rulemaking and adjudicatory proceedings, "as other agencies (such as the Food and Drug Administration and the Consumer Product Safety Commission) have done."

Commission officials indicated they felt

the senator's letter was unfair. They do not doubt they have the authority to reimburse expenses incurred by members of the public participating in commission proceedings, but they say, as the commission did in its release, the agency lacks the funds. Congressional action to appropriate funds—and to provide guidelines for disbursing them—would be needed, one official said.

Indeed, Chairman Wiley, in remarks at a meeting with members of citizen groups in October, said the commission is not opposed "philosophically" to the idea of reimbursement. But, he said, "We're in a budget crunch [BROADCASTING, Oct. 18, 1976]." The Kennedy bill would provide funds for reimbursement.

As for the commission withdrawing the press release, one official did not think that was likely, if it reflected the text of the commission order. The release used the word "substantial" in describing the assistance that could be provided under the new procedures. But officials say the costs involved in buying transcripts and filing the number of copies otherwise required under the rules "can be substantial."

FCC won't retain lower EEO figure

Five groups had sought to stay revision that on Dec. 1 raised minimum for mandatory reporting

The FCC is holding fast to its new equal-employment-opportunity rules which exempt broadcast stations with 10 or fewer employees from filing EEO programs. It has rejected the request of five church and civil rights groups that the rules be stayed. As of Dec. 1, the FCC raised the exemption from five or fewer employees.

The five groups were the Office of Communication of the United Church of Christ, the National Urban League, the Congressional Black Caucus, the Communications Commission of the National Council of Churches of Christ in the USA and the UNDA-USA, an organization of Roman Catholic communicators. All but the caucus turned to the U.S. Court of Appeals in New York, where they were joined by the National Association for the Advancement of Colored People (BROADCASTING, Aug. 2, 1976). Their case is still pending.

Believing that the court would probably overturn the rules, the groups asked the FCC not to implement them. The groups argued that the commission's rulemaking proceeding was defective and that the expanded exemption would be harmful to women and minorities. The commission, however, in denying the motion for stay, claimed that no showing was made that there would be irreparable injury or that success in the courts was likely.

Furthermore, the commission said, the new rules are already in effect and a stay would totally disrupt filing procedures. It said that the groups asked for the stay on

Dec. 15, 1976, under the mistaken impression that the rules were to take effect on Feb. 1, 1977. Dissenting from the commission's action were Commissioners Benjamin L. Hooks and Joseph Fogarty.

A move to get VHF channel for noncommercial

Three Los Angeles groups have plans to get KCET's channel changed, but station says proposals are impractical, may be illegal and in the long run may be harmful

A proposal aimed at helping a noncommercial UHF television station in Los Angeles acquire a VHF channel has received a thanks but no thanks reaction from the station that would most likely be the beneficiary of the proposal, Community Television of Southern California, licensee of KCET(TV) Los Angeles, a noncommercial UHF outlet (channel 28).

The proposal was offered by three local groups—Committee to Eliminate the UHF Handicap on Public Television in Los Angeles, composed of individuals active in civic and consumer affairs; Public Communication Inc., a public interest law firm, and Advocates for the Arts, a group of lawyers engaged in public interest law in the arts.

The petitioners suggest two approaches to freeing a VHF frequency for a noncommercial station. One calls for a comparative hearing involving the seven commercial VHF stations in Los Angeles, the purpose of which would be to determine the station that "least" serves the public interest. That station would then "forfeit" its VHF license. The other proposal would assure that the VHF station in the market could not be sold unless noncommercial UHF stations in the market were given the right of first refusal to purchase the station.

The petitioners also urged the commission to adopt a policy that would aid noncommercial parties in Los Angeles who compete with commercial parties in proceedings, including renewal or transfer proceedings, before the commission. A presumption that the noncommercial party would better serve the public interest should be established, the petition said.

Although there are four noncommercial UHF stations in the Los Angeles market, it is assumed that the petitioners have KCET, the largest of them, in mind. And lawyers associated with the petition discuss it in terms of KCET.

The licensee of that station, in an opposition to the petition, noted it has long had as a goal the acquisition of one of the VHF channels in the Los Angeles market. And it said it appreciates the petitioners' "concern for, and support of, public television in the Los Angeles market on a VHF channel."

But, it added, it "has not in the past,

and does not now, support the proposals urged by the petitioners." It said it "believes very strongly" that the proposals "are impractical, may be illegal and appear to be those least likely to assure the early and viable availability of a VHF public television channel in Los Angeles."

Furthermore, it said, the petition has implications beyond Los Angeles. If the rationale is correct and is followed, Community said, it would no doubt "prompt similar requests involving a host of other communities not now having VHF non-commercial reservations."

Community indicated it was concerned that the petition could actually do it more harm than good. It noted that the existing VHF commercial stations in the market had been generous in helping KCET to gain "security and respect" in the community "and to become one of the leading public broadcasters in the country."

The commercial stations' continued support, "financial and otherwise," is important to further growth, "as well as to any realistic hope" Community may have of ultimately buying a VHF facility, Community said. (With the commercial stations' help, Community came close to acquiring channel 11 to 1971. That project collapsed when Golden West Broadcasters declined to sell its channel 5 facility to Community. Under the plan, Metromedia was to have moved from channel 11, where it operates KTTV(TV) to channel 5 [BROADCASTING May 24, 1971]). "Adoption of either proposal advanced by the petitioners," Community said, "would be likely to impair rather than to enhance the likelihood of such continued support." Community is not the only public broadcasting interest that finds fault with the plan. The Public Broadcasting Service has told the petitioners it cannot support the proposal, since it runs counter to PBS's efforts to strengthen UHF nationally.

The chief lawyer for the petitioners, Monroe E. Price, who represents the Advocates for the Arts and who teaches law at the University of California at Los Angeles, said he and others believe Los Angeles should be served by a public broadcasting station operating on a VHF channel. And the normal working of the market place will not bring that about, he said. "Some coercion" is required. He noted that KCET sought and failed to acquire a VHF in 1973, and, with the rising value in stations, "it is less and less likely that it will get one" without outside help.

Religious broadcasters gather in Washington

Wiley, Hooks, Graham will be featured speakers; exhibits and workshops also planned

The expectation that FCC Chairman Richard Wiley, Commissioner Benjamin Hooks and evangelist Billy Graham will speak are among the anticipations for the 34th annual convention of the national Religious Broadcasters at the Washington

Hilton Jan. 23-26.

Workshops will be featured today (Jan. 24) and Wednesday on television, station owners and operators, international broadcasting, program producers and alternative uses of TV.

Also scheduled today is an FCC panel featuring these commission officials: Wallace Johnson, Broadcast Bureau chief; C. Phyll Horne, Field Operations, Bureau chief; William Ray, complaints and compliance division chief; James Hobson, cable bureau chief; Martin Levy, broadcast facilities division chief, and Richard Shiben, renewal and transfer division chief.

Tuesday will start with a breakfast with about 100 congressmen. Later in the day a discussion is scheduled between "born-again" Christians Eldrige Cleaver and Charles Colson, and an open workshop on "Excellence in Christian Broadcasting."

NRB's anniversary banquet is set for 7 p.m. Thursday with Billy Graham delivering the speech.

Receiving the NRB's annual awards for distinguished service will be FCC Chairman Richard E. Wiley and BROADCASTING Editor Sol Taishoff. New additions to the Religious Broadcasting Hall of Fame are Lois Crawford, noncommercial KFGQ-AM-FM Boone, Iowa, and the late Paul Myers of the *Haven of Rest* series. The group's Award of Merit for excellence in program production will be accepted by Dr. Joel Nederhood for the *Back to God Hour* and

the award for station operation will be accepted by Richard Bott, president of KCCV(AM) Independence, Mo. A Milestone Award will be given to Martin J. Neeb Jr. of Lutheran Television for the *This is the Life* series.

The Church and Media Exposition, NRB's gathering of companies involved in film production, broadcast equipment and services, publishing, music, programing, station management and marketing, will have about 100 exhibitors.

Media Briefs

Capcities wants paper. Group broadcaster Capital Cities Communications Inc., New York, submitted offer last week to buy Kansas City Star Co. for \$125 million. Tender offer is subject to approval of Star stockholders, who are employes and former employes of company and their families. Company publishes *Kansas City Star*, evening newspaper, and *Kansas City Times*, morning newspaper, with combined circulation of 630,000. *Sunday Star* has circulation of 408,000.

Showtime. Member of ABC Television Affiliates Association will show at today's (Jan. 24) FCC monthly en banc meeting slide presentation on cable television and pay cable television that ABC affiliates are showing to civic groups in their communities. Presentation was prepared by ABC at affiliate board's request, and affli-

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ates wanted commissioners to see show. **Now NOW.** FCC denied Detroit chapter of National Organization for Women reconsideration of 1976 license renewal of WJBK-TV Detroit. Commission found no violations of equal-employment rules at Storer Broadcasting's station and found programming there adequately ascertained and represented women and their interests.

Closed deal. CBS completed its acquisition of Fawcett Publications for \$50 million in cash (BROADCASTING, Sept. 13, 1976). Fawcett, which had \$135 million in revenues last year, publishes *Woman's Day*, *Mechanix Illustrated*, *Rudder* and other special-interest magazines and mass-market paperback books, among other interests.

Payments stopped. Metromedia Inc. has disclosed to Securities and Exchange Commission that Metromedia's outdoor advertising division, Foster & Kleiser, made regular payments to "low-level domestic government employes" to influence their decisions regarding F&K's "failure to comply with certain laws." Metromedia said payments, totaling some \$6,000 annually, were continued even after management ordered them stopped three years ago. Source of money was said to have been a fund totaling \$35,000 annually that was fed by contributions from "three senior executives" of the F&K division who were given offsetting salary increases. Money from fund was also used

to buy tickets to fund-raising dinners given for local, state and federal candidates, Metromedia said in its report. All such activities have been stopped, Metromedia said.

Who's involved? Corporation for Public Broadcasting has commissioned research firm of Yankelovich, Skelly & White, New York, to study public participation within public broadcasting. Study, authorized at CPB board meeting last June, will be based on in-depth interviews with representatives of CPB, national organizations, public broadcasting professionals including public radio and television managers as well as staffers from such groups as Public Broadcasting Service and National Public Radio, and public participation specialists.

Tennessee's non-tax. State's Department of Revenue has concluded that Nielsen and ARB reports are services and therefore not subject to collection of sales or use tax. Decision is result of dispute with WTVF(TV) Nashville over department's audit of station.

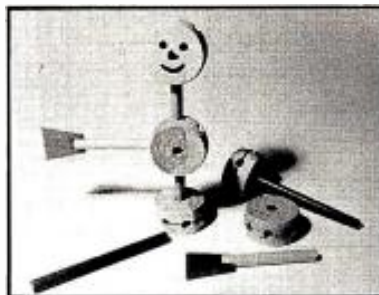
Secret's out. FCC has admonished WIBZ(FM) Parkersburg, W.Va., for broadcasting deceptive or misleading ads for station's "Secret Sounds Contest." Station had failed to announce that prizes of vacations did not include transportation. New rules, which became effective after contest was over, require licensees to disclose nature and value of prizes.

Justice is asked to approve pool coverage of Olympics

Letter is given to antitrust officials requesting formation of Olympics Coverage Service, outlining reasons why networks withdrew from negotiations

Dealing with Soviet officials for television rights to the summer Olympic games to be held in Moscow in 1980 is not a burden one U.S. television network should be expected to carry alone. The costs and the risks are too great, ABC, CBS and NBC have told the Department of Justice. Accordingly, they should be permitted to pool those burdens and risks, and cover the games jointly.

The proposal was made in a letter network lawyers handed to Justice Department antitrust division officials in a meeting on Friday, Jan. 14 (BROADCASTING, Jan. 17). The letter requests approval of a proposed joint venture—Olympics Coverage Service—which might otherwise be regarded as a violation of the antitrust laws. It would negotiate for the rights and



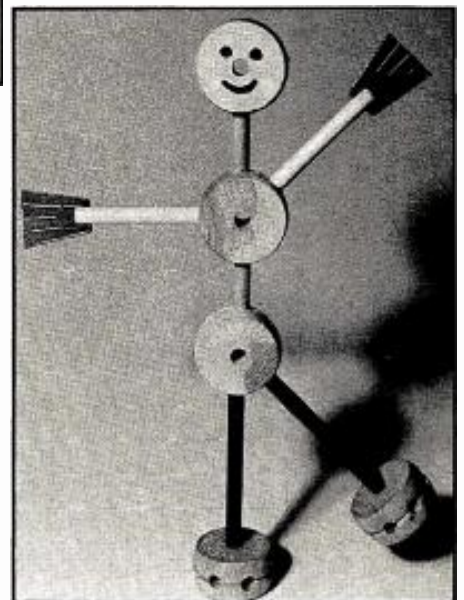
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Leading them in. Fred Silverman, the president of ABC Entertainment, is doing what he can to see that the saturation scheduling of *Roots*, the 12-hour novel-for-television that began last night (Jan. 23) and is being telecast over eight consecutive days, gets big numbers. He has unleashed the most concentrated publicity campaign in ABC's history, and is stacking the deck still further by engineering the best possible lead-ins—as, for example, tomorrow (Tuesday), when *Roots* will be preceded by a repeat of the *Happy Days* three-parter that introduced Pinky Truscadero as The Fonz's girl friend, one of the highest-rated episodes of any series in the history of television. But the competition is not sitting still. CBS will reprise the highest-rated movie in its history, the four-hour *Helter Skelter*, tonight (Jan. 24, 9-11 p.m., NYT) and Wednesday (also 9-11 p.m.) and NBC will weigh in with movies like "Westworld" and Thursday's first-run telecast of the made-for-TV movie about President Kennedy, "Johnny We Hardly Knew Ye."

then provide coverage not only for the networks but for any broadcaster willing to pay a pro rata share, based on total coverage.

The networks last month withdrew from separate negotiations with the Soviets for exclusive U.S. television rights to the games, and in their letter indicated why:

- The Moscow Olympics mark the first time American networks are obliged to deal with "instrumentalities of a government—indeed, the government of a Communist state that has far-reaching interests in many areas that are in conflict with those of the United States and American commerce.

- The Soviet Olympic Committee, headed by members of the Communist Central Committee, "initially demanded \$50 million for technical equipment and substantial additional amounts for the United States broadcast rights." (The amount being sought for the rights has never been officially disclosed, but estimates range up to \$50 million.) ABC, the letter notes, paid \$13.5 million for the 1972 Olympics in Munich and \$25 million for the Olympics in Montreal.

- What's more, the Soviets require the money for the equipment before the end of 1978. They have also indicated they want by that time almost half the amount to be paid for the broadcast rights themselves. "Thus, long before the games actually begin the holder of the rights will be heavily committed and at risk, and may become subject to further Soviet demands and pressures."

There is no assurance that the Moscow Olympics will take place "as contemplated." Unexpected developments could lead to the withdrawal by participating teams, including the U.S. team or even to a cancellation of the games themselves. "Thus . . . the vast sums invested by a network in Olympic coverage long in advance of the games might well be forfeited in whole or in part."

- The U.S.S.R. does not possess the technical facilities for television coverage

of the Olympics, and does not expect to have them before 1980. "Accordingly, there is a risk of technical failure in coverage of the Moscow Olympics and, at the very least, that the coverage will not be up to the standards" evident in coverage of the 1972 and 1976 Olympics.

- Unique problems are "inherent" in dealing with the Soviets. "It is unclear to what extent any agreement reached with [them] would be judicially enforceable under a pre-existing rule of law." And the different "ideological perspectives" which the two sides bring to the negotiations "make it unusually difficult to arrive at agreements, even as to relatively simple matters." The "lack of system of shared values is particularly serious when the sensitive area of communications media is involved."

Given those hazards in investing what could well be more than \$50 million in the Soviet Union long before the games are to begin, the networks said, they should be allowed to share the risks through OCS, which would negotiate for the television rights, handle the technical functions necessary to cover the games and transmit coverage from Moscow to New York.

As explained by the networks, the plan would spread the risks among all broadcasters taking the coverage. The pro rata share would be based on total coverage, the networks said, since a subscriber would receive an unfair advantage if permitted to carry and pay for only the most exciting events.

Similarly, broadcasters interested in subscribing would be required to enter into firm commitments with OCS "at a reasonably early date, e.g., not later than 180 days after" OCS obtains the rights. It would be unfair for potential subscribers, the networks said, to hang back until the hazards worrying the networks had or had not eventuated.

At least one of the networks does not expect a quick response from the Justice Department. Robert Wussler, president of CBS, said, "I think Justice is going to

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The networks were afraid of that

Schlosser says they anticipated 'excessive demands' by Moscow, talked joint coverage before individual Olympics negotiations

Discussions among networks about seeking a Justice Department ruling on the legality of a joint bid for U.S. TV rights to the Moscow Olympics began even before the networks sent representatives to Moscow for competitive biddings (see page 46 and below).

"We were concerned that we might be met [in Moscow] with excessive demands," Herbert S. Schlosser, president of NBC, said last week in response to questions at an informal news session in his offices in New York.

Initially, he said, two networks tended to agree that a joint approach to the Justice Department might be advisable, while the third didn't agree until its representatives reached Moscow and found that the Russians were demanding \$40 million—actually, he said, it was more than \$50 million—for facilities, even before the bidding on the rights themselves could get under way.

He declined initially to say who initiated the talks, but under further questioning he said, "All right, I called Elton [Elton Rule, ABC Inc. president]."

"Then," he added, laughing, "he called me back."

Mr. Schlosser made clear that the networks had thoroughly sounded out their legal counsel about the permissibility of such talks before holding them.

He said he didn't know what rights Satra Corp. has under its "protocol" with the

Soviet Olympic committee but that he felt certain that "the Russians will need the help of the U.S. broadcasting systems" in providing coverage.

If the networks get Justice Department approval to negotiate jointly, Mr. Schlosser said, he was sure the American broadcasters would agree on a way to negotiate. He also thought they would be "tough" negotiations, but that "a deal will be struck and the Olympics will be carried."

Pushed as to why the networks would consider so high a payment for an event that none would carry exclusively, Mr. Schlosser said the American public wants the games, and if an American team takes part it is "a major event."

He didn't think it was an event that the networks must have "at any price," he said, but added that "I don't think we've reached that point yet."

In the first Moscow discussions, he said, it was not only the initial demand for \$50 million that was a sticking point, but also the demand that the money be paid some two years before the Olympics is held. With that much money already invested—and "it's much more than \$50 million," he added—the U.S. bidder would have much less leverage in later negotiation of any differences, or of additional Russian demands, that might arise.

As for what the networks might do if the Justice Department refuses to approve a joint approach, Mr. Schlosser said he didn't know. He assumed that "we wouldn't mount a joint effort" in the face of Justice Department disapproval, but said that "we hope for approval."

make us sweat a little on this one. It's going to be checked out with the White House, with Secretary of State [Cyrus] Vance—they're going to have everyone sign off on this one...because it's three major corporations dealing with a foreign power. It's the wheat deal, all that kind of thing again. There are very strong feelings about any kind of negotiations with Russia."

One question that apparently is not yet fully resolved is the role of Satra—the Soviet American Trade Corp.—in the maneuverings for the television rights. Satra claims to have beaten the networks to a contract for the rights (BROADCASTING, Jan. 3).

However, the networks do not appear concerned about Satra, and last week, UPI quoted an unnamed Soviet official of the Soviet Olympic Organizing Committee's staff as saying the agreement with Satra is "tentative."

However, the official was also quoted as complaining about the "ultimatums" he said the networks had issued. He said the Soviets were prepared to examine "new proposals" this month—those which are not accompanied by ultimatums. But, he said, "we cannot drag this matter out endlessly. In the absence of truly

businesslike proposals, hardly anything will prevent us from turning the existing letter of intent [with Satra] into a final contract."

Legislator says something's rotten in Moscow deal

A New York state senator is sticking his legislative nose into the murky air surrounding the Satra Corp.'s plans for broadcasting the 1980 Summer Olympic Games in Moscow.

"I get a smell, and I don't like the smell, so I'm going to investigate it," said Senator Joseph R. Pisani, chairman of the 12-member Committee on Consumer Protection.

Mr. Pisani (R-Westchester) said he had assigned a member of his staff to investigate Satra's "protocol" agreement with the Soviet Olympic Organizing Committee. "I don't know what I can do about it, other than maybe let the American people know what's going on," he said, adding that he would review the legality of the agreement once he determined what it entailed.

The preliminary inquiry, which was ordered by Mr. Pisani alone without action

by the Consumer Protection Committee, was prompted by the senator's own concern over Satra's ability to provide adequate coverage of the games.

"I have a personal feeling toward the Olympics," he said, "and I feel personally incensed over this. The important thing is to give people a fair, objective coverage of the games, and I don't see how that can happen with a company which has spent its entire life based on the good graces of the Soviet Union. I think it's going to be a propaganda affair."

Satra (an acronym for Soviet-American trade)—has, by its own description, been "a major factor in U.S./U.S.S.R. trade" for the past 25 years. But an official of the Soviet Olympic Organizing Committee was quoted Jan. 18 by United Press International as saying that the committee "assures all Olympic participants and enthusiasts of its readiness to conduct the games and telecasts in a true Olympic spirit... No discrimination in TV coverage for political reasons—this is our credo."

Syndicators oppose FCC investigation

Worldvision's request that FCC look into market draws fire from Viacom, Multimedia, Taft which say there is no evidence of imbalance and a ban could be harmful; Westinghouse, Metromedia wait until deadline to comment

A proposal by Worldvision Enterprises Inc. to ban domestic syndication by firms owning one or more television stations or cable systems, not unexpectedly, is drawing opposition from those with the most to lose.

While Metromedia Broadcasting Co. and Westinghouse Broadcasting Co. are taking advantage of the FCC's extended deadline for comments (Jan. 28), others like Viacom International Inc. have already had their say.

Worldvision originally offered its proposal in response to Group W's petition asking for an investigation of network powers—which the commission launched earlier this month (BROADCASTING, Jan. 17). It asked that the inquiry be expanded to include syndication. Worldvision claimed that the "acquisition of excess power" by companies involved in both distribution and exhibition "tends to squeeze out independent syndicators and thus runs counter to the objective of the [FCC] syndication rule—greater diversity of program sources."

Worldvision argued that "one of the reasons why the commission ordered the networks out of the domestic syndication business" was to prevent them from dominating it. Similar precautions should be taken in regard to group owners and multiple cable system operators, Worldvision said. It claimed that such joint operations have unfair competitive advantages such as being able to "presell" programs

to sister stations.

Viacom, a syndicator and cable MSO, however, said the FCC has no business getting involved in syndication "unless there is reason to suspect that [a competitive] imbalance affects the diversity of television programming available to the public." It said there is "no evidence of abuse and not even sufficient reason to suspect such abuse." When the commission barred networks from syndication, Viacom explained, it was "concerned not because of the relatively few television stations owned and operated by the networks but rather because of the large number of affiliated stations."

Multimedia of Ohio, licensee of WLWT(TV) Cincinnati, agreed, claiming the Worldvision proposal "flawed by a misinterpretation of the primary rationale for the network syndication prohibition."

Taft Broadcasting, which owns six television stations as well as Taft/H-B Program Sales, said the rule would "shield giant syndicators such as Worldvision from much smaller syndicators such as Taft/H-B, with no countervailing benefit in the public interest." It explained that its syndicating arm accounts for less than 1% of the domestic syndication business while it believes Worldvision is "well over 10 times larger."

The Christian Broadcasting Network argued that the proposal "would reduce—not increase—the diversity" of programming by blocking those who could not afford

to syndicate unless they owned stations. Furthermore, CBN said, Worldvision's proposal could cause the hopes of fourth networking "to evaporate."

Spanish International Communications Corp. said that it is "doubtful" that its stations and specialized program services could have developed had the rule previously existed. Boston Broadcasters Inc., licensee of WCVB-TV Boston, said certain of its programs have only been possible because some costs "might be recouped" through national syndication.

Worldvision, however, did pick up some support from Columbia Pictures Television which said it "has experienced difficulty in contracting with television stations...because of the leverage position enjoyed by syndicators associated with group station owners."

NBC works on Wednesday

In an effort to add more punch to its Wednesday night schedule, NBC-TV will place a new series, *The Life and Times of Grizzly Adams*, dealing with a 19th-century wildlife adventurer, in the 8-9 p.m. slot, effective Feb. 9. Cancelled from that night's line-up will be *Shirota's Court* and *The Practice*. With shifts in time periods for several shows, NBC's new Wednesday schedule as of Feb. 9 will be: *Grizzly Adams*, 8-9; *CPO Sharkey*, 9-9:30; *The McLean Stevenson Show*, 9:30-10, and *Tales of the Unexpected*, 10-11.

The increasingly serious business of playing games with television

In first big year on the market video games rode semiconductor chip into over 3 million homes; so far, they haven't made a dent in ratings, but that could change

An electronics engineer, reflecting on the video-game industry's boom year in 1976, was cheerfully speculating on how he imagined broadcasters are feeling about this new invader of the home screen.

"The networks must be sitting back and wondering," he said, "is it a hula hoop, or is it a cable?"

