

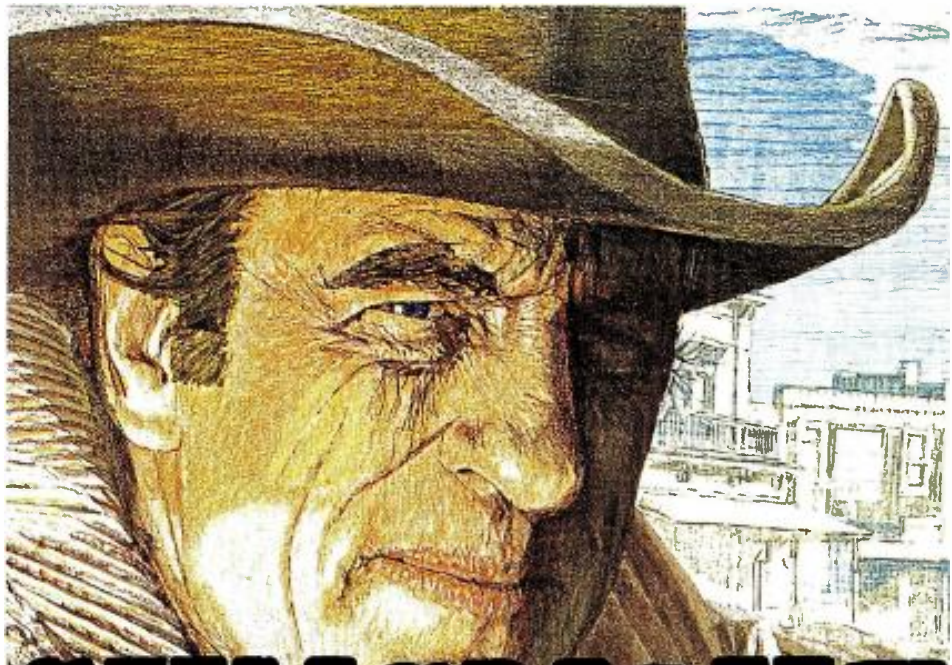
New hope for stability on renewals  
The President's pipeline to the people

# Broadcasting Mar 14

The newsw Weekly of broadcasting and allied arts


Our 46th Year 1977

NEWSPAPER