In other words: Will the video game, after suddenly appearing in an estimated 3.3 million American homes last year, turn out in the end to be no more than a lucrative novelty, as much a threat to network programming as, say the Monopoly game? Or will the games be instrumental in revolutionizing the public's concept of what a television set can be used for—a precursor to a home computer center potentially more damaging to broadcast ratings than an unchecked proliferation of cable outlets?

Clearly, it is too early to say. Evidence of any appreciable effect thus far is negligible. Both Arbitron and A. C. Nielsen say the games, which are detectable in ratings samples, have not yet produced a significant statistic. "A very low level of inci-

dence," said a Nielsen spokesman. "We're dealing with teenie, teenie numbers here."

Still, many members of the games industry feel an effect on ratings is inevitable, and they are making some interesting predictions based both on last year's huge sales and on the belief that time and technology are on their side.

"The broadcaster's medium—the box—was never really used before," said one game maker. "Games were on the shelf in the closet, but now they're on the tube. It's like the first time Henry Ford made a car—a lot has happened since then. Before you know it you're going to have so many different things you can do with that set that they [the networks] will have lost control. They have to be worried. How can you sell commercials if a video game is on the screen?"

Video-game technology has indeed grown rapidly from infancy to adolescence, and fat profits are stimulating a surge toward early maturity. Invented in 1966 by Ralph Baer, an engineer for Sanders Associates Inc. in New Hampshire, the first games were marketed for home use by Magnavox and as coin-operated machines by Atari in 1972. Built around a number of standard integrated circuits, the games were relatively large and expensive, successful mainly in taverns and amusement arcades until a design innovation

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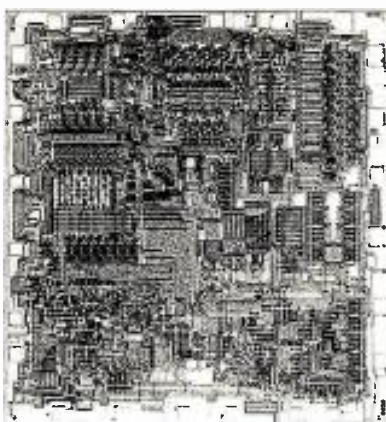


known as the "game chip" spawned the second generation of games in 1975—and blew the lid off the home-game market.

The game chip is a fingertip-sized forest of semiconductor circuitry, programmed for up to six variations of ball-and-paddle games such as "tennis" and "handball"—the type seen in stores through last year. The manufacturer who could get his hands on a chip supply—until recently available only through the designer, General Instruments Corp. of New York—had only to "build a box" around it and he was in business.

"Companies went bananas," is how John Wunner, a GI spokesman, described the reaction. GI sold five million chips, each one the basis of a game unit and each costing roughly \$5.00, between March and December of 1976, according to Mr. Wunner—as many as the company could produce. The ease with which the games could be put together around the chip provoked a mad rush to hit the market by Christmas, with dozens of small companies and a few large ones whipping up racy control consoles and space-age names (Ping-pongtronics, Telstar Classic, Zonk and Jaws II, to name a few.)

Two snags slowed the gold rush for many companies and kept some out of the market altogether: low availability of supplies and a strict FCC test procedure. Since the games are hooked up through



The missing piece. This is the device that began the boom in home video games—a General Instrument Corp. microprocessor-based chip, which in actual size is no bigger than a fingernail.

the set's antenna, they must be FCC-approved to insure against interference. Despite a 50% rejection rate for applications, an FCC engineer said that, as of the first of this year, 97 approvals had been granted (90% of them since April 1976) with 20 applications pending and an average of five new applications still coming in every day (a few of those applications are for modifications for previously approved models).

Phosphor burns cause a trace of worry; FTC is in on the act

Another potential problem—reports that the games caused a "phosphor burn" which left a ghost of the game's image on picture tubes—did not affect sales as much as manufacturers had feared. The Federal Trade Commission announced last Dec. 22 it was investigating the burn problem after the Canadian government issued a notice to consumers that retailers' display units, which are left on for long periods of time, had shown evidence of it.

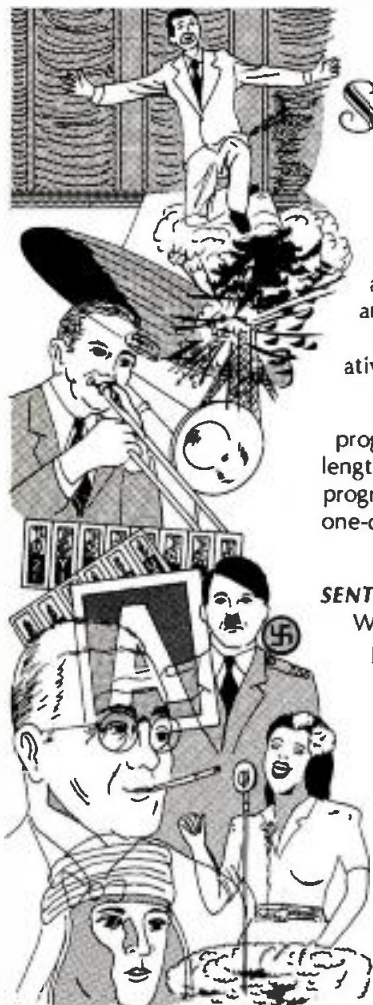
Game manufacturers deny the problem will occur in normal consumer use. A few have offered warranty protection as a guarantee of that contention, while a few others have modified their games to reduce the intensity of contrast in the game image, which is thought to be a major cause of burns that do occur. The Canadian government issued its warning without conducting an investigation after it received complaints from television manufacturers; the FTC's investigation is in progress and is confidential. "It's safe to say we won't do anything until we're reasonably sure of what we're talking about," according to Walter Diercks, deputy assistant director for the commission's compliance division.

Despite the fact that more than 70 companies are competing on the game market, the variety of games available has remained fairly limited. Most are simple variations on the earliest ball-and-paddle games or, more recently, take-offs on such arcade machines as "Tank War," bowling and target-shooting contests. Perhaps for that reason, early market studies by two companies showed typical purchasers were either 25-to-40-year-old males with two or more children or people who had spent a lot of time in arcades.

Some sophistication is beginning to appear—the ability to put "English" on the ball or to use the paddle at any angle on the screen instead of just vertically, for example. But generally what has distinguished a \$150 game from a \$60 game has been such glamour features as automatic scoring display and stick-figure players instead of the usual white paddle line on the screen. If that was the extent of the predicted technological revolution, one could expect to see the wave of the future quickly consigned to the toy shelves and forgotten. One game manufacturer admitted, in fact, that a study of use patterns for the games indicated heavy play for a month or so and significant drop-off thereafter.

Things are just beginning; enter the 'microprocessor'

The short interest span for the single games is why the big excitement in the field, both for the short and the long-term futures, centers on the third-generation games just now appearing on the market: the programable games. These are built around the "microprocessor," which can "read" electronic instructions from



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Two generations. At left is the Magnavox Odyssey 300, a ball-and-paddle game of the type that flooded the Christmas market in 1976. At right, the next step in home video devices—the Fairchild Video Entertainment System, a programmable device for which separate cartridges, each with its own package of games, may be purchased.

any number of memory chips, that can either be built around it or plugged into it by cartridge, and then relay the appropriate instructions to the TV set. Because of this adaptability, the microprocessing unit is the foundation of the industry's predictions that chess and other more complicated games, as well as tax-figuring, language-teaching, data-storage and other complex capabilities, will soon be a flick of the dial away.

Companies are wasting no time exploring the potential of programable games. "We're branching in as many directions as we think the market will go," said GI's Mr. Wunner. One company, Fairchild Camera of California, is already on the market with a \$150 programable game, with cartridges which include not only the standard game variations, but also a "blackjack" game with the microcomputer acting as the "dealer." A math quiz cartridge is on its way, a spokesman said—the first of many more logic-oriented games the company hopes to market. Fairchild's plans call for the production of a new cartridge every month, each of which will sell initially for \$19.95.

Several other companies are now gearing up to enter the programable market. One of them is RCA, which will come out in February with a three-cartridge package. One of the cartridges, called "TV Schoolhouse," will produce a multiple-choice and matching test on subjects ranging from trivia to history, and the company hopes to develop more logic and educational games in cooperation with its own educational division and, eventually, with university scholars. The five-game console will sell for \$150, with cartridges priced at \$15 and \$20.

"I hate to use the analogy," said Robert Beber, senior counselor for RCA's distributor and special projects division, "but it [the programable game market] is almost like the record business—we'll put them out as fast as we can sell them. If you had only a half-dozen records, the chance of you using your record player is pretty much diminished, but with all the countless records you have coming out, you use it much more often."

RCA has no plans at the moment to build the games directly into its television sets, such as Magnavox and a few foreign manufacturers are doing. And another RCA executive said no discussions have

been held with its subsidiary, NBC, about the games' possible threat to over-the-air TV programming. "We really haven't given that any consideration," he said, "they [games] are just something consumers want."

The market may be limited only because it's yet undefined

The wide-open status of the video-device market is part of the potential significance of the games to broadcasters: the entry of a new competitor in the programing sweepstakes—somebody else trying to figure out what it is the consumer wants, and then trying to offer it to him on the home screen.

"At first manufacturers had this new technology," said GI's Mr. Wunner, "and they just sort of set it out there and said, 'Here it is. Do you want it?' It was a gamble that worked. Now the shoe is back on the other foot, where the manufacturer will have to listen to consumers to hear what they want."

Given the available microprocessor technology, it is conceivable that the electronics wizards in their laboratories could become the recording "artists" in television's future—churning out "program" cartridges that would compete not only with each other but also with broadcast programs for the consumer's home entertainment time. However, a number of factors besides the manufacturers' imaginations appear to mitigate that eventuality for the moment at least:

□ **Price.** Mr. Wunner of GI admits that the programable game market is "still a little shaky" in terms of expense to the consumer. "You can't at this point come out with a several-hundred-dollar programable game," he said, "whereas the consumer will pay \$60 for a limited number of games." Market studies predict, however, that prices for games and game cartridges will quickly fall, as they did for electronic calculators and digital watches. But the technology of the games is more complicated, and prices may not fall as far.

□ **Compatibility.** Any TV set within range can receive ABC, CBS, NBC or the Public Broadcasting Service, any record player will play releases from Warner Bros. or Columbia. But RCA's video game cartridges will not be playable on Fairchild's console, and no concrete signs

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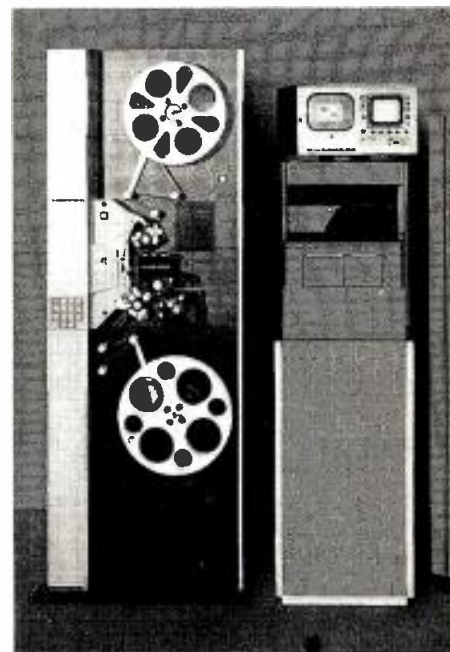
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of the establishment of compatibility standards have emerged in the industry.

□ Repair. As the games grow more complicated and more numerous, an adequate repair capacity has to develop with them. Some companies are licensing TV repair shops to service their units, but most must be returned to the factory. One retailer said a number of department store chains have refused to carry the Fairchild programable game because of the comparative difficulty of having it repaired.

At least two other more general factors should be considered in assessing the possible influence of microprocessor technology on television viewing habits. First of these is the fact that the games' potential for being the first step toward a home computer center, with the TV set as its display unit, may in reality be a blessing in disguise for broadcasters. A computer in the home would in all probability be an incredible labor-saving, leisure-creating device. As one observer of the games industry put it, "Once people start balancing their checkbooks and doing their tax returns with these things, it's going to speed things up so that people can get back to the tube that much more quickly."

Second, a large question remains as to just how much of a threat an active, participatory entertainment medium, as the games are, can be to television, which with the exception of a few quiz shows, is basically a passive entertainment medium. It is known that the biggest users of video games thus far are children, who appreciate and even require active participation.

"Children are on a different level of learning," said one educational psychologist. "They are very attuned to motor skills. Adults may initially enjoy the tactile involvement of these games, but you have to remember that these kinds of things—marble games, puzzles—already exist in our society. But they aren't pushing into TV (viewing) time significantly."

Game manufacturers say the future for their product lies in opening up the adult market with more challenging games. But will mom or dad, after a hard day's work, really want to sit down with a beer to match wits against a computer? There's a good chance they won't—unless, as one manufacturer said, "there's nothing else on worth watching."

ABC wins big one in prime-time ratings

'Little Ladies of the Night'
movie helps boost it to
24.7 rating Jan. 10-16

ABC-TV rolled to one of the biggest wins in its history with a 24.7 average prime-time rating for the week ended Jan. 16. CBS came in second, with a 19.4 rating, and NBC brought up the rear with a 17.9.

These averages allowed ABC to widen its season-to-date lead: 21.0 to NBC's 19.1 and CBS's 18.8.

The blockbuster rating for the week of

Jan. 10-16 was delivered by an exploitable made-for-TV movie about teen-age prostitution called "Little Ladies of the Night" (Sunday, Jan. 16, 9-11 p.m., NYT) on ABC. The movie's 36.9 rating and 53 share made it the fifth highest-rated movie of all time in total homes, behind "Gone With the Wind," "Airport," "Love Story" and "The Poseidon Adventure."

ABC won four nights (Tuesday, Wednesday, Friday and Sunday) and tied CBS for Saturday night. CBS won Thursday and NBC won Monday.

As usual, ABC had four of the top-five series wins (*Happy Days*, *Laverne and Shirley*, *The Six Million Dollar Man* and *Charlie's Angels*). *M*A*S*H* and *One Day at a Time* and *60 Minutes* continued to be CBS's major bright spots (all of them squeezed their way into the top 10 for the week) and NBC's only consistently high-rated series, *The Little House on the Prairie*, held up, tying *60 Minutes* for ninth place.

Among the new second-season shows, NBC's *Sirota's Court* sitcom did so poorly it was given its cancellation notice (see story, page 49), and its *CPO Sharkey* (15.5 rating, 23 share) continued in the Nielsen doldrums, as did CBS's *Who's Who* (15.5 rating, 22 share). CBS's new Monday comedy *Busting Loose*, got good sampling (24.4 rating, 33 share) in its debut on Jan. 17 (8:30-9 p.m.).

PBS-CPB to resume jousting in Atlanta

February PTV meeting will also
study financial status, analyze
programing needs and implement
procedures for station cooperative

Public television's professional and lay leaders will gather in Atlanta next month for the Public Broadcasting Service's annual membership meeting (Feb. 6-9) and annual programing conference (Feb. 8-11) at the Hyatt Regency hotel.

Sure to attract considerable attention at the membership meeting will be the ongoing dispute between PBS and the Corporation for Public Broadcasting over programing control (BROADCASTING, Jan. 17). Representatives of CPB will be given time to explain their position before PBS members hold their own meeting on the subject.

Other top-priority sessions will discuss the plans for the next season's national program service, uses of the proposed satellite interconnection system and trends in financial support for public television.

In addition, PBS is trying to line up a panel of journalists to analyze the impact of public broadcasting. The meeting will conclude with an all-day session of the PBS board. Some 400 persons are expected at the membership meeting, and about 225 at the programing conference.

Program managers and others attending the programing sessions will have their own satellite presentation and also review

new directions in educational programming. However, the main thrust of their gathering will concern SPC IV, the station program cooperative, wherein stations choose shows that PBS stations will fund. Screening session will be held for pilots, acquisitions and the like, with small group sessions later for discussion of each programming proposal. Other sessions concern SPC procedures, long-range programming needs and scheduling options.

The two meetings will overlap Tuesday (Feb. 8) when the Corporation for Public Broadcasting will hold an awards banquet, to honor achievements in local programming and to present its highest honor, the Ralph Lowell Award.

Westinghouse puts magazine show on all its stations in access periods

Success of 'MTWTF' on KPIX(TV) prompts it to drop programs by syndicators, who aren't too happy about the switch

Group W has decided to bank \$2.5 million on the public appetite for factual information doled out in the breezy, feature style of a TV magazine.

The company announced last week that its owned stations in Philadelphia (KYW-TV), Pittsburgh (KDKA-TV) and Baltimore (WJZ-TV) will toss out their current mix of game shows, documentaries and public-affairs programming in the 7:30 to 8 p.m. prime-access time periods Monday through Friday in favor of locally produced magazine shows similar to the one now running on its station in San Francisco, KPIX(TV). All three will make the switch by September 1977. Group W's fifth station, WBZ-TV Boston, said earlier this month that it would begin a strip magazine show in access on April 18 (BROADCASTING, Jan. 17).

The decision to go to a magazine format in all five cities was clinched, according to Group W sources, by the arrival of the Arbitron November sweeps for San Francisco, which gave KPIX's *Evening: The MTWTF Show* (the same title will be used by all five stations) a solid 9.4 average rating for the month in head-to-head competition with the game shows on KGO-TV (a 10.0 average rating) and KRON-TV (a 9.7 average rating). KPIX's 9.4 figure was only seven tenths of a rating point below what the station was doing in November 1975, when it scheduled such popular game shows as *The Price Is Right* and *Name That Tune*.

And, the sources continued, KPIX actually showed gains in viewers-per-household of women and men 18 to 49 (mostly at the expense of KRON-TV; KGO-TV also increased its numbers in these demographic categories).

In addition to their delight over the San Francisco ratings, which exceeded their

expectations, Group W's executives said they were not particularly impressed with the pilots of new shows being pitched for the 1977-78 prime-access season.

Syndication executives were unanimously opposed to Group W's action because it in effect removes five half-hours a week in five major markets as outlets for their product. To put that in dollar terms, a syndicated half-hour such as *Hollywood Squares* fetches about \$4,000 an episode in Boston. That's \$20,000 a week, or \$1.4 million in lost syndication revenues for a year. Even in the smallest market of the five, Baltimore, a half-hour game show earns a syndicator about \$1,000 per episode, which is \$5,000 a week or \$260,000 a year.

One executive of a large rep firm claims that, ironically, Donald H. McGannon, president and chairman of Group W, is being untrue to the spirit of the prime-time access rule by shutting out suppliers of access shows. The rule, this executive says, which Mr. McGannon did more to bring about than any other broadcaster in the industry, was meant to take the access half-hour away from the networks and open it up to producers other than the typical suppliers of prime-time programming such as Universal, Paramount and Columbia Pictures Television.

But Group W sources counter this argument by saying that the access rule also calls for more locally originated programming. And whenever the networks decide to

encroach into that access period (as CBS, for example, did last September and October with weekly half-hour news specials on the presidential race), Group W can reject the encroachment as an unacceptable displacement of a locally originated show—an argument that's harder to make when the program to be displaced is a game show.

With the cost estimated at half a million dollars in each market for a year's worth of production, Group W sources say they will try to save some of that money eventually by arranging it so that each station will end up telecasting at least one magazine piece per night that originated at another station. This cross-pollination could lead to a substantial lowering of production costs, to the point where, in a few years' time, the magazines would be cheaper to put on than five different prime-access game shows.

CPB-sponsored polls take public pulse on PTV effectiveness

Viewers have 'substantially high degree of satisfaction' with programing, SRI finds

The Corporation for Public Broadcasting has released the results of national telephone surveys to determine general

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One more time. The five CBS-owned television stations, which conceived *The Muppet Show* series for prime time access, renew for a second season of that 24-episode, half-hour venture with this handshake between D. Thomas Miller (l), president of the stations division, and Abe Mandell, president of ITC Entertainment, which produces (with Jim Henson Associates) and distributes the show—last season, in 162 markets.

awareness and viewing of public television.

The surveys were performed by Statistical Research Inc., Westfield, N.J., and were conducted in February 1976.

Results of the first survey showed that 77% of the public can receive a PTV station. Of those, 75% rated the station's signal as excellent or good, compared to 92% who gave those ratings to a local commercial network affiliate. The remaining 23% said PTV was not available, that they had never heard of the channel or that they could not receive the channel on their set.

Forty percent reported having never viewed PTV. Of that group, 4% said PTV is unavailable, 10% had never heard of the channel, 9% could not receive the channel and 17% did not watch TV.

Another SRI survey gauged the degree of satisfaction among viewers about public television and television in general. The study found "a substantially higher degree of satisfaction" with PTV programming than with television in general. Of those persons aware of public television, 25% said they were "very satisfied" with PTV as opposed to 14% who gave that ranking to all television. Other rankings: somewhat satisfied: 47% (PTV), 63% (all TV); not at all satisfied: 5% (PTV) 23% (all TV); no answer: 23% (PTV) 2% (all TV).

There was little difference between PTV viewers and nonviewers in their reaction to television in general.

Asked for comments on TV in general, 27% said they enjoyed television series and variety shows. Another 27% disliked the poor quality while 26% didn't approve

of sex and violence.

In the public sector, leaders were good programming and variety of choices (28%), good for children (10%) with not interesting and need more variety each getting 8%.

Nature and science programs were perceived as most underrepresented on PTV. And "public affairs and minority programming on public television . . . are the areas least likely to be considered by the public as deficient in quantity," according to the study.

"Blacks and others react to the programming question much like whites. The only significant differences occur on children's programs, where 40% of blacks and 20% of whites feel there is too little programming and on minority programs where 34% of blacks and 13% of whites report insufficient programming," the report concluded.

Programing Briefs

Worldwide. World Television Releasing Corp. has been formed to internationally syndicate films and other TV programming, including some products dubbed in Spanish and other languages. Micky Roth is president of company, which is located at *suite 215, 3848 Campus Drive, Newport Beach, Calif. 92660.*

Sports anyone? Alcare Communications Inc. has released TV news promotion called "National Television Sports Quiz," which has already been sold to 11 stations. Each sports quiz question is narrated by station's sports personality, with Alcare providing sports footage, scripts, certificates and quiz cards for viewers to play along. Auditions are available through *Alcare, P.O. Box 361, Wayne, Pa. 19087.*

Before the big games. NCAA Productions, unit of National Collegiate Athletic Association, has been given television rights to all games of NCAA basketball championship tournament in March other than those covered by NBC-TV, holder of exclusive rights through 1979 tournament. Accordingly, NCAA Productions is offering telecasts of 12 first-round games March 12-13, four regional semifinals March 17 and third-place game of national finals March 28 in Atlanta. Producer Richard Giannini will supervise. *NCAA, P.O. Box 1906, Shawnee Mission, Kan. 66222; (913)384-3220.*

Better living. First offering of newly formed Carter-grant Productions, New York, is *The Quality of Life*, 90-second, Monday-through-Friday series that went on air in 20 major markets this month on barter basis through Hexington Broadcast Services, New York. *Quality* spotlights well known individuals in interviews with Sandy Carter and Shelly Grant, producers and writers of show, on how people may improve various aspects of their life. Other programs developed by Carter-Grant are two 90-second series: *Fair Deal* (how to handle complaints successfully) and *The Psychology of Common Sense*, featuring Dr. David Viscott, psychiatrist.

News areas in for hard look at NBC

Schlosser says Chancellor show and documentaries need re-examination; new chief executive touches on other company issues in press talk

Herbert S. Schlosser, president of NBC, said last week he thought NBC must improve in the area of news documentaries and will probably re-examine its handling of the *NBC Nightly News*.

Answering newsmen's questions at an informal session in his offices, Mr. Schlosser said he was pleased with NBC News's handling of political coverage and with the progress made in recent months by the *Today Show*.

Among questions to be asked about documentaries, he said, are: Is the one-hour form still viable? And what about the magazine shows?

Another question, he said, is "where are we heading in *Nightly News*?" When one looks at all three networks' evening newscasts, he continued, some do better than others" but essentially they often all deal with the same stories. One question to be asked, then, is "How do we do the *Nightly News*?" he said.

He added quickly that "I don't mean 'happy news.'"

Mr. Schlosser was firm in his support of Richard C. Wald, president of NBC News, and Robert Mulholland, executive vice president. Reports that Mr. Wald was on his way out were "not so," he said. Mr. Mulholland's responsibilities will be increased, Mr. Schlosser reported, but Mr. Wald will remain in charge. Mr. Wald and Mr. Mulholland are "two strong executives" and are running NBC News as a team, like "Salant and Small" at CBS News, he said, referring to Richard S. Salant, president and William Small, senior vice president and director of news.

Mr. Schlosser also forecast more news in prime time on all three networks, more "event" programs, miniseries, "big specials" and the like. "We're going to have over the next few years many more programs that take the entire evening," he said. NBC, he told questioners, will continue with the three-hour form, doing one or two a year.

Mr. Schlosser, who became NBC's chief executive as well as chief operating officer earlier this month (BROADCASTING, Jan. 10), also fielded a wide range of other questions:

He said Jack G. Thayer, president of NBC Radio, will concentrate on NBC's eight owned radio stations and the NBC Radio network now that News and Information Service (NIS) is being phased out. That was what Mr. Thayer was hired for in the first place—the NIS concept developed after his arrival and, although it didn't

work, it was a reasonable risk at the time—and he's done "an excellent job" with NBC's music stations especially. He said he foresaw no change in Mr. Thayer's status.

He had high praise for the "young team" of executives installed in key posts in the last few years, including Robert T. Howard, president of NBC-TV; Irwin Segelstein and Paul Klein, the TV network's top programmers; Arthur Watson, executive vice president of the NBC Television Stations division, and Messrs. Thayer, Wald and Mulholland. He had praise, too, for some older hands, such as Theodore H. Walworth Jr., president of the TV stations division, and Corydon B. Dunham, vice president and general counsel, who he said "is coming into his own" as the time approaches for Vice Chairman David C. Adams to retire ("Closed Circuit," Jan. 17).

He said that both he and NBC Chairman Julian Goodman, who was chief executive officer until that title passed to Mr. Schlosser, report to the NBC board of directors, and that "the company" (NBC) reports as always to the chief executive officer of RCA, NBC's parent company. He described Edgar Griffiths, RCA's new president and chief executive, as "a strong executive" who doesn't get into details of day-to-day operations but "wants from NBC exactly what we want—to succeed and excel."

Television, he said, will continue to be a very profitable business but will need, as in the past, to keep an eye on costs.

Complaints reviewed by News Council

Group clears CBS and NBC of unfairness charges; filing against WABC-TV held valid

Charges of unfairness against two news programs, one on CBS-TV and the other on NBC-TV, were found basically "unwarranted" by the National News Council on Jan. 18. A third complaint, concerning a "teaser" ad by WABC-TV New York, was ruled valid.

The complaint against CBS involved an Oct. 17 segment of *60 Minutes* titled "Interstate Commerce of Kids." In the broadcast, a Florida treatment and housing center for problem children was portrayed by reporter Mike Wallace as being primarily a money-making operation in which the children's welfare was neglected. The owner of the center, Adelio J. Montanari, claimed the program was unfairly researched and produced. "No man deserves to see his lifetime's work vilified in 15 or 16 slap-dash minutes," he wrote in his complaint.

Although members of the council's grievance committee agreed in a review session that "the report was at least as flawed as the facility it was criticizing," its recommendation and the council's final decision stated that "robust opinion journalism... may and frequently does stress certain facts to the near exclusion of

others." The decision continues, "That was Wallace's privilege, unless the omissions vitiated the whole purpose and quality of the program. We do not find that they did."

The council upheld, however, a portion of Mr. Montanari's complaint in which he alleged that an expert on "warehousing" of children, who was interviewed on the show, was not properly identified as having helped CBS compile research for the program.

Richard Cook, a former White House aide to Richard Nixon, filed the complaint against NBC for an Oct. 18 *Today* broadcast. On that program, John Dean alleged that Mr. Cook had encouraged then-Congressman Gerald Ford to block an early House investigation of the Watergate break-in. Mr. Cook alleged that NBC had paid Mr. Dean for the interview without saying so in its broadcast, that reporter Carl Stern falsely stated that Mr. Cook had refused to be interviewed on the matter and that the program distorted a written statement given to the network by Mr. Cook.

The council, in an 8-1 vote, disagreed with all three charges, although it noted that the network's prior arrangement with Mr. Dean was unclear. The dissenting vote was cast by Edith Green, former congresswoman from Oregon, who said during the council's discussion that she felt the newscast could be construed as supporting Mr. Dean.

The council's ruling against WABC-TV came after an attorney for the station acknowledged that a typographical error caused an inaccuracy in a Sept. 17 spot promotion for an upcoming news report. The teaser claimed that a legal battle to prevent oil companies from drilling "on the beaches" continued. As the newscast correctly reported 15 minutes later, the drilling in question was to take place "off" the beaches some 42 to 92 miles. The complaint was filed by Edmund P. Hennelly, an attorney and general manager for Mobil Oil Corp.'s corporate relations department.

In its decision, the council stated that WABC-TV's error was "significant," and that an on-air correction would have been "desirable." The council also prefaced those remarks with the general observation that "broadcast stations should apply the same standards of accuracy to news promotion as to news stories themselves."

Weekly 'Minute Magazine' for young set by ABC-TV

A weekly one-minute news program to help young people better understand world events will be carried in prime time each Sunday by ABC-TV.

Titled *ABC Minute Magazine*, the program will be slotted at 7:58 p.m., and will document a significant current event. The Jan. 30 premiere presentation of the ABC News-produced segment will explore America's next space project, "Space Shuttle." ABC News' Science Editor Jules Bergman will be host of "Space Shuttle."



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One step removed. Among those who turned to artists to provide the visual dimension of the Gilmore execution was ABC, which used these before-and-after sketches by Freda L. Reiter on its news broadcasts last Monday night (Jan. 17).

Radio-TV's vigil at the gates of Utah's state prison

Broadcast journalists walk fine line in the reporting of Gilmore execution, make efforts to avoid lurid details

It would be the first time in 10 years that an American state had put a man to death—a news event of the first order.

In the Utah State Prison parking lot, newsmen waited through the night around campers and vans. At 6 p.m. Sunday, prison officials began issuing hourly press reports on the prisoner: Who's with Gary now? What's he having for dinner? Has his mood changed? What were the songs he requested on the local country-and-western station? The death watch—with the twist that the condemned man was hoping the call from the judge would not come.

NBC correspondent Jack Perkins had spent the week in Utah with a news team of 25 people. Unlike Gilmore, and like many of his colleagues, he was relieved when the judge's call did come, at 1:05 a.m. Monday. It gave them something besides the death watch to cover. Richard Threlkeld of CBS and Greg Dobbs of ABC, in their news reports that evening,

also grasped at the stay attempt:

Mr. Threlkeld: "Away from the bustle outside the prison, inside death row, Gary Gilmore was writing letters, listening to the radio, and thinking whatever it is a man thinks when he believes he is about to die. Meanwhile, the lawyers who were trying to stop Gilmore's death were fighting the clock, and for a time, they were winning..."

Mr. Dobbs, standing at the execution site: "Here's where he died... after a bizarre attempt to stay the execution..."

Both reports then gave a chronological rundown of the last-minute stay and the pre-dawn flight to Denver, where circuit court of appeals reversed the decision. They returned, almost reluctantly it seemed, to the chair and hood and Gilmore's "let's do it."

ABC and CBS both used artists sketches portraying Gilmore in the execution chair. NBC zoomed in on the empty chair through a doorway and later, on a half hour special at 11:30, showed the firing squad's view from behind the curtain. Both NBC and CBS used footage of Lawrence Schiller, Gilmore's literary agent, describing the execution, but both cut away before he graphically described Gilmore's blood seeping down to stain Gilmore's white trousers. ABC did not show Mr. Schiller at all.

On Tuesday night, CBS's *Who's Who* featured Dan Rather interviewing a man

who had been a member of the Utah firing squad 17 years ago. The concentration on chronological detail—up to the point of death—was similar. "I woke up early... got dressed... met at the previous point of rendezvous... boarded a car, windows all taped, license plates all taped... we arrive at the prison... I was handed this blanket, in it was rolled up a 30/30 carbine... We were well trained; told what commands were to be given and what to do when they were given..."

If a preoccupation with order is a refuge in such circumstances, it suited the broadcasters on the Gilmore story well. "The excitement or the tension of the story for us," said Mr. Perkins, "was less the psychological aspects of the story than the physical and technical aspects of it"—get the cameras in the best position and the lighting right.

Reese Schonfeld of the Independent Television News Association spent a frantic three hours Monday lining up a direct feed from KTVX(TV) Salt Lake City through three different common carriers and out via Western Union satellite. "All the switches were hit at just the right time," he said happily. Mr. Schonfeld also was pleased with the ABC affiliate's footage of Gilmore walking to the van which would take him to the execution site—taken with a 500 mm lens from a mountain top above the prison.

The national newscasts all spent more time on background and reaction than on the details of Gilmore's death. NBC's half-hour *Legacy of Gary Gilmore* and CBS's one-hour Bill Moyers report, *The People versus Gary Gilmore*, both were composed of interviews which probed the attitudes and issues surrounding the death penalty. As Robert Siegenthaler, executive producer of the *ABC Evening News* put it, "We didn't want Gilmore to just go off alone without putting the whole thing in a Constitutional context."

The next test of that policy could come as early as March, when legal arguments are to be filed in final attempts to halt the execution of a 26-year-old man in the Texas State Prison at Huntsville. It's possible that that one, if it happens, could be televised, although the court decision allowing TV coverage has been appealed by the state's attorney general.

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Judge wants to pick the minds and notes of Wallace, Lando in libel suit against CBS's '60 Minutes'

A U.S. district court judge has ruled that CBS News correspondent Mike Wallace and producer Barry Lando must provide evidence of journalistic conversations and conclusions as well as personal notes made in preparation for a *60 Minutes* program that is subject of a libel suit.

Judge Charles S. Haight Jr. of the U.S. Court for the Southern District of New York says in his decision that the concept of "reckless disregard for truth" established in the *New York Times vs. Sullivan* case "inevitably" brings into question the "thought processes of the defendant [Mr. Lando]; the evaluation and balancing he made of conflicting information available to him, [and] the misgivings he may have suppressed when deciding to publish."

CBS News President Richard S. Salant, in a memorandum to a network attorney, said the ruling was a "momentous and landmark decision which undoes much of the protection under the First Amendment which has been made in recent decades."

The case involves the Feb. 4, 1973, broadcast of *60 Minutes*, which included a segment on retired Army Colonel Anthony B. Herbert. The program and a subsequent *Atlantic Magazine* article by Mr. Lando attempted to prove that Colonel Herbert lied in his well publicized claims that high military officials conspired to end his career after he tried to report war crimes in Vietnam. The colonel wrote a popular book based on those claims called "Soldier," which he promoted on national television.

Judge Haight's decision, filed Jan. 4, came in the pre-trial discovery stage when attorneys for Colonel Herbert were attempting to secure information from the defendants on which a charge of "reckless disregard for truth" could be based. The judge noted in his decision that the ruling is one of "first impression"—meaning its issues have not yet been decided by the courts.

The judge directs Mr. Lando to provide Colonel Herbert's attorneys with material regarding "conclusions during his research and investigation regarding people or leads to be pursued, or not to be pursued . . . [his] conclusions about facts imparted by interviewees and his state of mind with respect to veracity of persons interviewed; the basis for conclusions . . . with respect to persons, information or events; conversations between Lando and Wallace about the matter to be included or excluded from the broadcast . . . [and] Lando's intentions as manifested by the decision to include or exclude material."

This material is to be provided, the judge said, both by submission of actual

documents and notes and through further interviews of Mr. Lando by Col. Herbert's attorneys.

Attorneys for the newsmen, who are listed as co-defendants with CBS and the Atlantic Monthly Co., are now examining the ruling. They refused to comment on the possibility of resisting it, although apparently there is some question of the ability to appeal a pre-trial discovery-stage ruling. Judge Haight said Wednesday that he has set no specific date for producing the required material, but that he will call a conference of lawyers for both sides within a few weeks to determine how the discovery process is proceeding.

Journalism Briefs

Mission accomplished. WJZ-TV Baltimore's *Crime Line* series appears quick in proving its worth. Westinghouse Broadcasting Co. station claims first weekly report last Monday (Jan. 17) led to surrender of man suspected of double murder; suspect gave himself up to authorities day after he saw his case reviewed on WJZ-TV newscast, station says. Series, produced in cooperation with Baltimore City Police Department, gives details of unsolved cases, provides police phone number for viewers to call in tips. At least 15 came in on heels of first broadcast.

Farewell address. Outgoing White House press secretary, Ronald Nessen, in swansong address to National Press Club, said cynicism and suspicion generated by Watergate scandal produced kind of journalism he calls "wise-guyism." It is not investigative journalism or even healthy skepticism, he added, but "news gathered and delivered with a sneer. It is unworthy of an honorable and serious profession."

APR pinpoints 1977. Associated Press Radio is sending its member stations comprehensive 1977 calendar listing major news and sports events during year; dates of meetings of interest to broadcasters and FCC information relating to station-license renewals. Another feature of calendar is breakout of year in standard broadcast billing months, and months when retail buying is high in various categories.

Danish tells PTA that boycotts could backfire

Pressure on advertisers could result in timid programing, he warns violence hearing

A boycott of advertisers who support TV programs that the Parent-Teachers Association doesn't like could produce results that the PTA wouldn't like, Roy Danish, director of the Television Information Office, told a PTA hearing on TV violence last week.

Mr. Danish, noting that a boycott approach had been suggested at earlier PTA hearings, said one result might be the elimination of programs that discuss controversial issues.

"Almost without exception," he said, "advertisers look at programs differently than broadcasters. Sponsors who buy time have a single obligation, to seek suitable audiences for their commercial messages. Broadcasters have different objectives. Not only must they attempt to please large audiences much of the time, they must also offer a balanced schedule of entertainment and information.

"This includes programs that deal with controversial matters. It includes programs that annoy or offend some people, without being overly violent or permissive. In other words, programs that are not expected to please everyone, but which do meet specific needs. Unlike the broadcaster, no advertiser is accountable to your community or the FCC for the balance and quality of a broadcast schedule."

Mr. Danish predicted that "if you make advertisers your go-betweens, you will drain the vitality out of television and you will also invite far more mischief by others whose political or social views you may find distasteful. Broadcasting had its brush with this kind of boycott in the fifties and the results were shameful and long-lasting. Please, let's not open that Pandora's box again."

Mr. Danish said PTA has a right to seek boycotts, but he had some questions for

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them if they do:

"Who would decide which programs and which advertisers you would single out? Would you establish your own board of review? What about the elaborate guidelines that would be required? For whom would these people be guardians—very young viewers, teen-agers, all viewers?"

"As you know, most advertisers buy spots, not programs. Their use of television can vary tremendously from month to month and season to season. How would you keep track? And how would you keep your members and the public advised of these changes, in order to be fair to advertisers? Or would you hope to make them so cautious that they would avoid any program that might offend in any way the official tasters of the PTA?"

Mr. Danish said that "no broadcaster will claim his programs are perfect. He provides what he believes people want, what they have demonstrated they want, and he will give it to them in abundance whether it be symphony, ballet or talking heads or action-adventure or situation comedy. Remember, you and your children will help shape the television medium by watching and encouraging what you find suits you best."

The hearing, held Tuesday in Atlanta, is

one in a weekly series sponsored by the National Congress of Parents and Teachers in major cities as part of its on-going campaign against violence on TV (BROADCASTING, Jan. 17). This week's will be in Chicago, on Tuesday. TIO has arranged for participation by up to three representatives of broadcasting at each hearing.

Children don't always believe what they see

Study indicates skepticism grows toward television commercials as youngsters get older

The older children get, the more skeptical they become about television commercials. This finding is a result of a study done by researchers from Ohio State University, Harvard University and the University of Minnesota, which will soon be published in a book, "How Children Learn to Buy."

When asked if they think commercials always tell the truth, 50% of the kindergartners, 12% of the third graders and less than 3% of the sixth graders surveyed said they do. According to Ellen Wartella, co-author of the book, if kindergartners see

a product advertised on television and then see it in a store or being used by their parents, the ad was telling the truth. Personal experience with products, however, makes third and sixth graders more skeptical of commercials, she said, adding that advertisers should be more aware of skepticism among young television viewers created by misleading ads.

The study also found that the influence of parents on a child's consumer attitudes varies with the child's age. Among kindergarten-age children, Ms. Wartella said, it is what the parents tell the child about a product he or she sees on television that has the most influence, whereas among the older children, it is what they see their parents doing in selecting products, drawing up budgets or making shopping lists that makes the greatest impression. "Responsible consumer behavior by adults seems to influence the development of similar behavior among the older children," she said.

Advertising Briefs


Sales seminar. Television Bureau of Advertising will conduct communications seminars for sales and management personnel at its New York headquarters on Feb. 24-25, March 10-11, April 11-12 and April 18-19. Subjects include sales presentations, visual aids and how to conduct question-and-answer sessions. Registration is \$300.

RADAR expanding. Statistical Research Inc., Westfield, N.J., reported last week that sample for RADAR study measuring network radio's audience will be expanded in 1977 to 5,000 persons from 4,000. SRI said there will be two separate measurements in 1977 (using one-half of annual sample in each) for two report intervals. First set of reports will be issued after spring survey and will include combined results from September 1976 and March 1977. Second set will be released after fall survey and will include combined results from March 1977 and September 1977. RADAR is commissioned by ABC, CBS, Mutual and NBC radio networks. Reports also may be bought by advertisers and agencies on subscription basis.

Getting approval. Twelve challenges to national advertising, including seven on television, were resolved during December by National Advertising Division of Council of Better Business Bureaus. Discontinued was TV commercial for Sweet Acidophilus Co. of Metropolitan New York (Russell Farms Milk), and reviewed and found acceptable were TV spots for Deering Milliken Inc.; Delta Faucet; Eastman Chemical Co. (adhesive); Gold Seal Co. (bleach); H & R Inc. and Perdue Inc.

Mutual tour. Mutual Broadcasting System has scheduled 30 luncheon presentations for more than 6,000 advertising agency and client personnel in 26 U.S. cities. Presentations—"Feeling Is Mutual" began in Seattle on Jan. 12 and wind up in Washington on April 5.

Television for those who don't watch television.



Advertisement for Houston National Bank's 1977 television season. The ad features a photograph of a living room and several small circular graphics. The text describes the bank's commitment to providing quality programming for its viewers, including a full year of hour programs on KPRC-TV Houston. The ad lists the following programs: "Houston National Bank's 1977 Television Season" on Sunday at 10:30 p.m., and 14 hours scheduled during other prime-time hours. The programs include "Napoleon and Love," "The Commanders," "Jeannie" and "Fall of Eagles." The ad also mentions that the bank is sponsoring 65 hours of prime-time programs this year on KPRC-TV Houston.



Banking on TV. Houston National Bank is sponsoring 65 hours of prime-time programs this year on KPRC-TV Houston. Series includes a full year of hour programs—*Houston National Bank's 1977 Television Season*—on Sunday at 10:30 p.m., and 14 hours scheduled during other prime-time hours. Series includes "Napoleon and Love," "The Commanders," "Jeannie" and "Fall of Eagles." Making the announcement were (bottom, l-r) Tom Matthews, president of Houston National Bank; Ron Brown, Houston National chairman; Jack Harris, president, Channel 2 Television Co., licensee of KPRC-TV, and Texas Lieutenant Governor W.P. Hobby. Houston National has distributed posters (top) promoting the series, which is company's only TV advertising this year and is budgeted at about \$250,000.

Another one in the sky

Comsat General-IBM-Aetna combine gets FCC approval for satellite system for business and government; FTC, Justice opposed on grounds it violates multiple-entry policy

The FCC last week gave Satellite Business Systems authorization to enter the domestic satellite communications service and provide governmental and industrial users with data, voice and facsimile transmissions. Unlike other domestic systems, however, SBS will be operating in the 12-14 ghz bands, with all-digital transmission service.

SBS—a partnership among Comsat General Corp., International Business Machines Corp. and The Aetna Casualty and Surety Co.—plans a network for intraorganization communications, linking clients' offices across the country. Three SBS-owned satellites will be used. SBS expects to begin its service within six months of the first satellite launch in late 1979 or early 1980.

By operating in the 12-14 ghz bands, SBS said, it will have fewer restraints than other satellite carriers in the 4-6 ghz bands, which are shared with terrestrial services. It will employ a "single multi-application network" by converting analog voice traffic to digital form and combining it with data and facsimile in digital form.

The FCC explained that SBS operation had been opposed by 12 groups including the Federal Trade Commission and the Justice Department. Objections, the FCC said, concerned claims that SBS provided insufficient information and a joint venture including both IBM and Comsat would violate the commission's "multiple entry" policy for the market.

The commission, in its decision, said that the public interest benefits of SBS outweigh potential anticompetitive concerns. It explained that it intends to scrutinize SBS operations on a continual basis and should problems arise, it has "the will and the regulatory tools...to respond accordingly." From the outset, however, it did set out limitations—among them, that SBS cannot give preferential treatment to IBM customers.

SBS said that from the time the company was formed in 1971 (the principals have changed in part) through 1986, total expenditures will have approximated \$406.9 million. SBS has not yet specified its rates.

MCA's Disco-Vision gets out of the house

MCA Disco-Vision Inc., keeping to its announced plan to develop nonentertainment products, has entered into a contract with the U.S. government to make video-disk players for industrial uses.

The company plans to manufacture ad-

vanced industrial-model optical video-disk players with freeze-frame capability, designed to permit hard copies of the frozen still picture to be made off a cathode ray tube by use of a video copier that turns out hard-copy "stills."

MCA said that each of the 54,000 frames per disk is encoded with a number at the time of mastering so that each frame can be called up and projected automatically on the screen by using MCA's hand-held digital controller.

MCA's video-disk players are designed for high-density information storage and retrieval applications and other nonentertainment uses.

MCA said it's continuing on schedule with its entertainment development of its video-disk system, and after marketing tests are made, the company plans to market home players and disks on a regional basis late this year.

Technical Briefs

Changing products. Shalco Inc., has acquired audio attenuator and open-frame rotary switch product lines from McGraw-Edison Co. Products had been sold under Daven name, and Shalco will retain same part numbers and designs. For information: *Mike Sutton, marketing manager, Shalco, P.O. Box 1089, Smithfield, N.C.*

Combination. Interfaced package of low-noise amplifier and satellite TV receiver for CATV earth stations is available in several configurations from LNR Communications. Contact *David Linker, LNR Communications, 180 Marcus Boulevard, Hauppauge, N.Y. 11787.*

Low-light camera. RCA is marketing new camera that company says takes "useful" pictures despite "very low" light levels. Called TC1040/H closed-circuit TV camera, it retails for as low as \$8,800, plus lens. Camera, RCA says, "gives useful pictures at scene brightnesses as low as 2.0 X 10⁻⁵ foot lamberts and has a dynamic range of 4 billion:1."

Help. FCC's Personal Radio Planning Group hired Advance Research Resources Organization, Silver Spring, Md., to study personal radio services. ARRO will investigate usage, range, costs and privacy of services. Study will also include demand projections in areas of highway assistance, businesses' messages and pleasure communications. Commission will use study to evaluate existing services and to propose modifications.

ATS. FCC has decided to use section of experimental radio service rules as guide in processing applications for experimental earth stations to be used with National Aeronautics and Space Administration's applications technology satellites (ATS). Commission will authorize ATS use by domestic public service groups and local governments for short-term evaluations and study. In related action, FCC concurred in Office of Telecommunications Policy decision to allow NASA to resume operation of ATS-6 satellite and to permit com-

munication with NASA earth stations at Rosman, N.C.; Goldstone, Calif.; Morrison, Colo., and Greenbelt, Md.

Going to D.C. National Association of Broadcasters has signed 203 exhibitors for trade show at annual NAB convention in Washington, March 27-30. That approaches total at 1976 convention in Chicago, 210, but total space, 86,000 square feet, is down from 94,500 last year. Price of space, \$7 per square foot, is still same, however. Exhibits will be in three hotels: Washington Hilton, where TV equipment manufacturers will be majority of exhibit population; Sheraton Park, where emphasis will be on radio, and Shoreham Americana, which will feature mixture of radio and TV.

Tune in. FCC clarified new UHF tuning rules for sets built after July 1, 1977. It said that, for black-and-white and color sets, neither numerical tuning accuracy nor AFC is specifically required. But channel deviation cannot exceed 2 mhz, and tuners must have average tuning accuracy of .75 mhz. Questions have come to FCC concerning whether AFC was required on color sets. FCC said if sets meet tuning requirements, AFC is not necessary.

Better vision. Deluxe Laboratories has developed new optical printer for horizontal scanning of flat theatrical motion picture film for adaptation to television. Printer is designed to convert 166-to-1 and 185-to-1 aspect ratios to 133-to-1 television format so that all action is visible. For information contact *Deluxe, 1546 North Argyle Avenue, Hollywood 90028.*

S-A into Alaska and Virginia. Scientific-Atlanta will install transmit-receive earth station in Virginia Beach, Va., for Christian Broadcasting Network. CBN will use station to transmit network programming to affiliates and CATV systems. S-A also has received order from Alaska State Office of Telecommunications for receivers to provide television reception to remote Alaskan villages via RCA satellite.

SECA grant. Corporation for Public Broadcasting has awarded \$60,000 to Southern Educational Communications Association—largest regional network of public TV stations—for one-year study involving NASA's communications technology satellite. Satellite will be used to pool resource materials (primarily instructional) among SECA stations and to offer them specific audiences.

Electronic forecast. Update to Electronic Industries Association's *Ten-Year Forecast of Government Markets* is now available. It's 187-page document incorporating new methodologies and format, using feedback from government "user" community as validation device for industry-developed projections, and also includes analysis of market segments on military aircraft avionics, missile electronics and electro-optics. It can be purchased for \$20 by EIA members and \$55 for others from *Requirements Committee, Government Division of EIA, 2001 I Street, N.W., Washington 20006.*

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

The Broadcasting Playlist Jan 24

Contemporary

Over-all-rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	Carwash (3:18) Rose Royce—MCA	1	1	1	1
4	2	2	I Wish (4:12) Stevie Wonder—Tamla/Motown	2	2	2	2
2	3	3	You Make Me Feel Like Dancing (2:48) Leo Sayer—Warner Bros.	6	3	3	3
5	4	4	Dazz (5:35) Brick—Bang	3	6	4	5
7	5	5	Hot Line (2:59) Sylvers—Capitol	5	8	6	6
6	6	6	Blinded by the Light (3:48) Manfred Mann—Warner Bros.	7	4	5	8
10	7	7	New Kid in Town (5:02) Eagles—Asylum	8	5	9	4
8	8	8	You Don't Have to Be a Star (3:40) Marilyn McCoo & Billy Davis Jr.—ABC	4	14	7	12
3	9	9	Tonight's the Night (3:55) Rod Stewart—Warner Bros.	11	7	12	7
14	10	10	Walk This Way (3:31) Aerosmith—Columbia	14	10	8	10
13	11	11	Weekend in New England (3:38) Barry Manilow—Arista	12	9	14	11
9	12	12	Stand Tall (3:20) Burlon Cummings—Portrait/CBS	13	11	15	9
16	13	13	Enjoy Yourself (3:24) Jacksons—Epic	9	13	11	13
12	14	14	After the Lovin' (3:50) Engelbert Humperdinck—Epic	15	12	10	15
20	15	15	Torn Between Two Lovers (3:40) Mary MacGregor—Ariola America/Capitol	10	15	13	14
22	16	16	Fly Like an Eagle (3:00) Steve Miller Band—Capitol	19	16	16	16
18	17	17	Somebody to Love (4:53) Queen—Elektra	17	18	19	17
17	18	18	Sorry Seems to Be the Hardest Word (3:28) Elton John—Rocket/MCA	18	17	20	18
26	19	19	Lost Without Your Love (2:56) Bread—Elektra	16	19	18	22
25	20	20	Go Your Own Way (3:34) Fleetwood Mac—Warner Bros.	26	25	17	19
19	21	21	Cherchez La Femme (3:33) Dr. Buzzard's Original Savannah Band—RCA	20	20	24	20
11	22	22	Rubberband Man (3:30) Spinners—Atlantic	21	21	25	25
24	23	23	Night Moves (3:20) Bob Seger—Capitol	25	29	22	21
15	24	24	Livin' Thing (3:30) Electric Light Orchestra—United Artists	22	22	26	26
28	25	25	I Like Dreamin' (3:29) Kenny Nolan—20th Century	23	27	27	29
—	26	26	Theme from "A Star Is Born" (3:03) Barbra Streisand—Columbia	27	30	28	32
31	27	27	Hard Luck Woman (3:29) Kiss—Casablanca	33	34	21	23
35	28	28	Year of the Cat (4:32) Al Stewart—Janus	24	28	29	33
36	29	29	Isn't She Lovely (6:33) Stevie Wonder—Tamla/Motown	34	36	23	24
21	30	30	More than a Feeling (3:25) Boston—Epic	32	24	32	27
37	31	31	Dancing Queen (3:50) ABBA—Atlantic	29	32	30	30
34	32	32	Boogie Child (3:30) Bee Gees—RSO/Polydor	28	33	31	34
29	33	33	Dreamboat Annie (2:59) Heart—Mushroom	35	31	33	28
23	34	34	Muskrat Love (3:28) Captain & Tennille—A&M	36	23	35	31
27	35	35	Nadia's Theme (2:50) Barry De Vorzon & Perry Bolkin Jr.—A&M	30	26	36	38
—	36	36	Long Time (3:03) Boston—Epic	31	37	34	35
—	37	37	Don't Leave Me This Way (3:35) Thelma Houston—Tamla/Motown	39	40	38	36
32	38	38	Beth (2:45) Kiss—Casablanca	*	35	39	39
30	39	39	I Never Cry (3:43) Alice Cooper—Warner Bros.	38	38	40	*
—	40	40	Jeans On (2:36) David Dundas—Chrysalis	37	*	*	40

Playback

Three rising. (1) Barbra Streisand's *Evergreen* (theme from film, "A Star Is Born") takes giant step on to "Playlist" this week, with debut at 26. This Columbia release was written by Ms. Streisand and Paul Williams. (2) Boston is back with another chart-buster follow-up to *More Than a Feeling* (Epic). It's *Long Time*, album cut trimmed to airplay length. (3) No. 1 disco record in nation, Thelma Houston's *Don't Leave Me This Way* (Tamla/Motown), is crossing over into top 40, entering "Playlist" at 37. **Successful breakup.** English quartet 10cc, which had 1975 hit with *I'm Not in Love*, is now down to two of its original four members, but they (Eric Stewart and Graham Gouldman) are making AM waves with *Things We Do for Love* (Mercury). Bubbling under "Playlist" top 40, song is getting good phone response at WLOF(AM) Orlando, Fla., where Music Director John Lander says, "The song is a new style for the group, an uptempo rock song that is a refreshing change from disco music." **Maybe.** Lee Gray, program director of WKLO(AM) Louisville, Ky., sees it as mid-chart rocker that "brings the group back to where it originally was; they got too sophisticated for their audience."

Country

Over-all-rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	Don't Be Angry (3:02) Donna Fargo—ABC/Dot	1	1	1	1
10	2	2	Statues Without Hearts (2:42) Larry Gatlin—Monument	2	9	2	3
3	3	3	Let My Love Be Your Pillow (3:14) Ronnie Milsap—RCA	7	2	3	2
9	4	4	You Never Miss a Real Good Thing (3:47) Crystal Gayle—United Artists	6	3	4	4
4	5	5	Broken Down in Tiny Pieces (3:00) Billy "Crash" Craddock—ABC/DOT	3	5	7	8
6	6	6	Saying Hello, Saying I Love You, Saying Goodbye (2:28) Jim Ed Brown & Helen Cornelius—RCA	4	8	5	6
7	7	7	Liars One, Believers Zero (2:39) Bill Anderson—MCA	5	7	6	5
14	8	8	Your Place or Mine (3:00) Goby Stewart—RCA	8	6	8	9
8	9	9	Two Dollars in the Jukebox (2:22) Eddie Rabbitt—Elektra	10	4	10	10
5	10	10	I Can't Believe She Gives It All to Me (2:25) Conway Twitty—MCA	9	10	9	12
2	11	11	Sweet Dreams (3:00) Emmylou Harris—Reprise	11	11	11	7
11	12	12	Good Woman Blues (2:50) Mel Tillis—MCA	12	13	13	13
—	13	13	Near You (2:21) George Jones & Tammy Wynette—Epic	14	12	12	11
15	14	14	Hangin' On (2:55) Vern Gosdin—Elektra	13	14	14	14
18	15	15	Every Face Tells a Story (3:28) Olivia Newton-John—MCA	15	15	18	15
19	16	16	Baby, You Look Good to Me Tonight (2:45) John Denver—RCA	19	16	16	16
16	17	17	Cheatin' Is (2:35) Barbara Fairchild—Columbia	17	18	15	24
25	18	18	Crazy (3:53) Linda Ronstadt—Elektra/Asylum	16	19	19	19
13	19	19	She Never Knew Me (2:46) Don Williams—ABC/Dpt	21	17	17	20
—	20	20	Fox on the Run (2:03) Tom T. Hall—Mercury	20	21	25	18
24	21	21	So Good Woman (2:01) Waylon Jennings—RCA	18	25	23	21
—	22	22	Uncle Sam (3:03) Willie Nelson—Columbia	*	20	20	*
21	23	23	Lawdy Miss Clawdy (2:19) Mickey Gilley—Playboy	23	23	24	23
20	24	24	She Took More Than Her Share (2:22) Moe Bandy—Columbia	24	22	22	*
—	25	25	Moody Blue (2:48) Elvis Presley—RCA	25	24	*	17

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

Fates & Fortunes

Media

Richard Tonge, assistant controller, CBS Inc., New York, appointed VP/finance and planning, CBS-TV, replacing Louis J. Rauchenberger Jr. who was named VP/controller, CBS Inc. (BROADCASTING, Jan. 17).

Richard J. Raburn Jr., VP/treasurer, NBC, New York, appointed VP/controller.

William Attaway, assistant regional training director, Group W (Westinghouse Broadcasting Co.), New York, appointed director of management development.

Paul J. Myer, associate director for congressional affairs, White House Domestic Council, Washington, named director of government relations, ABC, Washington.

Ralph J. Kappelman, manager, corporate finance and accounting, Fuller Brush division of Consolidated Foods Corp., Great Bend, Kan., joins Globe Broadcasting, Chicago, station group, as controller.

Duffy A. Sasser II, VP/sales manager, Tele/Studies, Albuquerque, N.M., joins Spanish International Network, Hollywood, as coordinator on legal and engineering matters for both network-owned and affiliated stations.

Charles G. Pye Jr., general manager,

WHET(AM)/sales manager, WCRB(FM) Waltham, Mass., named WHET president/WCRB general sales manager. **Greg Jones**, WHET program director who was acting general manager while Mr. Pyre was ill, named general manager.

William E. Garrett, controller, WXIA-TV Atlanta, elected VP.

Ernesto Balleste, station manager, KFTV(TV) Hanford, Calif., promoted to general manager.

Melinda F. Stanley, director of press and information, KNXT(TV) Los Angeles, named assistant to general manager.

William Lincoln, director of planning, WBBM-TV Chicago, named director of planning and administration.

William G. Moll, VP/general manager, KENS-TV San Antonio, Tex., named executive VP.

Kurt M. Gebauer, advertising/marketing consultant, WTS Corp., multimedia consultation service, Wayne, N.J., joins Warren Broadcasting Corp., operator of WCRV(AM) Washington, N.J., and WFMV(FM) Blairstown, N.J., as operations/sales manager.

Dave Land, account executive, WFIW-AM-FM Fairfield, Ill., named operations manager.

Rosalie Klusker, promotion director, WNDE(AM)-WFBQ(FM) Indianapolis, appointed to same post, WHK(AM) Cleveland.

Carol-Lynne Namiotka, promotion supervisor, Philadelphia *Bulletin*, joins WKBS-TV Burlington, N.J. (Philadelphia), as promotion manager.

Ron Marks, VP/treasurer, John Walton Stations, El Paso, Tex., named general manager of its KELP(AM) there.

Bill Fouch, program director, KCST-TV San Diego, promoted to operations manager.

Alfred Steel Jr., program manager, Connecticut Public Television, Hartford, named development VP, succeeding **William Hennessey**, resigned.

Dan Dayton, from NBC Radio Network news, New York, assumes duties as president of Dan Communications, holder of construction permit for FM station in Monticello, N.Y.

Newly elected officers, Hawaiian Association of Broadcasters: **Robert S. Wilson**, KKUA(AM) Honolulu, president; **Richard A. Weiner**, KGMB-TV there, VP; **Donald Metzger**, KGU(AM) there, treasurer; **Pat O'Day**, KORL(AM) there, secretary; **Chloe Carson**, KQMQ(FM) there, assistant secretary, and **George Hagar**, KHON-TV there, board member/past president.

Joan Zieger, assistant development director for Channel 10 Friends, Milwaukee/administrative assistant in Wisconsin governor's office, named development director, Wisconsin Educational Communications Board, operator of state's educational radio and television networks.

Billy B. Oxley, director of broadcasting, non-commercial KCET(TV) Los Angeles, named VP/

station manager. **James L. Loper**, KCET president, assumes additional duties as chief executive officer. **William J. Lamb**, business affairs VP, named senior VP/general manager. **David Crippens**, director of educational services, elected VP.

Janice Ducasse, public information assistant, noncommercial WETA-TV Washington, joins noncommercial WHYI(TV) Wilmington, Del. (Philadelphia), as director of public information.

Broadcast Advertising

Walter A. Armbruster, senior VP/director of creative services, D'Arcy-MacManus & Masius, St. Louis, named executive VP/director of creative planning.



Armbruster



Secunda

Gene Secunda, VP/management supervisor, J. Walter Thompson, New York, elected senior VP. **Terry Valeski**, VP/account supervisor JWT, San Francisco, named management supervisor there.

Louis G. Maloof, executive VP/management representative, Grey Advertising, New York, joins Kenyon & Eckhardt, Detroit, as senior VP/management supervisor on Lincoln-Mercury Division account.

Gordon H. Hastings, divisional VP and director of new business development for Katz Radio and Television, named VP of Katz Agency Inc., New York, parent company. **Geno Cioe**, president, Media Corp., New York, billing and collecting subsidiary of Katz Agency Inc. which has suspended operations, named to Gold sales team of Katz Television Continental there.

William Bernbach, chairman of executive committee, Doyle Dane Bernbach, New York; **Victor Elting Jr.**, former VP of advertising for Quaker Oats Co., Chicago, and **David Ogilvy**, founder and creative head of Ogilvy & Mather International, New York, will be officially inducted into Advertising Hall of Fame on Feb. 9.

Jon Gullner and **Harold Nankin**, art directors, and **Peter R. Nord**, copywriter, Benton & Bowles, New York, named VP's/associate creative directors. **James E. Fuller**, senior VP, personnel, Ketchum, MacLeod & Grove, Pittsburgh, joins B&B as VP/personnel manager.

Brian Pussillano, account executive, CBS Television Stations National Sales, New York, named manager of new Atlanta office scheduled to open Feb. 1 at Lenox Towers, 3400


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Jacques C. DuFour, art director/producer, Dancer-Fitzgerald-Sample, New York, named VP.

John Caputo, account supervisor, Tatham-Laird & Kudner, Chicago, named director of agency's executive development program. **Michael F. Robinson** and **Thomas A. Watkins**, TLK research supervisors, named associate research directors.

Olivia Trager, from Ogilvy & Mather, New York, joins Tinker Campbell-Ewald there as copy supervisor. **Richard Paynter**, graduate, Art Center of Los Angeles, joins TC-E as art director.

Susan Downs and **Tony Miceli**, creative supervisors, and **Jon Yarbrough**, art supervisor, Needham, Harper & Steers, Chicago, promoted to associate creative directors.

Ralph Katz, co-media director, Campbell-Mithun, Chicago, joins Foote, Cone & Belding there as media supervisor.

Don Johnson, creative director, Jack T. Holmes & Associates, Fort Worth, joins Dally Advertising there in same capacity. **Jack Carlisle**, public relations executive, Honeywell Inc., Minneapolis, joins Dally as account executive.

Ed Davis, head of new business development, Ken Collins Associates advertising/public relations, Richmond, Va., named VP.

Doris L. Collins, office manager, Peters Griffin Woodward, Los Angeles, promoted to executive assistant, Western division.

Craig Rogers, account executive, CBS Radio Network Sales, Los Angeles, named West Coast manager.

Warren Ford, formerly with research staff of A.C. Nielsen Co., New York, named assistant research director of HR TV I division, New York.

Alan P. Tenney, public relations account supervisor, Botsford Ketchum, Los Angeles, joins Foote, Cone & Belding/Honig there in same capacity.

Sandy Runnion, media buyer, Ricks-Ehrig, Seattle-based advertising/marketing/public relations firm, promoted to media director.

Philip D. Jursek, VP, media and research, Foster Advertising, Toronto, joins Howard Swink Advertising, Marion, Ohio, as VP, marketing services.

Edward Ray Bentley, VP/director of sales development, Mutual Broadcasting System, New York, joins Hasbro Industries, Pawtucket, R.I., as advertising director.

Bill K. Bugg Jr., from Brick, Muller & Swearingen advertising, Memphis, joins Federal Express Corp. there as media services administrator, in charge of budgeting, media strategy and over-all advertising.

Robb E. Gray Jr., general sales manager, wvlt-TV Bangor, Me., appointed national sales manager, succeeding **Arthur L. Shields**, named regional sales manager. **James A. DeBold**, account executive, appointed local sales manager.

Manuel Biderman, Boston sales manager, WCRB(FM) Waltham, Mass., named VP. **Gene D'Agostino**, salesman for co-owned WHET(AM) Waltham, promoted to assistant sales manager.

Perry Ury, VP/general manager, WKSS(FM) Hartford-Meriden, Conn., named to oversee corporate sales operation for Ten Eighty Corp., owner/operator of WTIC-AM-FM Hartford.

Elliot Kleeman, general sales manager, KENS-TV San Antonio, Tex., appointed VP.

James H. Knight, regional sales manager, WEWS(TV) Cleveland, promoted to national sales manager.

Caren Lorber, account executive, KCBS-FM San Francisco, named local sales manager.

Hal Shaw, retail sales manager, WTOG(AM) Washington, appointed local sales manager.

Pat Kelly, general sales manager, WNDE(AM)-WFBQ(FM) Indianapolis, rejoins WIFE(AM) there as sales manager.

Ron Dexter, local sales manager, KELP(AM) El Paso, Tex., named general sales manager.

Douglas B. Wagner, general manager, KOYY-AM-FM El Dorado, Kan., appointed sales manager, KSWT(FM) Topeka, Kan.

Ann Wade Irving, traffic manager, WMAR-FM Baltimore, promoted to same post, co-owned WMAR-TV there.

Programing

Alan Shayne, production VP, Warner Bros. theatrical division, named president, Warner Bros. TV programing. Prior to his appointment to Warner as production VP, Mr. Shayne was with CBS-TV as talent VP and earlier was with Talent Associates as producer of television specials.



Shayne



Feldman

Sanford Feldman, president, Excelsior Productions, and former VP of live presentations/business affairs, ABC-TV New York, joins Viacom Enterprises as VP, business affairs, West Coast, based in Los Angeles.


Sheldon Saltman, independent producer (most recently produced "Rehersal for Armageddon" movie for TV, sold by 20th Century-Fox Films to NBC-TV), and co-creator of *Challenge of the Sexes* series for Transworld International, joins Fox as VP/general manager, telecommunications division, responsible for development and sales of cable and pay-TV programing.

Carol Rubin, manager, program research, ABC-TV, Los Angeles, promoted to director, dramatic program development.

Darrell L. Clements, program attorney for ABC who specialized in entertainment field in private practice, named director of business affairs/resident council for National Telefilm Associates, Hollywood.

Earle F. March, manager, broadcast ratings,

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NBC New York, appointed manager, nighttime program research.

Steve Floethe, news producer, WPLG(TV) Miami, joins Gordon-Kerckhoff Productions, New York, to head newly formed sports/news/documentary film unit leasing division, based in Sarasota, Fla.

Jack Miller, music director and air personality, WCBS(FM) New York, named program director.

John Rook, radio consultant and former program director, WLS(AM) Chicago, joins KFI(AM) Los Angeles as program director.

Jim Zerwekh, production coordinator, WEEK-TV Peoria, Ill., promoted to production manager.

James W. Dauphinee, producer/director, noncommercial WXXI-TV Rochester, N.Y., named to same post, WJZ-TV Baltimore.

Dave Lawrence, music director/announcer, WGCI(AM) Chicago, promoted to program director.

Eric Marengli, operations manager, WLLH(AM) Lowell, Mass., joins WCOP(AM) Boston, as continuity director/air personality.

Greg (Shelby) Panattoni, from Peters Productions and noncommercial KPBS-FM San Diego, named program director, WBYG(AM) Kankakee, Ill.

Charles Allen, programming VP, noncommercial KCET(TV) Los Angeles, named senior VP.

Elliot C. Mitchell, from noncommercial WFSU-TV Tallahassee, Fla., joins noncommercial WXXI-TV Rochester, N.Y., as producer/director.

Broadcast Journalism



Tarver

Miller

Jack W. Tarver, publisher of *Atlanta Journal and Constitution* and vice chairman of Cox Enterprises, Atlanta, named chairman of Associated Press, succeeding **Paul Miller**, board chairman of Gannett Co. Inc., Rochester, N.Y.

Susan L. Pike, news coordinator CBS News, New York, has been appointed assistant manager, news operations, CBS News Radio.

Bernard W. Caughey, general news editor for New England area, UPI, Boston, named superintendent of bureau operations, New York. **Albert E. Kaff**, assistant director of personnel relations, New York, named director of personnel relations, succeeding **Dale M. Johns**, retired after 35 years with news service.

John Hart, *NBC Saturday Night News* anchor, New York, assumes additional assignment as NBC national affairs correspondent.

Gary Whiteaker, co-anchor/reporter, WKRC-TV Cincinnati, joins WEHT(TV) Evansville, Ind., as news director.

Eric I. Schoenfeld, assistant news director,

WKBW-TV Buffalo, N.Y., joins WJZ-TV Baltimore as executive news producer. **Stephen M. Frazier**, reporter, WNYX-TV Syracuse, N.Y., joins WJZ-TV in same capacity. **Jeanne M. Downey**, reporter, WSM-TV Nashville, also joins WJZ-TV in same post.

Peter Neumann, assistant station manager/director of news and public affairs, WKBB-TV Alpena, Mich., named news producer, WISH-TV Indianapolis. **Gordon Schoenheide**, former WISH-TV intern, and **Steve Sweltzer**, co-director, New World Communications there, named WISH-TV news photographers.

Robert A. Knowlton, anchorman, KULF(AM) Houston, joins KHTV(TV) there as news director.

Paul Stueber, executive producer, WISH-TV Indianapolis. **Gordon Schoenheide**, former manager. **Christine Zak**, reporter/anchor/photographer, WPTA(TV) Roanoke, Ind., named WEEK-TV co-anchor.

Mike Schneider, anchor/reporter, WKBW-TV Buffalo, N.Y., named reporter, WTAE-TV Pittsburgh.

Gary Wordlaw, reporter/public affairs program host, WTV(TV) Chattanooga, promoted to assistant news director.

George Fischbeck, weather reporter, KABC-TV Los Angeles, assumes additional duties as science/meteorology reporter for KFI(AM) there.

Cable

Joseph Romasco, general manager, Theta-Com Division of Texscan Corp., Phoenix, elected VP of corporation. **Steven McGill**, Theta-Com controller, named assistant treasurer of Texscan. **Don Groff**, senior design engineer, Jerrold Electronics, Horsham, Pa., joins Theta-Com as Eastern regional sales engineering manager.

Harry White, general manager, Valley Cablevision Corp., South Bend, Ind., joins Televents, Pleasant Hill, Calif., as operations VP.

Peter Gannon, marketing manager, Warner Cable's New England region, Boston, named system manager, Warner Cable TV, Nashua, N.H.

C. Rodney Gibson, assistant sales manager/marketing director, International Microwave Corp., Greenwich, Conn., joins Microwave Associates, Burlington, Mass., as market

specialist for cable television and common carriers.

Equipment & Engineering



Shannon

George Shannon, VP, finance and planning, CBS Broadcast Group, New York, appointed VP, production facilities and engineering, CBS-TV. **David L. White**, VP, operations and engineering, CBS-TV, named VP, administration, production facilities and engineering. **Joseph Flaherty**, general manager engineering and development, appointed VP, engineering and development, production facilities and engineering, CBS-TV.



White



Flaherty

Vicki Francis Baker, acting deputy director, Rand Computation Center, Los Angeles, joins ABC as business manager, broadcast operations and engineering, West Coast.

James J. Bryant, division VP, Industrial relations, RCA Service Co., Camden, N.J., appointed staff VP, operations analysis and business planning, RCA Corp., with responsibility for Distributor and Special Products division, Picture Tube division, Coronet Industries and RCA Service Co. **Hugh L. Craton**, manager, national and special accounts, RCA's distributor and special products division, Deptford, N.J., named regional manager, Southeastern sales region, same division, Atlanta.

Glen Smith, division manager, Alexander Electronics, Houston, named manager, Houston office, telecommunications division of

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Midwest Corp. **Frank Frollick**, also from Alexander Electronics, named sales representative for division. **George Bates**, retired Navy chief electronic technician, joins division as project manager. Division designs and installs audio and video systems.

Allied Fields

Stanley S. Scott, assistant administrator for Africa for State Department's Agency for International Development, and former special assistant to President Ford, appointed assistant director of corporate relations and communications, Philip Morris Inc., New York. Mr. Scott, who had also served as White House assistant director of communications for more than four years, had been radio newsman at Westinghouse Broadcasting in New York and general assignment news reporter for UPI.

Hodding Carter, editor/publisher, *Delta-Democratic Times*, Greenville, Miss., appointed assistant secretary for public affairs, U.S. State Department, Washington. He will also serve as State Department spokesman. Mr. Carter was active worker in President Carter's 1976 campaign.

Dr. Walter Leonard, recently elected president of Fisk University in Nashville, and **Hank Lacayo**, special assistant to United Auto Workers President Leonard Woodcock, elected to National News Council. Mr. Leonard replaces **Judge Stanley Fuld** and Mr. Lacayo replaces **Irving Dilliard**, both of whom resigned counsel posts effective Jan. 1. Mr. Dilliard was appointed

adviser to council.

Shirley Wilkins, VP/member of board of directors, Roper Organization, New York, who has directed variety of major surveys for firm including last two studies of "Attitudes Towards Television and Other Media" for Television Information Office, named president.

George Glazer, executive VP, A.A. Schechter Associates public relations, New York, named president, succeeding **A.A. Schechter**, who becomes chairman.

Sandi Comi, internal services coordinator, Air Time Inc., media/marketing services firm, New York, named VP.

Albert B. Earl, operations VP, CBS/Records Group, New York, appointed senior VP. **Donald E. Biederman**, general attorney, appointed VP/general attorney.

Mark Meyerson, head of Eastern operations, ABC Records, New York, named VP.

Edward Chasins, president, Producers Row Inc., subsidiary of Muller Jordan Herrick advertising, New York, resigns to head corporate communications firm, Chasins Communications there, operating as unit of Reeves Teletape Corp. Chasins creates and produces specialized company and institutional communication programs involving marketing, sales promotion, sales training, public relations and other internal functions.

Anne Hecker, president-elect. Women in Communications Inc., Austin, Tex., assumes WICI presidency, filling unexpired term of **Linda Winkler**, resigned.

Robert Kotlowitz, programing VP for non-commercial WNET(TV) New York, has had second novel, "The Boardwalk," published by Alfred Knopf.

Deaths


James W. Sasser, 51, news director of WNEWTv New York, from 1969-1970 when he became VP for media affairs of New York public relations firm, Underwood, Jordan Associates, died of cancer Jan. 14. He is survived by his wife, Harriet; daughter, Mrs. Pam Cardillo; son, Richard, and grandson, Paul Jeffrey.

Joseph J. Kilcullen, 53, VP/general manager wicz-TV Binghamton, N.Y., died of apparent heart attack in Moses Taylor hospital in Scranton, Pa., on Jan. 12. He was formerly sales manager for WGBI-AM-FM and WDAU-TV Scranton. He is survived by his wife, Connie, and five children—Paul, salesman for WBAL-TV Baltimore, and Nancy, John, James and Marion.

Valerian Obolensky, 51, former director of programing for Radio Liberty, New York, for 19 years, died of internal hemorrhaging Dec. 12 at Holy Cross hospital, Silver Spring, Md. Since leaving Radio Liberty in 1973, he had spent much of last three years with American delegation to SALT talks in Geneva. Survivors include his wife and three children.

Peter Finch, 60, British actor who most recently starred in currently running motion picture, "Network," died after massive heart attack Jan. 14 in Hollywood.

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As compiled by BROADCASTING for the period Jan. 10 through Jan. 14 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 applications

■ Miami—Coral Television Corp. seeks ch. 33 (584-590 mhz); ERP 1603 kw vis., 160 kw aur., HAAT 943 ft.; ant. height above ground 1038 ft. P.O. address: 1111 Brickell Ave., Miami 33131. Estimated construction cost \$360,000; first-year operating cost \$20,000. Legal counsel Wilner & Scheiner, Washington; consulting engineer Cohen & Dippel. Station will act as satellite of WCIX-TV, Miami. Company is owned by General Cinema Corp., which owns WFLA(FM) Philadelphia, major motion picture theater chain and other enterprises. Ann. Jan. 10.

■ Concord, Calif.—Bohannon Broadcasting Co. seeks ch. 42 (638-644 mhz); ERP 20.6 kw vis., 3.09 kw aur., HAAT 536.3 ft.; ant. height above ground 193 ft. P.O. address: 1448 S. Main St., Walnut Creek, Calif. 94549. Estimated construction cost \$119,900; first-year operating cost \$74,000; revenue \$148,720. Legal counsel Farrand, Malt, Spillane & Cooper, San Francisco; consulting engineer Robert E. Bullock. Principal: Raymond Keith Bohannon (100%). Mr. Bohannon owns Walnut Creek, Calif. advertising agency and publishes community information magazine. He is public affairs director of KKIS(AM)-KDFM(FM) Pittsburg, Calif. Ann. Jan. 11.

TV action

■ *Eufaula, Okla., Oklahoma Educational Television Authority—Broadcast Bureau granted ch. 3 (60-66 mhz); ERP 100 kw vis., 10 kw aur., HAAT 1310 ft., ant. height above ground 693 ft. P.O. address: c/o Robert L. Allen, 7403 N. Kelley Ave., Oklahoma City 73114. Estimated construction cost \$816,092; first-year operating cost \$50,000. Legal counsel Cohn & Marks,

FCC tabulations as of Dec. 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,464	7	26	4,497	39	4,536
Commercial FM	2,798	1	74	2,873	153	3,026
Educational FM	844	0	26	870	73	943
Total Radio	8,106	8	126	8,240	265	8,505
Commercial TV	720	1	7	728	37	765
VHF	513	1	3	517	6	523
UHF	207	0	4	211	31	242
Educational TV	241	3	12	256	8	264
VHF	92	1	8	101	2	103
UHF	149	2	4	155	6	161
Total TV	961	4	19	984	45	1,029

*Special temporary authorization

**Includes off-air licenses

Washington; consulting engineer Cohen & Dippel. Principals: The OETA is licensee of *KOED-TV Tulsa and *KETA-TV Oklahoma City. Robert L. Allen is director (BPET-544). Action Dec. 28.

TV license

Broadcast Bureau granted following license covering new station: WCFL Chicago (BLCT-2495), Dec. 28.

AM applications

■ Sycamore, Ill.—Hometown Communications Inc. seeks 1560 khz, 250w-D. P.O. address: 124 W. State St., Sycamore, Ill. 60178. Estimated construction cost \$9,350; first-year operating cost \$27,845; revenue \$55,000. Format: Adult contemporary. Principals are James A. Uszler, Leonard C. Watson (38.5% each) and Gerald M. Taylor (12%). Remaining stock is divided among five others. Mr. Uszler is account executive with Creative Establishment, Chicago, and Mr. Watson is production manager with Leo Burnett Advertising there. Mr. Taylor owns automobile dealership. Ann. Jan. 10.

■ Carrville, Ala.—Hughey Broadcasting Co. seeks 1130 khz, 1 kw-D. P.O. address: Rt. 4, Box 245, Tallassee, Ala. 36078. Estimated construction cost \$45,761.63; first-year operating cost \$20,000; revenue \$60,000. Format: contemporary music. Principal is Fred Randall Hughey (99.8%), who is station manager with WQSI(FM) Union Springs, Ala. Ann. Jan. 10.

AM start

■ WUNH Salem, N.H.—Authorized program operation on 1110 khz, 5 kw-D. Action Dec. 22.

FM applications

■ *Paramount, Calif.—Los Angeles County Chapter

Society of Separationists seeks 89.5 mhz, 10 w, HAAT 33.2 ft. P.O. address: 15339 Navranja Ave., Paramount 90721. Estimated construction cost \$1300; first-year operating cost \$500. Format: educational. Applicant is nonprofit educational corporation. Ann. Jan. 11.

■ *San Rafael, Calif.—San Rafael High School District seeks 91.5 mhz, 10 w, HAAT 66 ft. P.O. address: Third and E. Streets, San Rafael 94901. Estimated construction cost \$4,200; first-year operating cost \$400. Format: educational. Applicant is public high school district. Ann. Jan. 11.

■ Salmon, Idaho—Dale J. Smith seeks 92.7 mhz, 1.8 kw, HAAT 1,235 ft. P.O. address: Box 950, Salmon 93467. Estimated construction cost \$26,535; first-year operating cost \$12,000; revenue \$24,000. Format: standard pops. Principal presently owns and operates KSRA(AM) Salmon and raises livestock. Ann. Jan. 10.

■ Muncie, Ind.—Muncie Broadcasting Corp. seeks 104.9 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 2465 Muncie 47302. Estimated construction cost \$97,910; first-year operating cost \$30,000; revenue not relied on. Format: C&W, standard, adult contemporary. Principals are Robert J. Poorman Sr. (50.16%) and his wife Betty J. (39.86%). Remaining stock is held by their sons. Mr. and Mrs. Poorman also own WERK(AM) Muncie and WXLW(AM) Indianapolis. Ann. Jan. 10.

■ *Dodge City, Kan.—Dodge City Community College seeks 91.9 mhz, 10 w, HAAT 73.94 ft. P.O. address: 14th and Bypass 50, Dodge City 67801. Estimated construction cost \$10,893; first-year operating cost \$19,800. Format: mixed. Principal: Applicant is state educational institution.

■ Forrest Lake, Minn.—Lakes Broadcasting Co. seeks 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 1671 E. Montana Av., St. Paul, Minn. 55106. Estimated construction cost \$46,120.53; first-year operating cost \$43,150; revenue \$98,900. Format: MOR. Principal is Eddie S. Cary (51%). Robert E. Rife, Robert C. Briggs, Lyle J. Eckberg, James F. Lammens and Dean R. McGowan own 9.8% each Mr. Cary is announcer with WCCO-TV Minneapolis. Messrs. Briggs, Eckberg and Lammens are law partners. Messrs. Rife and McGowan have real estate and insurance firms, respectively. Ann. Jan. 10.

■ Henderson, Nev.—KVOV Inc. seeks 100.5 mhz, 100 kw, HAAT —119 ft. P.O. address: Box 400 Henderson 89015. Estimated construction cost \$54,700; first-year operating cost \$30,000; revenue \$108,000. Format: Rhythm and blues. Principals: Company is owned equally by Joseph F. Newman and Louis E. Randle Jr. They presently own KVOV(AM) Henderson. Mr. Newman owns Indianapolis advertising agency, and Mr. Randle is businessman with grain distributing interest. Ann. Jan. 10.

■ *East Brunswick, N.J.—Board of Education of the Township of East Brunswick seeks 91.7 mhz, 10 w, HAAT 65 ft. P.O. address: East Brunswick High

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Radio And TV Stations • CATV
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School, Cranbury Rd., East Brunswick 08816. Estimated construction cost \$8,000; first-year operating cost \$1000. Format: educational. Applicant is public high school. Ann. Jan. 11.

■ *Charlotte, N.C.—Charlotte Community Broadcasting Foundation seeks 91.7 mhz, 100 kw, HAAT 555 ft. P.O. address: 1218 Myrtle Ave., Charlotte 28203. Estimated construction cost \$260,881; first-year operating cost \$194,555. Format: classical, news and public affairs. Applicant is non-profit educational foundation. Ann. Jan. 10.

■ Clyde, Ohio—Family Broadcasting and Communications Corp. seeks 100.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 806 Everett Rd., Fremont, Ohio 43420. Estimated construction cost \$4,400; first-year operating cost \$28,154; revenue \$60,000. Format: Spanish, MOR. Principals: Erasmo Cruz Sr., William C. Boukissen, Roberto Cruz Jr., Mrs. Marciano Guerrero Sr. (18.75% each), Marciano Guerno Jr. and Mrs. Ismael Vengas (12.5% each). Mr. Cruz Sr. is Fremont, Ohio restaurant owner. He is also part-time engineer of WFOB-AM-FM Fostoria, Ohio. None of the others have broadcast interests. Ann. Jan. 11.

■ Oologah, Okla.—Ambers Productions Inc. seeks 106.1 mhz, 100 kw, HAAT 428 ft. P.O. address: 311 East Rogers Blvd., Skiatook, Okla. 74070. Estimated construction cost \$81,974.52; first-year operating cost \$35,946; revenue \$58,800. Format: mixed. Principals are William L. Wright and his wife Patricia. Mr. Wright publishes the *Skiatook* (Okla.) *News*, weekly. Mrs. Wright is high school librarian. Ann. Jan. 11.

■ Canton, Pa.—Galen D. Castlebury Jr. seeks 100.1 mhz, .5 kw, HAAT 652 ft. P.O. address: Box 883, Williamsport, Pa. 17701. Estimated construction cost \$27,350; first-year operating cost \$32,000; revenue \$48,000. Format: standard pops. Mr. Castlebury owns license of WMPT-AM-FM South Williamsport, Pa. He is former Commissioner of Lycoming County, Pa. Ann. Jan. 10.

■ Saegertown, Pa.—Saegertown Broadcasting Corp. seeks 94.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 254 W. 6th St., Erie, Pa. 16501. Estimated construction cost \$74,027.95; first-year operating cost \$64,380; revenue \$72,000. Format: MOR, rock. Principals are Arthur Arkelian (51%), Richard F. Brabender (14%) and Dr. Orlando Leo (15%). Four other stockholders (5% each). Mr. Arkelian is president and majority stockholder of WVCB(AM) Corry, Pa. Mr. Brabender is attorney. Dr. Leo is osteopathic surgeon. Ann. Jan. 10.

■ Lubbock, Tex.—Radio Lubbock Inc. seeks 102.5 mhz, 100 kw, HAAT 228 ft. P.O. address: 2112 Broadway, Lubbock 79401. Estimated construction cost \$82,500; first-year operating cost \$40,000; revenue \$100,000. Principals: are Larry Ackers and Bill Fox, co-owners. Mr. Ackers owns 11.66% of KRBC(AM) Abilene, Tex. and 20.31% of KENM(AM) Portales, N.M. Mr. Fox owns 20% of KRBC and 18.75% of KENM. Ann. Jan. 6.

FM actions

■ Nome, Alaska, Arctic Broadcasting Association—Broadcast Bureau granted 100.3 mhz, 84 w, HAAT 40 ft. P.O. address: W. 4th Ave. and D. St., Box 820, Nome 99762. Estimated construction cost \$25,600; first-year operating cost \$7,275; revenue \$3,000. Format: MOR. Principals own and operate KICY(AM) Nome and WTAQ(AM) LaGrange, Ill. (BPH-9816). Action Dec. 20.

■ *Decorah, Iowa, Minnesota Public Radio—Broadcast Bureau granted 89.5 mhz, 10 w, HAAT 165 ft. P.O. address: c/o William H. Kling, 400 Sibley St., St. Paul 55101. Estimated construction cost \$3,800; first-year operating cost \$4,500. Format: classical. Principal: Non-profit statewide organization (BPED-2214). Action Jan. 3.

■ Pine City, Minn., WCMP Broadcasting—Broadcast Bureau granted 92.1 mhz, 3 kw, HAAT 290 ft. P.O. address: Box 230, Pine City 55063. Estimated construction cost \$35,044; first-year operating cost \$20,000; revenue \$25,000. Format: C&W. Principal: Applicant is licensee of WCMP(AM) Pine City, Minn (BPH-10,015). Action Jan. 3.

■ Slaton, Tex., Faith Broadcasting Service—Broadcast Bureau granted 92.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 75075, Oklahoma City 73107. Estimated construction cost \$40,518; first-year operating cost \$49,200; revenue \$60,000. Format: Religious. Principals: Gary L. Acker (80%) and James E. McCuiston (20%). Mr. Acker owns KWAS(AM) Amarillo and KEGG(AM) Daingerfield, Tex. and 25% of KLFJ(AM) Springfield, Mo. Mr. McCuiston owns

counseling service (BPH-9956). Action Jan. 5.

FM starts

■ KWOD Sacramento, Calif.—Authorized program operation on 106.5 mhz, ERP 50 kw, HAAT 310 ft. Action Dec. 29.

■ *WARG Summit, Ill.—Authorized program operation on 88.9 mhz, TPO 10 w. Action Dec. 16.

■ *WWCU Cullowhee, N.C.—Authorized program operation on 91.7 mhz, TPO 10 w. Action Dec. 22.

■ WFAZ-FM Sharpshville, Pa.—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 300 ft. Action Dec. 17.

■ WGTB Richlands, Va.—Authorized program operation on 105.5 mhz, ERP 300 w, HAAT 800 ft. Action Dec. 23.

Ownership changes

Actions

■ WHIR(AM)-WMGE(FM) Danville, Ky. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 107.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Joseph K. and Mary B. Beasley to John C. Farmer and Glen J. Goldenberg for \$339,500. Seller: Sellers have no other broadcast interests. Mr. Farmer is manager of stations, and Mr. Goldenberg is Somerset, Ky., furniture store and real estate owner (BAL-8843, BALH-2373, BALRE-3116). Action Dec. 28.

■ WBCH-AM-FM Hastings, Mich. (AM: 1220 khz, 250 w-D; FM: 100.1 mhz, 1.55 kw)—Broadcast Bureau granted transfer of control of Barry Broadcasting from Dr. John Walton, Richard and Rose Cook, Frank S. Gregg, et al (69.2% before; none after) to Kenneth and Marjorie Radant, Raymond and Josephine Radant and Lauren A. Colby (30.8% before; 100% after). Consideration: \$211,384.50. Principals: Radant families already own 30.8% of seller and, with Mr. Colby, are buying up remaining 69.2% owned by Dr. John Walton, Richard and Rose Cook and three other stockholders, none with other broadcast interests. Kenneth Radant, present general manager of stations, is son of Raymond and Josephine Radant. Majorie Radant is Kenneth Radant's wife. Mr. Colby, Washington communications attorney, also owns majority interest in WTHU(AM) Thurmont, Md., and 50% of WBUZ(AM) Fredonia, N.Y. (BTC-8160). Action Jan. 6.

Facilities changes

TV actions

■ *WUSF-TV Tampa, Fla.—Broadcast Bureau granted CP to change ERP to 1170 kw; max. ERP 1170 kw; ant. height 1010 ft. (BPET-553). Action Jan. 6.

■ WGGG-TV Greenville, S.C.—Broadcast Bureau granted CP to change ERP; ERP 324 kw; max. ERP 417 kw; ant. height. 1150 ft. (BPCT-4965). Action Dec. 30.

AM action

■ KWQB(AM) Fargo, N. D.—Broadcast Bureau granted CP to add nighttime operation with 5 kw directional ant; change hours of operation to unlimited trans. location N. E. quarter Section 2, 1140N, R47W, 7 miles North of Glyndon, Minn. (two site operation); change station location to West Fargo, N.D.; conditions (BP-20,161). Action Jan. 4.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KMCW Augusta, Ark. (BP-20,105), Dec. 21; KTNQ Los Angeles (BP-19,647), Dec. 22; KCHE Cherokee, Iowa (BP-19,888); KJCK Junction City, Kan. (BP-20,491), Dec. 17; WETO Fulton, Miss. (BP-20,064), Dec. 22; KHRT Minot, N.D. (BP-20,064), Dec. 17; KGAR Vancouver, Wash. (BP-19,525), Dec. 23.

FM actions

■ KDES-FM Palm Springs, Calif.—Broadcast Bureau granted CP to change trans. location to Edom Hill, 4.5 miles east of Palm Springs; install new trans; install new ant. make changes in ant. system (decrease height); ERP 42 kw (H&V); ant. height 540 ft. (H&V)

Call letters

Applications

Call	Sought by
	New FM's
KCVA	Christian Voice of Alaska, Anchorage
KICY-FM	Arctic Broadcasting Association, Nome, Alaska
*WWEB	Choate Rosemary Hall Foundation Inc., Wallingford, Conn.
KWLTV	WLV-TV Inc., Many, La.
WUPM	Big G Little o Inc., Ironwood, Mich.
WYAK-FM	Lower Grand Strand Broadcasting Co., Surfside Beach-Garden City, S.C.
*WCCX	Board of Trustees of Carroll College, Waukesha, Wis.
KWYO-FM	WyCom Corp., Sheridan, Wyo.
	Existing AM's
WDDO	WCRC Macon, Ga.
WVXB	WSAV Savannah, Ga.
WUPE	WGRG Pittsfield, Mass.
KYTE	KOIN Portland, Ore.
KBBX	KLRK Centerville, Utah.
WOKT	WTID Newport News, Va.
	Existing FM's
WLUP	WSDM Chicago
KMGO	KCOG-FM Centerville, Iowa
KOSM	KKOY-FM Chanute, Kan.
WYYY	WBAL-FM Baltimore
WUPE-FM	WGRG-FM Pittsfield, Mass.
WMLW	WYON Grand Rapids, Mich.
WOOO	WDBM-FM Statesboro, N.C.
KNID	KCRC-FM Enid, Okla.
KMJK	KQIV Lake Oswego, Ore.
KYTE-FM	KOIN-FM Portland, Ore.
WYKX	WTAE-FM Pittsburgh

Grants

Call	Assigned to
	New TV
WQRF-TV	Lloyd Hearing Aid Corp., Rockford, Ill.
	New AM's
WVSV	Lynn Ltd., Stevenson, Ala.
KCTE	George C. Lackey, Southwest City, Mo.
	New FM's
KNVR	North Valley Radio, Paradise, Calif.
KZIO-FM	Space/Time Broadcasting Co., Ridgecrest, Calif.
*WRFT	Franklin Township Community School Corp., Indianapolis
WSUE	Radio Soo Inc., Saull Ste. Marie, Mich.
WSUL	Dan Communications Inc., Monticello, N.Y.
*WPNR-FM	Syracuse University Utica College Branch, Utica, N.Y.
*WDNR	Widener College, Chester, Pa.
WSBM	Mossy Creek Broadcasting Corp., Jefferson City, Tenn.
	Existing AM's
KHIS	KUZZ Bakersfield, Calif.
KUZZ	KBIS Bakersfield, Calif.
WCVC	WMEN Tallahassee, Fla.
KXVI	KYAL McKinney, Tex.
WWOM	WMAD Madison, Wis.
	Existing FM's
KHIS-FM	KHIS Bakersfield, Calif.
KRAY-FM	KCTY-FM Salinas, Calif.
WKOX	WNIS-FM Chicago
*WUEV	WEVC Evansville, Ind.
WCAV	WBET-FM Brockton, Mass.
WORG-FM	WHCE-FM Orangeburg, S.C.
KMGC	KDXT Dallas
WWWV	WCCV-FM Charlottesville, Va.
WMAD	WMAD-FM Middleton, Wis.

remote control permitted (BPH-9929). Action Jan. 4.

■ KVVN St. Helena, Calif.—granted mod. of CP to make changes in ant. system (decrease height); change

ant. height 225 ft. (H&V); remote control permitted (BMPH-14,999). Action Dec. 30.

■ *KALW San Francisco—Broadcast Bureau granted CP to make changes in ant. system (increase height); ERP 1.9 kw (H&V); ant. height 920 ft. (H&V); remote control permitted (BPED-2389). Action Dec. 30.

■ *WHRB Boynton Beach, Fla.—Broadcast Bureau granted CP to change frequency to 90.7 mhz; change trans; change ant. ERP (max.) 52 kw (H), 47 kw (V); condition (BPED-2112). Action Jan. 3.

■ WMFQ Ocala, Fla.—Broadcast Bureau granted mod. of CP to change trans. location to N. W. 15th Ave., and N. W. 14th St., Ocala; change studio location and remote control to 1403 E. Silver Spring Blvd., Ocala; change trans; change ant; make changes in ant. system (increase height); ERP 1.6 kw (H&V); ant. height 290 ft. (H&V); remote control permitted; conditions (BMPH-14,961). Action Jan. 4.

■ WDJQ Baltimore—Broadcast Bureau granted mod. of CP to change trans. change ant; ant. height 430 ft. (H&V); ERP 20 kw (H&V); remote control permitted (BMPH-15,000). Action Dec. 30.

■ KSUM-FM Fairmont, Minn.—Broadcast Bureau granted mod. of CP to change ant.; make changes in ant. system (decrease height); ERP 37 kw (H&V); ant. height 360 ft. (H&V); remote control permitted; conditions (BMPH-14,964). Action Dec. 30.

■ *KVSC St. Cloud, Minn.—Broadcast Bureau granted CP to change trans. location (same site); make changes in ant. system (increase height) (BMPED-2386). Action Jan. 6.

■ *WNJC-FM Senatobia, Miss.—Broadcast Bureau granted mod. of CP to correct geographical coordinates; ERP 18 kw (H&V); ant. height 390 ft. (H); remote control permitted (BMPED-1434). Action Dec. 30.

■ WSUS Franklin, N. J.—Broadcast Bureau granted CP to install new aux. ant. to be used with presently licensed aux. trans; ERP 125 w; ant. height 730 ft.; remote control permitted (BPH-10,326). Action Dec. 30.

■ KRKE-FM Albuquerque, N. M.—Broadcast Bureau granted mod. of CP to change trans. location to Sandia Crest Electronic Site, Albuquerque; change ant. make changes in ant. system (decrease height); ERP 19.5 kw (H&V); Max. ERP 22.5 kw (H&V); remote control permitted; condition (BMPH-14,875). Action Jan. 4.

■ WTFM Lake Success, N. Y.—Broadcast Bureau granted CP to change trans. location to No. 2 World Trade Center, New York; install new trans; install new ant. make changes in ant. system (increase height); ERP 3.6 kw (H), 3.4 kw (V); ERP (max. [directional ant.]) 3.6 kw (H), 3.4 kw (V); ant. height 1400 ft. (H&V); remote control permitted; condition (BPH-9998). Action Jan. 6.

■ *WXYC Chapel Hill, N. C.—Broadcast Bureau granted mod. of CP to make changes in transmission line and TPO; ERP 400 w ant. height 280 ft. (H&V); remote control permitted (BMPED-1445). Action Dec. 30.

■ WJEH Gallipolis, Ohio—Broadcast Bureau granted CP to change trans. location and studio location to 117 Portsmouth Road, Gallipolis; operate by remote control from proposed trans-studio site; install new trans; install new ant; ERP 35 kw (H&V); ant. height 350 ft. (H&V); remote control permitted (BPH-10,142). Action Jan. 4.

■ WPTW-FM Piqua, Ohio—Broadcast Bureau granted CP to install new trans. install new ant; ERP 50 kw (H&V); ant. height 175 ft. (H&V); conditions (BPH-10,322). Action Dec. 30.

■ WSTN Florence, S. C.—Broadcast Bureau granted CP to change TPO and ERP; ERP 3 kw (H&V); ant. height 300 ft. (H&V) (BPH-10,320). Action Dec. 30.

■ KGGG-FM Rapid City, S. D.—Broadcast Bureau granted mod. of CP to change trans; change ant; ERP 100 kw (H&V); ant. height 450 ft. (H&V); remote control permitted (BMPH-14,998). Action Dec. 30.

■ KWHO-FM Salt Lake City—Broadcast Bureau granted CP to change trans. location to Coon Peak, Oquirrh Range Mountain, 17.5 miles west of Salt Lake City (also known as Farnsworth Peak); install new trans. install new ant; make changes in ant. system (decrease height); ERP 13.5 kw (H&V); ant. height 3660 ft. (H&V); remote control permitted; condition (BPH-9957). Action Jan. 3.

■ KELA-FM Centralia, Wash.—Broadcast Bureau granted CP to install new ant. make changes in ant.

system (increase height); change ERP; ERP 28 kw (H), 4.7 kw (V); ant. height 300 ft. (H&V); remote control permitted (BPH-10,300). Action Dec. 30.

■ WHIS-FM Bluefield, W. Va.—Broadcast Bureau granted CP to install new trans; install new ant; make changes in ant. system (decrease height); ERP 92 kw (H&V); ant. height 1160 ft. (H&V); remote control permitted (BPH-9999). Action Jan. 3.

FM starts

■ Following stations were authorized program operating authority for changed facilities on dates shown: KHIS Bakersfield, Calif. (BPH-9851), Dec. 29; KVRE-FM Santa Rosa, Calif. (Doc. 20,480), Dec. 23; WDBR Springfield, Ill. (BPH-10,274), Dec. 21; WLEN Adrian, Mich. (BPH-9789), Dec. 21; WBUF Buffalo, N.Y. (BPH-10,200), Dec. 17; WWRJ Southampton, N.Y. (BPH-9687), Dec. 16; WQSM Fayetteville, N.C. (BPH-9540), Dec. 23; KCRC-FM Enid, Okla. (BPH-10,216), Dec. 23; KPDO-FM Portland, Ore. (BPH-10,153), Dec. 20; WIBF-FM Jenkintown, Pa. (BPH-10,169), Dec. 27; KNBQ Tacoma, Wash. (BPH-9281), Dec. 17; *WJJW North Adams, Mass. (BPED-2170), Dec. 16; *WDPS Dayton, Ohio (BPED-2381), Dec. 20; *WCXL Kettering, Ohio (BPED-2375), Dec. 20; *KBOO Portland, Ore. (BPED-2367), Dec. 16; *WRFW River Falls, Wis. (BPED-2250), Dec. 23.

In contest

Designated for hearing

■ Marshfield, Mass., **FM proceeding:** Marshfield Broadcasting Co. (Doc.-21,016)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Thomas B. Fitzpatrick to serve as presiding judge and scheduled hearing for April 4. Action Jan. 10.

Procedural rulings

■ Dodge City, Kan., **FM proceeding:** Seward County Broadcasting Co. Inc. and Cattle Country Broadcasting, competing for 93.9 mhz (Cods. 20979-80)—Chief ALJ Chester F. Naumowicz Jr. scheduled hearing for Feb. 23. Action Jan. 12.

■ Greensboro, N.C., **TV proceeding:** WFMV Television Corp. (WFMV-TV) (Doc.-20,835)—ALJ Lenore G. Ehrig scheduled hearing for June 1 in lieu of March 1. Action Jan. 12.

■ WTRA(AM) Latrobe, Pa., **renewal proceeding:** WTRA Broadcasting Co. (Doc. 20788)—ALJ John H. Conlin canceled Feb. 15 hearing and notified parties that summary decision will be issued. Action Jan. 10.

Initial decisions

■ Stamford, Conn., **AM proceeding:** Western Connecticut Broadcasting Co. (WSTC[AM] Stamford) and Radio Stamford Inc., competing for 1400 khz (Docs. 19872-3)—ALJ Lenore G. Ehrig granted application of Radio Stamford. Ann. Jan. 14.

■ Honea Path, S.C., **FM proceeding:** FM 103 Inc. and Radio Inc., competing for 103.1 mhz (Docs. 20882-3)—ALJ Lenore G. Ehrig granted application of FM 103. Ann. Jan. 10.

■ Lakewood, Wash., **AM proceeding:** Dale A. Owens and Clay Frank Huntington, competing for 1480 khz (Doc. 20454-5)—ALJ Frederick W. Deniston recommended granting of application of Mr. Huntington. Action Jan. 14.

Fine

■ WKAN(AM) Kankakee, Ill.—Broadcast Bureau notified licensee of apparent liability for \$2,000 for failing to maintain ant. input power at level not in excess of 105 percent of presunrise authorization on various dates. Action Jan. 4.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Jan. 13. (Stations listed are TV signals proposed for carriage):

■ Lower Bucks Cablevision Inc., Box 701, 4211

Wistare Rd., Levittown, Pa., for Pennel borough, Pa. (CAC-07787): KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAF-TV. Philadelphia; WKBS-TV Burlington, N.J.; WHYY-TV Wilmington, Del.; WLVT-TV Allentown, Pa.; WOR-TV, WPIX New York; WNET, Newark, WNJT Trenton, both New Jersey.

■ Redden Enterprises Inc., Box 446, Seiling, Okla. 73663 for Walters, Waurika, Oklahoma (CAC-07788-9): KSWO-TV Lawton, Okla.; KFDX-TV, KAUZ-TV, KIDZ-TV Wichita Falls, Tex.; KETA, KWTW, KOCO-TV Oklahoma City.

■ Delta Cablevision Inc., for Dumas, Ariz. (CAC-07790): Requests certification of existing operations.

■ Carolina Cable TV Inc., for Newberry, unincorporated portions of Newberry county, both South Carolina: CAC-07791-2): Request certification of existing operations and to add WRET-TV Charlotte, N.C.

■ Delhi Video, for (town of) Delhi, N.Y. (CAC-07793): Requests certification of existing operations.

■ Sheridan Cablevision, for Sheridan, (unincorporated areas of) Sheridan county, Wyo. (CAC-07794-5): KIVV-TV Lead, S.D.

■ Suffolk Cable Corporation, for North Braddock, Swissvale, both Pennsylvania (CAC-07796-7): WOR-TV New York.

■ Summit Cable Services of Winston-Salem, for Winston-Salem, N.C. (CAC-07798): WTCG Atlanta.

■ Summit Cable Services of Thom-A-Lex, for Lexington, (unincorporated areas) Davidson county, Thomasville, all North Carolina (CAC-07799-801): WTCG Atlanta and to delete WDCA-TV Washington.

■ Rancho Transmission Co. Inc., for Rancho San Diego, Calif. (CAC-07802): KNTX, KABC, KHJ-TV Los Angeles.

■ Trio Communications Inc., Box 525, Kingstree, S.C. 29556, for Kingstree, S.C. (CAC-07803): WCIV, WCSC-TV, WCBT-TV Charleston; WBTW, WJPM-TV Florence; WIS-TV, WOLO-TV, WNOK-TV Columbia, all South Carolina; WRET-TV Charlotte N.C.; WTCG, Atlanta; WRJA-TV, Sumter, S.C.

■ Teleservice Corporation of America, for Helena, Ark. (CAC-07804): Requests certification of existing operations.

■ Erie County Community Antenna Television Co. Inc., for Wesleyville, Harborcreek township, Lawrence Park township, all Pennsylvania (CAC-07805-7): CICA-TV Toronto.

■ Millcreek Cable TV Inc., for Mill Creek township, Pa. (CAC-07808): CICA-TV Toronto.

■ Metropolitan Cablevision Corp., 611 Chamber of Commerce Building, Indianapolis 46204, for Beech Grove, Ind. (CAC-07809): WRTV, WISH-TV, WTHR, WHMB-TV, WFYI Indianapolis; WTJU, WTTV Bloomington, Ind.; WGN-TV, WSNS Chicago.

■ Johnstown Cable TV, for Geistown borough, Westmont borough, Upper Yoder township, all Pennsylvania (CAC-07810-2): Requests certification of existing operations.

■ Tahoe Systems Inc., for (unincorporated areas of) Placer county, Calif. (CAC-07813): Requests certification of existing operations.

■ Tahoe Systems Inc., for (unincorporated areas of) Washoe county, Nev. (CAC-07814): Requests certification of existing operations.

■ Cablecom-General Inc., for Memphis, Tex. (CAC-07815): Requests certification of existing operations.

■ Cable TV & FM, 308 Second St., N.W., Jamestown, N.D. 58401, for Valley City, N.D. (CAC-07816): KGFE Grand Forks; KXJB Valley City; KDAY-TV, KTHI-TV, KFME Fargo; WDAZ-TV Devils Lake, all North Dakota; WTCN-TV Minneapolis.

■ Carolina T.V. Cable Corp., 217 Broad St., New Bern, N.C. 28560, for New Bern, N.C. (CAC-07817): WCTI-TV New Bern; WITN-TV Washington; WNCT-TV, WUNK Greenville, all North Carolina; WTTG Washington; WRET-TV Charlotte, N.C.

■ Community Antenna Inc., for Laurinburg, N.C. (CAC-07818): Requests certification of existing operations.

Certification action

■ Chief of CATV Bureau granted certificates of compliance for existing operations to General Electric Cablevision Corp., for city of Watertown, village of Black River, Rutland township, Pamela township, LeRay township and Watertown township, all New York. Action Dec. 29.

Professional Cards

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C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P. O. BOX 18312 (214) 321-9140
DALLAS, TEXAS 75218

**JOHN F. X. BROWNE
& ASSOCIATES, INC.**
TELECOMMUNICATIONS
CONSULTANTS/ENGINEERS
25 West Long Lake Road
BLOOMFIELD HILLS, MICH. 48013
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Service Directory

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MONITORING CO.**
PRECISION FREQUENCY
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Lee's Summit, Mo. 64063
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**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

**SWAGER TOWER
CORPORATION**
TALL TOWER SPECIALISTS
Box 656, Fremont, Indiana 46737
219-495-5165

**BROADCAST TECHNICAL
SERVICE, INC.**
• AM-FM Station Construction
• Audio/Skeleton ... Partial Proofs
• Signal Sound Improvement
• FREE Counsel by Phone
Phone 817-772-3371
Box 7343 • Waco, Texas 76710

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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.

Absentee ownership seeking part owner, manager, or sales manager for medium FM market in Illinois. Inquiries strictly confidential. Please send salary requirements. Box A-197, BROADCASTING.

"Selling General Manager needed for successful medium market coastal station. Must be a competitor for ratings and billings. Only experienced managers need apply. \$20,000.00 salary plus over-ride. EOE-Resume, references, billings history & ratings data to Box A-199, BROADCASTING."

CM for successful KY small market AM-FM \$12,000-\$15,000. GM opportunity in near future. Inquiries confidential Box A-201. BROADCASTING.

Investment opportunity for partner to manager Arkansas small market station. \$5,000 required. Phone 317-653-6583 after 7 EST.

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.

New York City company needs radio sales people on salary plus commission. Sell local stations. Send resume and current salary. Box A-168, BROADCASTING.

Central Indiana small market station needs a person to join our team! If you're willing to learn we want to work with you. Job would include air shift and sales. Above average compensation. Box A-188, BROADCASTING.

Multi-Station Chain needs sales people. If you are aggressive and can sell radio, then we can assure your future. EEO-Employer. Where are the good sales people? Box A-196, BROADCASTING.

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.

This is an opportunity. Single station market, salary and incentive, room to grow, extras, wonderful community and a winning station. Applications from New Mexico and nearby states preferred. Radio station KRSN AM-FM, Los Alamos, NM 87544.

WQIO Radio in suburban Philadelphia needs 2 top-notch account executives. Tremendous billing potential. Single station market! 600,000 population. Over a billion dollars in retail sales! Good draw, benefits, expenses paid. John Haggard, 215-459-1602.

Florida station needs working sales manager. Salary, commissions, extras. Call 305-391-7400 or write Jim Bryant, WSB, Boca Raton, FL.

HELP WANTED SALES CONTINUED

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.

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 manager who will also sell. A new position. Override on sales staff. Salary, Commission. Bonus. Must be experienced, ambitious. Self-starter, imaginative. Successful personal sales track plus training of others. Established station. Broadcast Associates, Inc., 1108 Twenty-Eighth Ave., Altoona, PA 16601.

Afraid?, of competitive selling, then don't waste our time. Looking for two professional time sales persons. Age or sex no consideration; production is! Good company benefits—room to grow. E.O.E. Send resume to Robert Boutin, Drawer FF, Edna TX 77957. 512-782-3515.

HELP WANTED ANNOUNCERS

Alabama C&W & Contemporary Top 40 station seeks experienced announcer. Equal Opportunity Employer. Box A-83, BROADCASTING.

Country DJ who knows country music well enough to program, promote and sell for this southeastern AM-FM'er. Box A-158, BROADCASTING.

If you love small market community radio like we do you may be just the person we're looking for. Indiana station looking for person who will make our station their home for many years. You would announce, do production, cover news and sell. Above average compensation, insurance and profit sharing. Box A-191, BROADCASTING.

Night announcer for small market south central Pennsylvania MOR. 1st Phone. Some news and production. Send resume, salary request for 6 day 44 hour week. Excellent fringe benefits. Box A-216, BROADCASTING.

Strong Drive-Time, experienced personality for Contemporary MOR. Full-time. Dominant station in good market. Mid-Atlantic State. Good production, too. First Phone. Equal Opportunity Employer. Contact: Box A-222, 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.

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.

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.

HELP WANTED ANNOUNCERS CONTINUED

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.

WPAD, Paducah, KY. seeks good modern country jock for afternoon drive, production & copy. Contact Dale Walker, 502-442-8231. No collect calls. No Beginners. Equal Opportunity Employer.

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.

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. MF.

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.

Wanted Announcer who knows how to & enjoys getting local news and enjoys a board shift. 314-586-8577 for Mgr.

HELP WANTED TECHNICAL

Chief engineer. Excellent working conditions, automation. Stereo, audio. Creative and willing to handle the total plant. Midwest. Box Z-161, BROADCASTING.

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.

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 midnite five nites a week and the salary is \$850 a month. Send resume to Box A-154, BROADCASTING.

Chief engineer for Florida station to handle all aspects of technical installation, operation and maintenance. Experience with directional antennas essential. Good pay and benefits. Send resume to box A-185, BROADCASTING.

Chief engineer to maintain equipment and do some air work. Must read well. Midwest market. Good fringe benefits. Box A-203, BROADCASTING.

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).

**HELP WANTED TECHNICAL
CONTINUED**

Super Engineers needed by group broadcaster. Heavy studio and transmitter maintenance. Must have directional and high power FM experience. Send complete resume detailing maintenance performed and on what equipment to: Director of Engineering, Box 7208, Little Rock, AR 72207.

HELP WANTED NEWS

News person wanted for Midwest AM-FM local news dept. Box Z-130, BROADCASTING.

Major Florida MOR looking for experienced aggressive news director. Send resume to Box A-89, 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.

If you can write and deliver good one-to-one news, and if you want to work in a professional station in a university city south of Pittsburgh, rush us a brief resume and tape. Starting salary near 10K with excellent fringes. Minimum 3 years experience. Gen. Mgr. WAJR, Morgantown, WV 26505 EOE.

Newsperson for Quad Cities area station. Some broadcast 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.

Available AM drive news slot. Good pay. Good hours. Prima donnas and Ron Radios: Save your stamps. I want a good, knowledgeable, conversational, personable newsperson. Call Dave Skinner, News Director, WLEE Radio, Richmond, VA. Office: 804-288-2835, Home: 804-270-7885. Write P.O. 8477, Richmond, VA. 23226.

WMAX Newsradio is expanding. Three people needed with 3rd class. Tapes to Dick McKay, WMAX, 205-B Waters Bldg. Grand Rapids, MI 49503.

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.

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.

Know newsman Hunter Willis? Please ask him to call Chuck Larsen at 919-323-0925, 919-484-5483.

"News Director. Seeking top, aggressive newsperson ready to advance to News Director position. \$950 month start. Must handle all-news operation in growth market. Contact Keith Donald, 216-456-8396".

**HELP WANTED PROGRAMMING,
PRODUCTION, OTHERS**

Bus Mgr/Bkpr. Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box A-60, BROADCASTING.

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.

"Program Director-Announcer". Radio station WRGI AM-FM Naples, Florida will have an opening in the near future. Must be an idea man or woman, good voice, production pro, and be a hard worker. Growth potential available. Adult-Rock format. Present PD looking for larger market and will assist with orientation. Contact Bab Michael, Mgr. 813-775-3321. No collect calls.

**HELP WANTED PROGRAMMING,
PRODUCTION, OTHERS CONTINUED**

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.

Associate Producer, Public Media Division, United Methodist Communications. Experienced in radio production. Skills in editing, making editorial decisions, field staff assignments. Major emphasis on matters related to production, distribution, promotion of weekly syndicated program. Degree desirable. Salary \$12,000 plus, depending on experience. Excellent fringe. Resume by February 1, 1977 to: William Richards, UMC, 1525 McGavock St., Nashville, TN 37203. Equal opportunity employer.

TM Productions, prestigious Dallas commercial and ID firm, needs solid production person who is also a good copywriter and organizer. Excellent opportunity for progressing artisan to work with the industry's top production people and state-of-the-art equipment in a favorable atmosphere. If you're willing to invest occasional long hours in return for professional and financial growth; if you want unlimited creative opportunity, send best production and copy samples plus resume to Ken Justiss; TM Productions, Inc., 1349 Regal Row, Dallas, TX 75247.

SITUATIONS WANTED MANAGEMENT

FM General Manager. Let's make \$\$\$\$ for the both of us. Presently Colorado. Interview at my expense. Box A-112, BROADCASTING.

Working G.M. with 19 years experience in ownership, administration, sales, P&L, & FCC compliance seeking G.M. or S.M. position in Florida medium or large market. A leader who can build a staff and motivate 48, married with family. Box A-180, BROADCASTING.

Group Ownership—Management & Sales, good references. College Degree, Past Group Management, Radio & CATV. experience—FCC rules & regulations, Labor relations, Pension Plan, and Employee Benefits. Box A-187, BROADCASTING.

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.

General Manager: strong on sales, steady, reliable, sober. Experienced all phases. Available now. Call 716-557-8764.

Aggressive, growth oriented, problem solver, desires progression to station manager position. Eleven years experience, all phases of broadcasting. Seeking opportunity and challenge in small to medium market. Prefer South or West Coast Cooperative, capable. I'll prove it. 205-881-4546.

SITUATIONS WANTED SALES

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.

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.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

B.A., 4 years experience, available for PBP hockey, basketball, and coming baseball season, can double on news. Box A-52, BROADCASTING.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

Experienced broadcaster: Creative on and off air. Will consider small investment for active Northeast partnership. Prefer New York, Conn. Box A-150, BROADCASTING.

Top 40 contemporary MOR major market experience. Strong voice, available now. 26. Market size not as important as opportunity. Box A-174, BROADCASTING.

Medium market jock with in depth experience in programming, promotion, news, sports, and sales, with excellent references, would like medium or small market operations manager/program director position. Box A-179, BROADCASTING.

Young black third end, good tape seeking first on air job. Hard worker. Will relocate Box A-190, BROADCASTING

Good tight sound, (stable position only), good personality, 3½ years experience, third endorsed, very dependable, request taker. 1-904-255-6950 or Box A-193, BROADCASTING.

Seek newsman-announcer combination. 1st phone, 25 mos exp. 207-882-7395, Box A-204, BROADCASTING.

Now is the time for all great program directors to come to the aid of this personality! Currently employed in a small market and ready to move. All the tools. 1st ticket, experience, hard worker, creative—the whole shot. Seeking Top 40 situation where I can concentrate on doing my show. Zip me a line and let's see if my thing is similar to your thing. Box A-210, BROADCASTING.

Young announcer, 3rd endorsed, seeks beautiful music format, upstate New York, Connecticut, Pennsylvania or New Jersey. Good resonant voice, news and commercials. Tapes upon request. Box A-218, BROADCASTING.

"High energy, nitetime personality. Experienced, excellent references, good medium or major only." Box A-220, BROADCASTING.

Humorous, first phone air personality desires top 40 small market station. 213-387-7175. S.H. Green.

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.

Experience, first phone D.J. news production. Mike Ryan, 714-224-2336. 4731 Muir St. San Diego, CA. 92107.

Young, experienced announcer seeking that right move up. 1½ years experience, dependable, responsible, drive. Ron. 307-638-6919.

Dedicated, young college graduate, commercial experience, 3rd endorsed. Good worker. Gary Axelbank, RFD 1-Box 307F, Ocean City, MD 21842, 301-289-7535.

Experienced AOR announcer: mature, good production, excellent knowledge of music, tape/resume on request. Presently working. Call 814-796-2085 noon till eight p.m. "Big Tim" Marchese.

SITUATIONS WANTED TECHNICAL

For Rent—Official Hellcatcher. Widower—1st ticket—ham—CB—Engineer—announcer—News—Weather—Copy—Janitor. I do it all. Good 2nd man in small mkt. 6 years in present job. Xmitter Supervisor for over a year. Write Box A-223, BROADCASTING.

Chief Engineer, Philadelphia—Trenton. No babysitting; combo considered if quality small station. Employed, settled, selective. Solinske, 1242 Briarwood, Cornwells Hts., PA, 19020.

SITUATIONS WANTED NEWS

Veteran Iowa sportscaster seeks major college/pro affiliation. Tape & references on request. Available spring. Box A-118, 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/state coordinator; competitive administrative. Available 3/77. Box A-173, BROADCASTING.

If news counts—count me in. Experienced assistant nd/anchor/reporter/talk show host seeks challenging position. Box A-186, BROADCASTING.

Experienced sports reporter with P.B.P. experience; seeking advancement in radio or TV. Box A-219, BROADCASTING.

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.

"Versatile radio ND with eight years broadcast experience seeks any rewarding news position. Fred 312-695-7145."

Hard work and growth desired. Young, experienced announcer-reporter, leadership background available. Resume, tape, references. Contact: Joe DeStio, 412-963-7512.

Experienced news, BPB, sales and production. Mature, creative with big voice wanting to prove dedication. Ken Stepien. 213-439-3382.

SITUATIONS WANTED PROGRAMING, PRODUCTIONS, OTHERS

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.

Young black announcer 4 yrs. experience R&B, Top 40, Soul format. Have BS degree, Third endorsed and good production. Call 312-515-5418 or 874-7918. Ask for Lamont Matthews.

TELEVISION

HELP WANTED MANAGEMENT

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

Top 50 affiliate seeks person to handle local agency and direct list. Should be familiar with ratings, retail selling, creative approaches, and stable background. Group operation. Company promotion and movement possible. Box A-224, BROADCASTING.

HELP WANTED SALES CONTINUED

Sharp, aggressive salesperson wanted to join young staff at all new ABC in beautiful growing city. Send complete resume with references or call for more information. Tom Scanlan, General Manager, WECA TV, Box 10027, Tallahassee, FL 32302. 904-386-3127. An equal opportunity employer.

HELP WANTED TECHNICAL

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.

Ready for advancement? California broadcast equipment maker looking for radio or TV transmitter operating and maintenance people, with first class phone and minimum 3 years experience. Customer service-dealing daily with broadcasters, chief engineers and consultants before and after sales, making proposals, and working with our field sales force. Minimum travel. Salary open. If you have engineering experience and are looking for more challenging work, please mail resume with salary history to Box A-194, BROADCASTING in full confidence.

Chief Engineer wanted for brand new network station in medium market. Thorough maintenance and troubleshooting knowledge required; individual must be organized, efficient, a good motivator of his staff, and be totally committed to nothing less than network quality in every detail of the transmitted signal. Complete resume and salary expected to box A-212, BROADCASTING.

Chief engineer for Western Arkansas JHF TV station. Contact Don Vest, KAIT-TV, P.O. Box 790, Jonesboro, AR 72401. Phone 501-932-4288.

Transmitter Supervisor for V.H.F. Highband, 25 KW RCA Transmitter, 5 years experience preferred, F.C.C. First Class License required. Equal Opportunity Employer. Contact Angelo Figurella, WCTI-TV, New Bern, NC 919-837-2111.

TV Maintenance Engineer. Troubleshooting experience. Must be capable of taking position of maintenance supervisor. Write Bill Brister, C.E. WGNO-TV, 2912 ITM Bldg. New Orleans, LA 70130.

Studio maintenance supervisor needed at once to maintain studio equipment. PC 70 VR 1200, CDL 1260 switcher, etc. Must be experienced. (EOE) For information call collect Russ Summerville, WNDU-TV, 219-233-7111.

Maintenance Engineer for studio, transmitter and remote operations and repairs. 1st phone required. Call Sid Shumate, WYUR-TV, Huntsville, AL 205-533-4848.

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.

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.

HELP WANTED NEWS

Wanted: Television assignment editor for major Northern California market. Must be aggressive and imaginative. Work long hours. Desk experience required. An Affirmative Action, Equal Opportunity Employer. Send Resumes to Box A-102, BROADCASTING.

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.

HELP WANTED NEWS CONTINUED

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.

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.

Sports Anchor/Reporter... Northern New England network affiliate. We're looking for someone who not only knows sports, but who is aggressive and imaginative in approach, and a good communicator on-air. Outdoor sports and leisure-time activities play a big role in our market. Challenging position for the up-and-coming sportscaster, as well as for the veteran looking for a move to the beautiful northwoods. Resumes to box A-200 BROADCASTING.

Television anchorperson wanted for new television station. Person selected will anchor early and late evening newscasts and handle occasional reporting duties. Possible advancement to assistant or full news directorship. Candidate must present good appearance, and above all communicate clearly and effectively. Good pronunciation and eye contact mandatory. Equal opportunity employer. State salary expected. Complete resume to Box A-214, BROADCASTING.

Television weatherperson needed for new television station in excellent location. Must possess good camera presence and be able to communicate weather report and forecast warmly and personally. Weather knowledge not necessary. Person selected will also handle other station duties including some staff announcing, possible production if desirable. State salary expected. EOE. Resume to Box A-215, BROADCASTING.

Sports assistant—Medium midwest market. Produce film features, do radio & TV sportscasts. No play-by-play. Resume. Box A-217, 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.

Unmatched scenery, recreational facilities and living conditions plus opportunity to grow with progressive organization. Number 1 News operation in the most attractive market in Rocky Mountain West needs experienced weather person. Send resume and tape to Gary Curtis, News Director, KRDO-TV, Box 1457, Colorado Springs, CO 80901.

Meteorologist with certification and warm on-air delivery for medium market station. Will prepare and deliver weather for early and late newscasts, some booth audio, some community involvement. Resume and tape to Ian Pearson, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808.

Assistant News Producer/air personality needed. Must have background in documentary production and television weather. Demonstrated air ability an absolute must. Application deadline Feb. 17. Send complete resume, current VTR, and salary requirements to: News Manager, WOI-TV, Ames IA. 50011. EOE.

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.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Talented and aggressive director needed for 5:30 & 11 p.m. news. Blue chip group, blue chip opportunity in top 35 Midwest market. 2 years experience preferred. An equal opportunity employer. Send resume to Box A-189, BROADCASTING.

Promotion manager. Group owned network affiliate in major Southeast market seeks professional experienced in overall station promotion. Good idea person skilled in scripting, producing and scheduling creative on-air promos; preparing effective print advertising and press releases; analyzing research for program and sales purposes. Equal Opportunity Employer. Send resume and salary requirements to Box A-202, BROADCASTING.

Operations Manager needed to direct all phases of production and on-air operations for medium market station with large teleproduction quota. Must be familiar with special effects, remote production, studio operations, and be an excellent manager of people and resources. EOE. Complete resume and salary requirements to Box A-213, BROADCASTING.

Production Supervisor needed for number one station in top 60 market. At least 5 years experience in management and directing desired. Strong supervisory and organization abilities necessary to work with large staff. Group ownership offers excellent promotional opportunities. An Equal Opportunity Employer. Send resume to Box A-225, BROADCASTING.

Assistant Promotion Director position available for creative individual with broadcast or advertising promotion experience. Working knowledge of television, radio and newspaper production preferred. Group owned CBS affiliate offers good promotional opportunity. An Equal Opportunity Employer. Send resume to Box A-226, BROADCASTING.

Public Affairs Producer-Director-Writer at public television station KUID-TV to plan and execute a variety of programs with emphasis on investigatory documentaries, requires BA or BS in Communications or related fields, two years professional experience, and ability to write and direct film and TV. Salary 12,500.00 to 13,500.00. Send detailed resume and references to Arthur R. Hook, Chairperson, Search Committee, KUID-TV, University of Idaho, Moscow, ID 83843. Closing date is February 28, 1977. An EEO/AA employer.

Economics Producer/Talent for weekly business series. College grad with business or economics emphasis. 3 years TV producing/talent; proven ability in reporting on economics issues. Professional on-air presence; knowledge of film, VT and studio production. Excellent salary. Send resume and tape to Lyle Seaton, WJCT, 2037 Main Street, Jacksonville, FL, 32206. An Equal Opportunity Employer.

Cameraperson/Editor for nightly public affairs program. College preferred. Minimum 5 years professional exp. with heavy emphasis on news and documentary. Complete working knowledge of film, VT and editing techniques including ENG. Send resume and tape to Lyle Seaton, WJCT, 2037 Main Street, Jacksonville, FL, 32206. An Equal Opportunity Employer.

TV Director/Cinematographer for nightly public affairs program. College preferred. Minimum 3 years directing public affairs in medium or large market. Emphasis on professionalism, creativity and journalistic judgement. Ability to work well under pressure with diverse staff. Excellent salary. Send resume and tape to Lyle Seaton, WJCT, 2037 Main Street, Jacksonville, FL, 32206. An Equal Opportunity Employer.

TV studio camera operator: Minimum two years experience camera and studio. Send resume to Personnel Director, WSM-TV, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Production Employee: Medium market CBS V; experience should include studio camera, switching, audio, lighting, char gen. Send resume to Bruce Franzen, Prod. Mgr. WSTV Steubenville, OH 43952. 614-282-0911. An Equal Opportunity Employer.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS, CONTINUED**

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.

Syracuse University seeks Assistant Dean to head newly created Television/radio/Film Division of the S.I. Newhouse School of Public Communications. Criteria used to evaluate candidates include: quality of professional and teaching experience as well as administrative experience or potential. Graduate Degree or degrees required. Teaching advising, and administrative responsibilities are part of assignment. Position carries Associate or Full Professor rank. Send resume to: Dean, Newhouse School, Dept. 512, Syracuse University, Syracuse, NY 13210. An Equal Opportunity/Affirmative Action Employer.

Producer/Director II for television/film programs. Heavy emphasis on directing ability. Bachelor's degree preferred, plus 2 years major market experience. Application period closes 2-21-77, send resume to Personnel, Arizona State Univ. Tempe, AZ 85281.

Broadcast Journalism Teachers: two positions available for fall, 1977 in developing professional degree program in integrating predominantly black state university in Florida capital. PhD preferred, MA required; 2-5 years good professional experience, interest in teaching important.

1. One with expertise in TV news reporting, public affairs programming, news film, videotape production and editing, and broadcast law. Salary \$14,500 to 15,600, depending on qualifications and rank, for nine months.

2. One with expertise in radio news reporting, public affairs programming, radio documentaries, production, broadcast law. Salary \$14,300 for assistant professor, nine months. FCC license desirable. Equal Opportunity, Affirmative Action Employer. Contact Robert Ruggles, Chairman, Journalism, P.O. Box 14, Florida A&M University, Tallahassee, FL 32307. Application deadline February 18, 1977.

Assistant or associate professor to teach courses in television production plus upper-division and M.A.-level Journalism or Communication courses. A person with professional experience plus a doctorate is sought by a growing church-related university in an ideal coastal location in Southern California. A diverse background and willingness to teach a variety of subjects in an interdisciplinary communication division required. Salary and rank based on previous experience and training. Send resume to Dr. Stewart Hudson, Chairman, Communication Division, Pepperdine University, Mailbu, CA 90265.

Faculty opening Radio-Television. Ph.D. with 5 years teaching and/or practical experience, \$16,000.00. Working knowledge of Radio/TV: Production, Law, News, History, Public Broadcast, Management, Responsibility, Impact, Advertising, Writing, Cable, Industrial, Experimental. Apply: Larry R. Smith, Coordinator, Communications, Sangamon State University, Shepherd Road, Springfield, IL 62708.

SITUATIONS WANTED MANAGEMENT

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.

SITUATIONS WANTED SALES

Television account executive. 28. Four years local sales top 20 market, plus New York agency experience. Solid record. Excellent references. Box A-93, BROADCASTING.

SITUATIONS WANTED TECHNICAL

First phone, electronics degree. Seeks position as technician. 24 yrs old. Major market experience. AM, FM, TV. Will relocate. Box A-119, BROADCASTING.

EE, First phone. Eight years of design, troubleshooting, and maintenance permanent position with a future. Salary open. Call Jack, 813-581-6104.

SITUATIONS WANTED NEWS

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.

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.

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.

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.

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.

Female, Co-Anchor, field reporter, specializing in legal, educational, medical, consumer interviews. Excellent voice, appearance, experienced in production. 406-245-0940.

Science Reporter. Weather, health sciences background. Good appearance, delivery. Don Paul, 212-869-1166 wkdays: 275 Hoym St., Ft. Lee, NJ 07024.

Creative Minded Experienced feature reporter for top notch news-team. Anthony 717-347-1149

Sports anchor, features, play-by-play, tape ready for serious inquiries. Write 730 N. Pinetta Dr., Richmond, VA. 23235.

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.

Television Instructor available Fall 1977. Consider faculty position in southwest Florida. Experienced commercial and instructional TV. M.S. (Radio-TV). Mature. 10 years in education. Also business management experience. Box A-181, BROADCASTING.

Seasoned Producer-Director seeks challenging new situation in your city. Box A-184, BROADCASTING.

Award-winning Commercial Producer/Director presently employed in Top-30 market. What Have You Got? Box A-192, BROADCASTING.

Experienced, Presently Employed director seeks position in responsible station as newscast director, news producer, E.N.G. photographer, E.N.G. editor or remote truck crew. I work hard. Box A-205, BROADCASTING.

Former WNEW-CBS-TV man with multiple skills as guitarist-singer-writer-sales-producer-announcer-idea man, wants reentry to broadcast field after 15 years running my own music studio. Kids all grown, need employer who can assign responsibility. Box A-227, BROADCASTING.

Experienced SiMo 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.

Copywriter, college trained, wants long term employment, takes direction/training and more. Will relocate. David Haines, 5 Lawton, Glens Falls, NY. 518-792-8956.

CABLE

HELP WANTED MANAGEMENT

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.

Want to purchase used stereo automation system. Automatic logging optional. Please supply details of equipment, when purchased, and price asked. Box A-195, BROADCASTING.

"Wanted, direct access automation programmer and cleartext logger". Box A-198, BROADCASTING.

We need used 250,500 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

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.

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.

RCA TT10/25 ch 4 with 50KW sideband filter L.D. Edelmaier, KOA-TV, Denver 303-861-8111.

Gates 8-bay end-fed Horiz. polar. FM antenna, tuned 94.5, model FMA-8A good cond. Also GR AM mod. monitor. McMartin FM Mod. Monitor, AM limiter, SIA level, Symmetra Peak, and other items all in good to excellent condition. KRXL, Kirksville, MO 63501.

RCA TR3 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 info: 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.

"Two, 250-Watt Transmitters. Gates model 250-C-1, \$1000. Gates model 250-BC-L, \$2000. Newman, WHRT, Hartselle, AL 35640. 205-773-2558."

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.

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 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.

FM transmitters: 10 KW, 7.5 KW, 5 KW, 1 KW, 250 W, and 10 Watt. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

IVC 960 VTR with TBC. 3617 W. Broad Rock Rd. Richmond, VA. 23224. 804-231-7277.

Bargain Last One CBS 4500 Dynamic Presence Equalizer new \$595. 312-956-1548.

Schaffer 1200 Automation, 2 new Otari reels, Spotmaster 3000 new, 1 carousel used six months, 3 racks, \$7500. Contact Broadcast Specialties. 206-577-1681. Longview, WN.

One Eastman Super-8 Video Film Projector TV-M100A-price \$1,275.—One Eastman CT-500 16mm motion picture projector-price \$14,500. Both projectors in mint condition. Call Robert Blair 201-797-7400.

Experimenters, Video Hobbyists, Hams, subscribe! Amateur Television Magazine, our 10th year. \$5/yr US/Canada. bi monthly. P.O. Box 1347, Bloomington, IN 47401.

FOR SALE EQUIPMENT CONTINUED

Telemation CSG2000 sync gen. good cond. monochrome \$350. Henry Ruh. 812-337-8979/812-876-1456.

Harris Gates LD-10 logging decoder, LE logging encoder, LEC logging encoder control, Premier 5 digit logging printer in recent service—relatively good condition \$1000—complete. Valley Communications Inc., Box 159, Skowhegan, ME. 04976. 207-474-5171.

For Sale Equipment T.V. CCA TA 30B TV UHF transmitter channel 68 with driver cabinet, completely self contained, containing a complete visual and aural driver. Available immediately, location California. Chandler Leasing. 213-679-9536.

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 Twininge, Dallas TX 75227.

Fresh, 18 to 20 humorous quips weekly. 3 mos. trial \$20. FREE sample. Farquhar; 2315A S. Tekoa, Spokane, WA 99203.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programming. 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.

PLACEMENT SERVICE

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.

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).

**INSTRUCTION
CONTINUED**

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.

No FCC License? Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study. 5540 Hollywood Blv., Hollywood, CA 90028.

RADIO

Help Wanted Management

RADIO STATION MANAGER-MIDWEST

Highly motivated individual with proven record in sales management, programming and audience promotion sought for WMAD-FM stereo and WWQM, serving Madison, Wisc. Market is excellent and stations are highly respected. An Equal Opportunity Employer. Send resume with references and salary history to Hudson Investment Corp., 1150-17th St., N.W., Washington, D.C. 20036.

Help Wanted Sales

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 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, Broadcast-

Help Wanted Announcers Continued

WHERE HAVE ALL THE ENTERTAINERS GONE?

One of the nation's most respected group owned stations is now accepting tapes from truly entertaining personalities. You'll work an adult contemporary format which will showcase your talent, but you'll be expected to do your act within the framework of the overall station sound. No matter what your market, if you've got it—we want it! Drake babies, "Q" time & temp. readers and egotrippers—forget it! Send resume in complete confidence to:

Box A-209, BROADCASTING

Warm, Mature Morning Announcer

No. 1 Beautiful Music Station In Nation's Capital

Five figures plus Aftra benefits. Send tape and resume to: Program Director, WGAY AM/FM, World Bldg, 8121 Georgia Ave., Silver Spring, MD 20910.

An equal opportunity employer
Women encouraged to apply



**A Greater
Media Station**

Help Wanted Announcers Continued

MORNING PERSON

Midwest contemporary format operation needs personality morning drive announcer. Send tape and resume to: J.W. Bernstein, 763 North Third Street, Minneapolis, Minnesota 55401.

Major Market, west coast AM looking for host. Should have good board work, a bright sound and pipes, some news background although not necessary. Send tape and resume to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, Iowa 52302

Help Wanted Technical Continued

SALES MANAGER, ANTENNAS

As one of the leading antenna manufacturers, JAMPRO offers an exceptionally attractive opportunity to an experienced salesperson. The position, located in Sacramento, requires equipment selling experience to radio and TV broadcasters. Excellent compensation program and fringe benefits.

Send full resume in confidence to:

Lee Snyder, Personnel Director
Jampro Antenna Co.
PO Box 28425
Sacramento, California 95823

Help Wanted Technical

BROADCAST PRODUCTS DIVISION RADIO FIELD SERVICE TRANSMITTER ENGINEERS International/Domestic Opportunities with Harris

We are a steadily growing division of Harris, a corporation with a remarkably consistent record of expansion in many aspects of communications, and sales now over the half-billion mark. Broadcast Products Division is a world leader in television, radio and long range equipment.

These positions involve both domestic and international travel and offer excellent professional potential, plus exceptional financial opportunities when extended periods abroad are called for.

Requirements include technical strength in AM and FM broadcast, 3-5 years or more of directly related experience, and at least 2 year Associate's degree in Electronics. Ability to work with minimum supervision is essential.

Advantages include salary fully consistent with your qualifications, bonus plus other overseas incentives for international field expense assistance. Please send resume with salary data in confidence to Mr. Lawrence B. Carlstone, Broadcast Products Division, Quincy, Illinois, 62301.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

An Equal Opportunity Employer—Male and Female

Help Wanted News

News director wanted for Top 50 market. 50,000 watt station. Must have strong background in documentaries, editorials and investigative reporting. Operation offers good starting salary and excellent fringe benefits. Send complete resume first letter.

Equal Opportunity Employer
Box A-183, BROADCASTING

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR

If you're a PD. that can create excitement, get a city talking about your radio station (without buying your audience) and can get a hold of air people with personality and voices, let's hear from you ... your *ideas* Box A-128, BROADCASTING.

"Group Operator needs heavy PD for turn-around programming for a Rock Station we've just bought in a medium market. We need a mover who knos format, music and promotion. NO FLOATERS ... References and financial requirements to Box A-182, BROADCASTING.

"Attention Managers, PD's, D-J's and Sales... two-station expansion by group operator creates need for everything—we fight for ratings and bucks. Only applicants with established track records need apply. EOE employer. Resume, references, (ratings performance) and financial requirements first letter." Box A-207, BROADCASTING.

Radio music syndication co. seeks experienced programming person for 2nd unit Beautiful Music and M.O.R. services. Send detailed resume to:

Box A-221, BROADCASTING

Two full-time teaching positions in Mass Communications will be available at Hunter College, the first beginning in February 1977, the second on September 1, 1977. Applicants for these positions should have a Ph.D. in Mass Communications with an emphasis on broadcasting. Rank and salary depends on experience and qualifications.

Dept. of Communications
Hunter College
695 Park Ave.
N.Y., N.Y. 10021

Situations Wanted Management

GENERAL MANAGER

Tops in producing
REVENUE & RATINGS

Presently manager of extremely successful station in highly competitive Upper Midwestern market. Strong SALES and management background. Responsible for a 100% increase in sales in first year! 18-years broadcast experience including 10-years in programming in Top-10 markets. Interested in GM position in medium to major market. I'm seeking a permanent position offering financial growth. Excellent credentials and nationally recognized references. If you need a GM who can get the job done, from sales to promotion, from programming to FCC compliance, then please reply in STRICT confidence to Box A-5, BROADCASTING.

Dedicated professional available to manage group or major market facility. Sales, Programming, Administrative ability proven. Bottom line oriented. 45, family, no kinks. Prefer midwest. Your inquiry confidential.

Box A-208, BROADCASTING

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.

TALK HOST

Top-rated major-market pro seeks news or talk job. Experienced and versatile in either radio or TV. Finest credentials. Box A-211, BROADCASTING.

Why not reserve this space and see how well BROADCASTING's Classified can work for you!

TELEVISION

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.

NBC

Television Network

... currently has an opening for a Field Technical Supervisor. A minimum of 4 years of supervisory experience and a thorough knowledge of technical field operations is essential. Former experience as a Technical Director would also be preferred. A college degree in Electrical Engineering or communications science would be helpful. We offer an attractive compensation and benefits package. To apply, please send a letter or resume in confidence to: Mr. William Heather, National Broadcasting Company, 30 Rockefeller Plaza, New York, N.Y. 10020. We are an affirmative action employer, m/f.

Help Wanted News

NEWS ANCHORPERSON

Need experienced anchorperson-reporter who can shoot 16mm film. Looking for an aggressive reporter who is seeking new challenges and opportunities in medium size market. Send resume and VTR to:

News Director, WKOW-TV,
Box 100 ...
Madison, Wis. 53701

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

ANCHOR-REPORTER

Strong clean delivery. 7 1/2 years TV News experience large Mid-West Market. Looking for a move up. Reply:

Box A-206, BROADCASTING.

NEWS DIRECTOR/ANCHOR TELEVISION OR RADIO CURRENTLY MAJOR MARKET

Excellent broadcast administrative background. Solid credentials: on-camera, writing, comment, editorials. Excellent references, stable employment record, 20 years. For resume call: (518) 482-2221

Situations Wanted Programing, Production, Others

Interrelated: programming in production & directing. Writing scripts to correspond with the economical structure of production; to stress low budget & high productivity as a result of my work. 901-522-8248, 9:00 A.M.-8:00 P.M. Bokhara.

Placement Service

RADIO & TV EMPLOYMENT

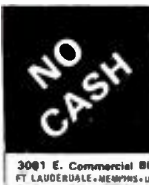
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Continued**

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Price: \$750,000
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South	Major	Power	\$500K	nego
West	Small	AM/FM	\$250K	29%
N.Eng.	Metro	Power	\$625K	Cash
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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.

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.

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.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Stock Index

Stock Symbol	Exch.	Closing Wed. Jan. 19	Closing Wed. Jan. 12	Net change in week	I change in week	1976-77		PIE ratio	Approx. shares out (000)	Total market capitalization (000)		
						High	Low					
Broadcasting												
ARC	ABC	N	41	37 3/8	+ 3 5/8	+	9.69	41	19 7/8	17	17,625	722,625
CAPITAL CITIES	CCB	N	55	53 1/2	+ 1 1/2	+	2.80	55 3/4	42 1/4	13	7,764	427,020
CBS	CBS	N	58 1/4	55 3/4	+ 2 1/2	+	4.48	60 1/2	46 3/4	11	28,313	1,649,232
COX	COX	N	32 1/2	32 3/4	- 1/4	-	.76	37 3/4	28 3/4	10	5,863	190,547
GROSS TELECASTING	GGG	A	14 1/8	13 5/8	+ 1/2	+	3.66	14 1/8	10	8	800	11,300
KINGSTIP COMMUN.	KTVV	O	4	4 1/4	- 1/4	-	5.88	4 7/8	2 1/4	7	461	1,844
LIN	LINB	O	17 3/8	16 7/8	+ 1/2	+	2.96	17 3/4	9 5/8	8	2,615	45,435
MOONEY	MOON	O	2 1/8	2 1/8			.00	3 7/8	1 3/4	3	425	903
RAHALL	RAHL	O	9 1/8	9	+ 1/8	+	1.38	9 1/8	4 1/2	14	1,297	11,835
SCRIPPS-HOWARD	SCRIP	D	32 1/2	32 1/2			.00	32 1/2	20 1/2	8	2,589	84,142
STARR	SBG	M	4 1/4	3 1/2	+ 3/4	+	21.42	5	2 1/4		1,202	5,108
STORER	SBK	N	26 3/8	25 3/8	+ 1	+	3.94	26 3/8	12 3/4	7	4,876	128,604
TAFT	TFB	N	30 5/8	30 3/4	- 1/8	-	.40	31 1/2	23 1/4	9	4,070	124,643
TOTAL										77,900	3,403,238	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	4	3 7/8	+ 1/8	+	3.22	4 3/4	2	7	1,262	5,048
AVCO	AV	N	15 1/8	14 3/4	+ 3/8	+	2.54	15 1/8	4 1/2	2	11,541	174,557
JOHN BLAIR	RJ	N	14 1/8	12 5/8	+ 1 1/2	+	11.88	14 1/8	5	7	2,406	33,984
CHRIS-CRAFT	CCN	N	6 5/8	6 1/2	+ 1/8	+	1.92	6 5/8	4 1/2	15	4,395	29,116
COMBINED COMM.	CCA	N	19 3/8	20	- 5/8	-	3.12	20 1/4	12 5/8	9	6,363	123,283
COWLES	CWL	N	12 7/8	12 3/4	+ 1/8	+	.98	12 7/8	6 1/8	16	3,969	51,100
DUN & BRADSTREET	DNB	N	28 1/4	29 1/4	- 1	-	3.41	33 3/4	24 5/8	16	26,571	750,630
FAIRCHILD IND.	FEN	N	10	9 3/4	+ 1/4	+	2.56	11 1/2	6 1/8	10	5,708	57,080
FIQUA**	FOA	N	11	11			.00	12	4 1/2		8,844	97,284
GANNETT CO.	GCI	N	38 5/8	39 1/2	- 7/8	-	2.21	41	32 7/8	18	21,108	815,296
GENERAL TIRE	GY	N	26 5/8	26 1/4	+ 3/8	+	1.42	26 5/8	17 5/8	6	21,954	584,525
GLOBE BROADCASTING**	GLBTA	O	2 1/8	2 1/8			.00	2 7/8	1 1/2		2,783	5,913
GRAY COMMUN.	O		9	9 1/2	- 1/2	-	5.26	9 1/2	6	5	475	4,275
HARTE-HANKS	HHN	N	28 1/8	28 5/8	- 1/2	-	1.74	28 7/8	17 1/8	13	4,383	123,271
JEFFERSON-PILOT	JP	N	30 3/8	29 1/2	+ 7/8	+	2.96	32 1/8	25 5/8	11	24,078	731,369
KAISER INDUSTRIES	KI	A	15 1/4	15 1/4			.00	16	8	10	28,119	428,814
KANSAS STATE NET.	KSN	O	4 3/4	4 3/4			.00	4 7/8	3	9	1,716	8,151
KNIGHT-RIDDER	KRN	N	37 1/2	37 5/8	- 1/8	-	.33	39	28 7/8	12	8,305	311,437
LEE ENTERPRISES	LNT	A	26 7/8	23 1/2	+ 3 3/8	+	14.36	26 7/8	13	14	5,022	134,966
LIBERTY	LC	N	18 1/2	18 1/2			.00	18 7/8	9 1/2	6	6,762	125,097
MCGRAW-HILL	MHP	N	16 3/8	15 7/8	+ 1/2	+	3.14	17	12 3/4	10	24,690	404,298
MEDIA GENERAL	MEG	A	19 5/8	19 7/8	- 1/4	-	1.25	19 7/8	14 1/4	9	7,276	142,791
MEREDITH	MDP	N	18 3/4	18 7/8	- 1/8	-	.66	18 7/8	10 1/4	5	3,064	57,450
METROMEDIA	NET	N	29 3/8	27 1/2	+ 1 7/8	+	6.81	29 3/4	15	8	6,730	197,693
MULTIMEDIA	MMEO	O	22	21 3/4	+ 1/4	+	1.14	22	14 1/4	11	4,390	96,580
NEW YORK TIMES CO.	NYKA	A	16 1/4	15 3/4	+ 1/2	+	3.17	18 1/2	11 1/2	13	11,206	182,097
DUTLET CO.	OTU	N	19	18 7/8	+ 1/8	+	.66	19	12 7/8	6	1,440	27,360
POST CORP.	POST	D	19 1/4	18 1/4	+ 1	+	5.47	19 1/4	8	7	875	16,843
REEVES TELECOM**	RBT	A	1 3/4	1 3/4			.00	2 1/2	1 1/8		2,376	4,158
ROLLINS	ROL	N	22 3/8	23 1/8	- 3/4	-	3.24	27 3/8	20 3/4	13	13,404	299,914
RUST CRAFT	RUS	A	9	9 1/8	- 1/8	-	1.36	9 7/8	5 5/8	7	2,291	20,619
SAN JUAN RACING	SJR	N	8 1/4	8 5/8	- 3/8	-	4.34	10 1/4	7 1/4	6	2,509	20,699
SCHERING-PLOUGH	SGP	N	40 7/8	42	- 1 1/8	-	2.67	59 3/4	40 7/8	15	54,037	2,208,762
SONDERLING***	SDR	A	10 5/8	14 1/4	- 3 5/8	-	25.43	10 5/8	9 7/8	3	1,096	11,645
TECH OPERATIONS**	TO	A	3 3/8	2 5/8	+ 3/4	+	28.57	4 3/4	2 1/8		1,344	4,536
TIMES MIRROR CO.	TMC	N	22 1/4	22 3/8	- 1/8	-	.55	23 3/4	18 1/4	12	33,905	754,386
WASHINGTON POST CO.	WPO	A	24	24 3/8	- 3/8	-	1.53	44 1/4	21 3/4	6	4,546	109,104
WOMETCO	WOM	N	11 5/8	11 5/8			.00	13 1/4	8 7/8	7	9,470	110,088
TOTAL										380,413	9,264,219	

Cablecasting

ACTON CORP.	ATN	A	3 3/4	3 5/8	+ 1/8	+	3.44	3 3/4	1 1/8	12	2,640	9,900
AEL INDUSTRIES**	AELBA	O	3 1/8	2 1/2	+ 5/8	+	25.00	3 1/8	3/4		1,672	5,225
AMECO	ACD	O	1 1/2	1 1/2			.00	1 3/4	3/8		1,200	600
AMERICAN TV & COMM.	AMTV	O	23 1/4	19 3/4	+ 3 1/2	+	17.72	23 1/4	13 1/2	19	3,359	78,096
ATHENA COMM.** *	O		1 1/8	1 1/8			.00	1 1/2	1/8		2,125	265
BURNUP & SIMS	BSIM	O	4	3 7/8	+ 1/8	+	3.22	6 1/2	3 1/4	36	8,319	33,276
CABLECOM-GENERAL	CCG	A	6 5/8	6 1/2	+ 1/8	+	1.92	8 1/8	4 1/8	6	2,562	16,973
CABLE INFO.	O		3/4	3/4			.00	1 1/4	1/4	4	663	497
COMCAST	O		3 7/8	3 3/4	+ 1/8	+	3.33	3 7/8	1 7/8	11	1,708	6,618
COMMUN. PROPERTIES**	COMU	O	4 3/8	4	+ 3/8	+	9.37	4 3/8	1 7/8	49	4,761	20,829
COX CABLE	CXC	A	17 7/8	17 1/4	+ 5/8	+	3.62	17 7/8	13	18	3,560	63,635
ENTRON	ENT	D	1 3/4	2	- 1/4	-	12.50	2	1 1/2	2	979	1,713
GENERAL INSTRUMENT	GRL	N	20 3/4	18 7/8	+ 1 7/8	+	9.93	20 3/4	8 1/4	45	7,178	148,943
GENEVE CORP.	GENV	O	9 1/4	9	+ 1/4	+	2.77	10	6 1/2	62	1,121	10,369
TELE-COMMUNICATIONS	TCOM	O	3 1/2	3 3/8	+ 1/8	+	3.70	5 1/4	2 7/8	50	5,281	18,483
TELEPROMPTER**	TP	N	8 7/8	9	- 1/8	-	1.38	9 3/8	5 3/4		16,634	147,626
TIME INC.	TL	N	36 3/8	35	+ 1 3/8	+	3.92	38 3/4	32	13	25,000	909,375
TOCOM	TOCH	O	2 7/8	2 7/8			.00	3 1/4	1 5/8	10	617	1,773
UA-COLUMBIA CARLF	UACC	O	16 1/4	15 1/2	+ 3/4	+	4.83	16 1/4	9	13	1,700	27,625
UNITED CABLE TV**	UCTV	O	4 1/4	3 7/8	+ 3/8	+	9.67	4 1/4	1 5/8		1,879	7,985
VIACOM	VIA	N	13 1/4	10 3/4	+ 2 1/2	+	23.25	13 1/4	7 7/8	14	3,705	49,091
TOTAL										96,663	1,558,897	

Stock symbol	Exch.	Closing Wed. Jan. 19	Closing Wed. Jan. 12	Net change in week	% change in week	1976-77		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
Programming											
COLUMBIA PICTURES	CPS	N	9 1/4	8	+ 1 1/4	+ 15.62	9 1/4	4 1/2	7	6,748	62,419
DISNEY	DIS	N	44 3/8	44 5/8	- 1/4	- .56	63	43 5/8	18	31,917	1,416,316
FILMWAYS	FWY	A	8 3/8	8 1/2	- 1/8	- 1.47	10 1/4	5 1/4	7	2,397	20,074
FOUR STAR			1	1		.00	1	1 1/4	10	667	667
GULF + WESTERN	GW	N	17 1/8	16 7/8	+ 1/4	+ 1.48	26 7/8	15 1/2	4	45,162	773,399
MCA	MCA	N	41 1/8	37	+ 4 1/8	+ 11.14	41 1/8	25	8	17,445	717,425
MGM	MGM	N	18	17 5/8	+ 3/8	+ 2.12	18	12 7/8	7	13,102	235,836
TELETRONICS INTL.		O	6 1/4	6 1/4		.00	9 5/8	3 3/4	8	837	5,231
TRANSAMERICA	TA	N	14	14		.00	14 5/8	8 1/4	8	64,973	909,622
20TH CENTURY-FOX	TF	N	11 3/4	10 1/2	+ 1 1/4	+ 11.90	15	8 3/4	10	7,568	88,924
WALTER READE*	WALT	O	1 1/8	1 1/8		.00	3/8	1/8	6	4,296	537
WARNER	WCI	N	27 7/8	26 1/2	+ 1 3/8	+ 5.18	27 7/8	17 1/2	26	17,001	473,902
WRATHER	WCO	A	4 7/8	5 1/8	- 1/4	- 4.87	5 1/8	3 1/8	12	2,244	10,939
TOTAL										214,351	4,112,241

Service

R8DO INC.	R8DO	O	22 1/2	22 3/4	- 1/4	- 1.09	23	16 3/4	8	2,513	56,542
COMSAT	CO	N	32 1/2	30 5/8	+ 1 7/8	+ 6.12	32 1/2	23 7/8	8	10,000	325,000
DOYLE DANE BERNBACH	DOYL	O	17 5/8	18	- 3/8	- 2.08	18 3/8	8 7/8	7	1,816	32,007
FOOTE CONE & BELDING	FCB	N	15	15 1/8	- 1/8	- .82	15 3/4	10 1/4	7	2,332	34,980
GREY ADVERTISING	GREY	O	16 3/4	17 1/4	- 1/2	- 2.89	17 1/4	6 7/8	6	1,104	18,492
INTERPUBLIC GROUP	IPG	N	29 3/4	28 3/4	+ 1	+ 3.47	31 1/4	16 3/8	7	2,290	68,127
MARVIN JOSEPHSON	MRVN	O	10 1/4	10 1/2	- 1/4	- 2.38	10 7/8	6 3/4	5	1,854	19,003
MCI COMMUNICATIONS**	MCIC	O	2 1/8	1 3/4	+ 3/8	+ 21.42	3 3/8	1 1/4		16,795	35,689
MOVIELAB	MOV	A	1 3/8	1 3/8		.00	2 5/8	1	6	1,409	1,937
MPO VIDEOTRONICS	MPO	A	5 3/8	4 3/4	+ 5/8	+ 13.15	5 3/8	2 3/8	9	537	2,886
NEEOHAM, HARPER	NDHMA	O	11 1/4	11 1/8	+ 1/8	+ 1.12	11 1/4	5 5/8	6	823	9,258
A. C. NIELSEN	NIELB	O	20	20 5/8	- 5/8	- 3.03	24 5/8	16 3/4	12	10,762	215,240
OGILVY & MATHER	OGIL	O	32	31 1/2	+ 1/2	+ 1.58	33 1/4	17	8	1,805	57,760
J. WALTER THOMPSON	JWT	N	17	16 3/4	+ 1/4	+ 1.49	17 7/8	7 7/8	8	2,649	45,033
TOTAL										56,689	921,954

Electronics/Manufacturing

AMPEX	APX	N	9 1/4	8 1/4	+ 1	+ 12.12	9 1/4	4 3/4	15	10,885	100,686
ARVIN INDUSTRIES	ARV	N	17 3/4	16 1/2	+ 1 1/4	+ 7.57	17 3/4	9 5/8	5	5,959	105,772
CCA ELECTRONICS*	CCA	O	1 1/8	1 1/8		.00	1 1/2	1 1/8	1	897	112
CETEC	CEC	A	2	1 7/8	+ 1/8	+ 6.66	2 3/4	1 1/4	11	2,244	4,488
COHU, INC.	COH	A	2 1/2	2 1/4	+ 1/4	+ 11.11	3 5/8	2	21	1,617	4,042
CONRAC	CAX	N	24 7/8	25 1/2	- 5/8	- 2.45	29 1/8	20	7	1,427	35,496
EASTMAN KODAK	EASKD	N	81 7/8	82 3/4	- 7/8	- 1.05	116 3/4	82 3/4	21	161,347	13,210,285
FARINON ELECTRIC	FARN	O	9 1/2	10	- 1/2	- 5.00	11 1/2	7	13	4,291	40,764
GENERAL ELECTRIC	GE	N	53 1/2	53 1/2		.00	58 3/4	46	14	184,581	9,875,083
HARRIS CORP.	HRS	N	32 7/8	28 1/2	+ 4 3/8	+ 15.35	57 1/4	28 1/2	7	12,142	399,168
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	7/8	1	- 1/8	- 12.50	3 1/8	3/4		2,701	2,363
MICROWAVE ASSOC. INC	MAI	N	23	20 7/8	+ 2 1/8	+ 10.17	23	13 3/4	11	1,320	30,360
3M	MMM	N	53	54	- 1	- 1.85	66 1/2	52 1/2	20	114,240	6,054,720
MOTOROLA	MOT	N	53 1/4	51 1/8	+ 2 1/8	+ 4.15	57 3/4	41 1/4	20	28,353	1,509,797
N. AMERICAN PHILIPS	NPH	N	35 1/4	33 1/4	+ 2	+ 6.01	35 7/8	19 7/8	8	12,033	424,163
DAK INDUSTRIES	OEN	N	10 1/8	10 1/4	- 1/8	- 1.21	12 1/4	7 1/4	9	1,639	16,594
RCA	RCA	N	26 1/2	25 5/8	+ 7/8	+ 3.41	30	18 7/8	13	74,728	1,980,292
ROCKWELL INTL.	RDK	N	34 3/8	32 1/2	+ 1 7/8	+ 5.76	34 3/8	23 3/8	10	31,200	1,072,500
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	21	19 3/4	+ 1 1/4	+ 6.32	21	10 1/4	14	1,657	34,797
SONY CORP.	SNE	N	8 5/8	8 5/8		.00	9 7/8	7 1/4	20	172,500	1,487,812
TEKTRONIX	TEK	N	59 1/2	63 1/4	- 3 3/4	- 5.92	67	44 1/4	16	8,671	515,924
TELEMATION	TIMT	O	3/4	3/4		.00	1	1/4	1	1,050	787
VARIAN ASSOCIATES	VAR	N	16 1/4	15 5/8	+ 5/8	+ 4.00	17 1/4	12	12	6,838	111,117
WESTINGHOUSE	WX	N	17 3/4	17 3/8	+ 3/8	+ 2.15	19 1/8	13	7	87,508	1,553,267
ZENITH	ZE	N	24 7/8	24 7/8		.00	38 1/4	23 5/8	12	18,818	468,097
TOTAL										951,816	39,044,693
GRAND TOTAL										1,777,838	58,908,292

Standard & Poor's Industrial Average

115.1 114.8 +.5

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, 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.

Nothing and no one overlooked: Charles Mechem Jr. of Taft

One May morning in 1972, the opening day for the Kings Island amusement park near Cincinnati, Charles Mechem Jr., chairman of Taft Broadcasting Co., climbed to the top of the park's 330-foot imitation Eiffel tower. He had devoted three years and committed \$32 million of Taft Broadcasting money to construction of the park, and now he was waiting for the gates to open, to watch the crowds come rolling in.

"Suddenly," he recalls, "I got this terrible feeling in the pit of my stomach. 'My god,' I thought, 'what if nobody comes?'"

His fear was needless, of course. About 5,000 people came that first day and by midsummer the daily count had reached 25,000 to 30,000. Last year, through Labor Day, attendance exceeded 2.3 million and gross revenues approached \$30 million. But his momentary attack of opening-day jitters, friends say, typified his concern with making things work, taking nothing for granted.

His eye for detail—and capacity to absorb it—are among the characteristics most frequently noted by people who deal with him regularly. So is his feeling for the people who work with and for him. In the words of one long-time Taft executive, "he's a people person." Outsiders who deal frequently with Taft people seem to be saying essentially the same thing when they comment on what one called "the exceptional degree of loyalty he seems to generate—loyalty and performance."

Charles Mechem was trained as a lawyer and practiced law in Cincinnati for a dozen years. Yet virtually all of his professional life has been closely identified with Taft Broadcasting.

When he got his degree from Yale Law School and was admitted to the Ohio bar in 1955, he went to work for the Cincinnati law firm of Taft, Stettinius & Hollister. But eight months later the Army called. He served as first lieutenant in the judge advocate general corps from 1956 to 1959, then returned to Taft, Stettinius & Hollister.

There he was commandeered immediately by one of the partners, Robert Taft Jr., son of the late U.S. senator and himself a senator later on. "The first day I came in," Mr. Mechem recalls, "Bob Taft told me he wanted to grab me before anyone else did because Taft Broadcasting was going public and he wanted me to work on the arrangements and filings."

That complex project occupied him for the next five or six months and installed him as a regular, with young Bob Taft, in the firm's work on the Taft Broadcasting



Charles Stanley Mechem Jr.—chairman and chief executive officer, Taft Broadcasting Co., Cincinnati; b. Sept. 12, 1930, Nelsonville, Ohio; BA, Miami (Ohio) University, 1952; LLB, Yale Law School, 1955; U.S. Army, judge advocate general corps, 1956-59; with Cincinnati law firm of Taft, Stettinius & Hollister, 1955-56 and 1959-67, partner 1965-67; chief executive, Taft Broadcasting, 1967, chairman since 1968; m. Marilyn Brown, 1952; three children—Melissa, 19; Daniel, 16, Allison, 6.

account. A year or so later, when Mr. Taft ran for and was elected to the state legislature, he asked Charles Mechem to take over the handling of broadcasting matters for the firm. As Taft Broadcasting expanded, it took more and more of his time until, by the mid-1960's, he was devoting at least a third of his working hours to broadcasting. Also during this period he was named to the board and elected secretary of the company, then headed by Hulbert Taft Jr.

When Hulbert Taft was killed in a propane gas explosion at his home in November 1967, Mr. Mechem was named chief executive officer of the company and chairman of the executive committee, and the following year he was elected chairman of the board as well. Thus he was near the center of authority throughout Taft's expansions from a one-station company—WKRC(AM) Cincinnati—into group ownership and its diversification into program production through the acquisition of Hanna-Barbera Productions in 1966, and he has himself spearheaded the further diversification into the ownership and operation of amusement parks.

Broadcasting is still the mainstay of Taft's interests, accounting for 51.6% of net revenues and 78.1% of operating profits in the company's latest fiscal year (ended March 31, 1976). But the amuse-

ment parks by then had grown to 30.6% of revenues and 28.9% of operating profits, while TV and motion picture production and distribution were at 17.7% and 7.8% respectively, and Mr. Mechem is confident it won't be long before the parks represent 50% of revenues.

In Mr. Mechem's view, Taft's expansion into nonbroadcast areas has been a logical and natural progression—from stations to software, or programing, and from there to on-the-scene entertainment of the public in the amusement parks.

Taft now owns the Kings Island amusement center and is engaged in a joint venture with Top Value Enterprises (a subsidiary of the Kroger Co.), which, under Taft management, has built Kings Dominion amusement park near Richmond, Va., and acquired Carowinds, another amusement center, near Charlotte, N.C. Hanna-Barbera has been expanding, too. As of last fall it was supplying some nine and a half hours of Saturday-morning children's TV programing. Among other features it also has produced the theatrical movie, "Charlotte's Web," and currently has another, "Heidi," in production for theatrical release later this year. Its merchandising and licensing division is a steadily growing operation. The Kings Island park also frequently finds itself in the TV business as a location site.

Mr. Mechem regards Taft as being "in the family entertainment business" in all of its operations. "We educate and entertain people," he says, "whether it's through broadcasting or the amusement parks or the Hanna-Barbera film material. It's a job we take very seriously and want to expand and do as well as we can in every aspect."

He is looking to expansion within the three existing fields, not for completely new areas of diversification. He says he is looking seriously for expansion in radio ownership, where FCC limits leave room for two more AM stations and two more FM's. "We've always done well with radio," he says. There is also room for one more UHF television station. Taft's current broadcasting complement consists of six TV's and five each in AM and FM.

Mr. Mechem works a long day, in the office from about 7:30 a.m. to 6:30 p.m. or so, and back on Saturdays, too. For recreation he likes sports, particularly golf, and painting—not the oil-on-canvas kind, but plain old house-painting. A recent long-term project involved an old 26-room "country French" house he bought 10 months ago "that almost defies blow-torching and painting."

But more than anything else, he seems to get the most fun from his work. "We take it seriously," he says, "but it's fun, too. It's a fun company where the people enjoy what they do."

More the merrier

The "fourth network" movement is proliferating, although "fourth network," of course, is a misnomer. Creation of another network with facilities comparable to those of ABC, CBS or NBC is out of the question, because the facilities simply don't exist. Anyone who thinks otherwise need only ask ABC, which has taken almost 24 years to come close to parity in facilities with just two other networks. Or go back a few years and ask D.H. Overmyer.

This is not the sort of thing the fourth-network entrepreneurs have in mind. They are working on limited-network projects that might more aptly be called syndication or, in some cases, barter networks. Their purposes are understandable: They would like better access to national audiences, at lower prices, than they feel is available from the conventional networks in boom times such as these. Success will not be easy. But to the extent that these projects or any of them succeed, not only will the participants gain, but the public will benefit from the creation of additional program choices.

The cause

The popular belief is that there is no chance of passage for the bill introduced once again in this new Congress by Senator William Proxmire (D-Wis.) to repeal the whole of Section 315 and add new guarantees of broadcast freedom to the Communications Act (BROADCASTING, Jan. 17). The one certain way to assure the correctness of that belief is for broadcasters to quit actively supporting Mr. Proxmire in his dedicated efforts on their behalf.

It is difficult to predict how relief from 315 and its equal-time and fairness-doctrine strictures will eventually come, but come it will if broadcasting keeps developing as a journalistic force and broadcasters keep claiming the rights that are due them. On the House side, Chairman Lionel Van Deerlin (D-Calif.) has talked about repeal of equal time and at least a modification of the fairness doctrine as part of his Communications Subcommittee's intended overhaul of the Communications Act. The Proxmires and Van Deerlins need all the encouragement that broadcasters can muster.

Fitness report

Among the many candidates on President Carter's list for the FCC is Geoffrey Cowan, a young lawyer who has dedicated his career to date to the harassment of the commercial broadcasting system that made his father rich. Mr. Cowan is the son of the late Lou Cowan who lost his job as CBS-TV president during the television quiz scandals but who long before that had established himself as a producer of radio and television hits.

The young Mr. Cowan may, as noted, be one member of a large and panting pack, but he alone bears the public endorsements of Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, and Senator Alan Cranston (D-Calif.), the majority whip. It is hard to believe that either of his sponsors has fully examined the qualifications of their nominee.

If they care to reappraise their choice, the Messrs. Van Deerlin and Cranston might start with a petition for FCC rulemaking that has been filed by Mr. Cowan in association with an old sidekick, Tracy A. Westen, who studied under Nicholas Johnson, and a couple of other "public interest" lawyers on behalf of three vaguely constituted organizations in Los Angeles called The

Committee to Eliminate the UHF Handicap in Public Television in Los Angeles, Public Communication Inc. and Advocates for the Arts. The petition, described elsewhere in this issue, makes two unique proposals.

On one hand the FCC is asked to hold a hearing comparing the performances of the current commercial occupants of VHF channels in Los Angeles. At the conclusion, the operator judged to have performed the least valuable service would lose its channel to a noncommercial occupant.

If that procedure were rejected by the FCC, the petitioners propose that the first commercial VHF licensee that decides to sell be required to offer first refusal to a noncommercial buyer—at terms to be determined by the FCC.

One measurement of the inanity of both of those proposals is an opposition filed last week by the organization that would stand to benefit most if a VHF channel in Los Angeles were diverted to noncommercial use—Community Television of Southern California, licensee of the noncommercial KCET(TV) that now occupies channel 28. Although emphasizing its ongoing desire somehow to acquire a VHF assignment, KCET has characterized the Cowan and associates plan as, variously, "impractical," "most disruptive," "unwanted" and in "conflict with provisions of the Communications Act."

KCET could have added, with equal reason, that the plan of Mr. Cowan and associates is utterly irresponsible.

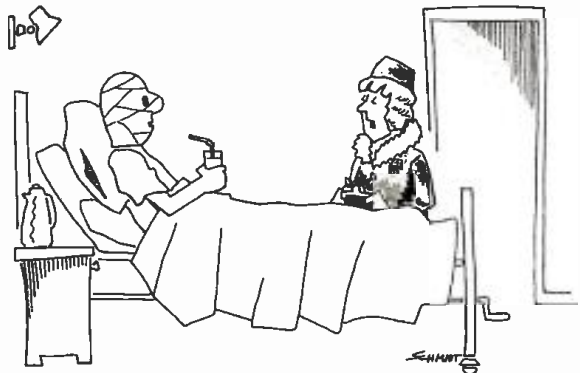
Are those the specifications for membership on the FCC?

Detente

American television broadcasters whose signals are used by Canadian cable television systems have been spared, at least for the next few years, one of two discriminatory restrictions proposed by the Canadian government. The implementation of a Canadian order to delete all commercials from U.S. signals has been postponed.

The other restriction, a law denying tax deductions for Canadian advertising placed on American media, is now in operation, but its full effect will not be felt by U.S. stations for some time. Existing contracts were protected for a year.

The Canadian authorities are to be complimented for easing what had been a policy of outright chauvinism, and the U.S. State Department is to be congratulated for showing the Canadians the inequities in what they had proposed. Maybe things will settle down now along the border.



Drawn for BROADCASTING by Jack Schmidt

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Singular honors for KMOX Radio in 1976.

From *listeners* who have honored us by making this station far and away the audience leader in the St. Louis metropolitan area.

And from *award-givers* who have singled us out for an unusual total of 30 awards in one year in recognition of a wide variety of efforts:

George Foster Peabody Award. For Outstanding and Meritorious Service to Broadcasting, citing 16-part report, "Sleeping Watchdogs," on the laxness of professional and consumer regulatory boards.

Ohio State. Two Awards for Overall Community Service Programming and "Heart Disease: The Number One Killer."

Radio/Television News Directors Association (RTNDA). National and Regional Edward R. Murrow Awards for "The High Society," a 14-part report on drug abuse.

American Bar Association. Gavel Award for year-long anti-crime campaign; Certificate of Merit for series on the small claims court system.

Abe Lincoln Awards to Distinguished Broadcasters. For "community service projects and program innovations that have had far-reaching industry and community impact." Only two awards are presented each year: one to a radio broadcaster and one to a television broadcaster.

Janus Award. For a 30-part report, "Today's Economy: America's Number One Concern." The only award given a commercial radio station nationally.

Associated Press National Broadcasters Award. For Best Overall Cooperation of any station in the United States.

Robert F. Kennedy National Journalism Awards. Citation for "Too Far from Help," a 6-part report on health care in rural Missouri.

Missouri Broadcasters Association. Four First Place Awards: Best Spot News, Best Investigative Reporting, Best Editorials and Best Sports. And four Honorable Mentions: News, Investigative Reporting, Public Affairs and Public Service.

Lincoln University Unity Awards. Two First Place Awards for "Sleeping Watchdogs" and "Autopsy of an All-American City," a 10-part report on East St. Louis, Illinois.

Missouri Radio & Television News Association. Seven out of nine awards given in the Metropolitan Radio Station Category—for KMOX spot news coverage, features and documentaries.

Missouri Associated Press Award. For Best Overall News Coverage in the state.

Freedoms Foundation At Valley Forge Award. For editorials and news series broadcast in a year-long fight against crime in Missouri.

To all who have honored us, our deep appreciation.

To the community which rewards us with its time and attention, our commitment to make tomorrow's effort even more exciting than today's.

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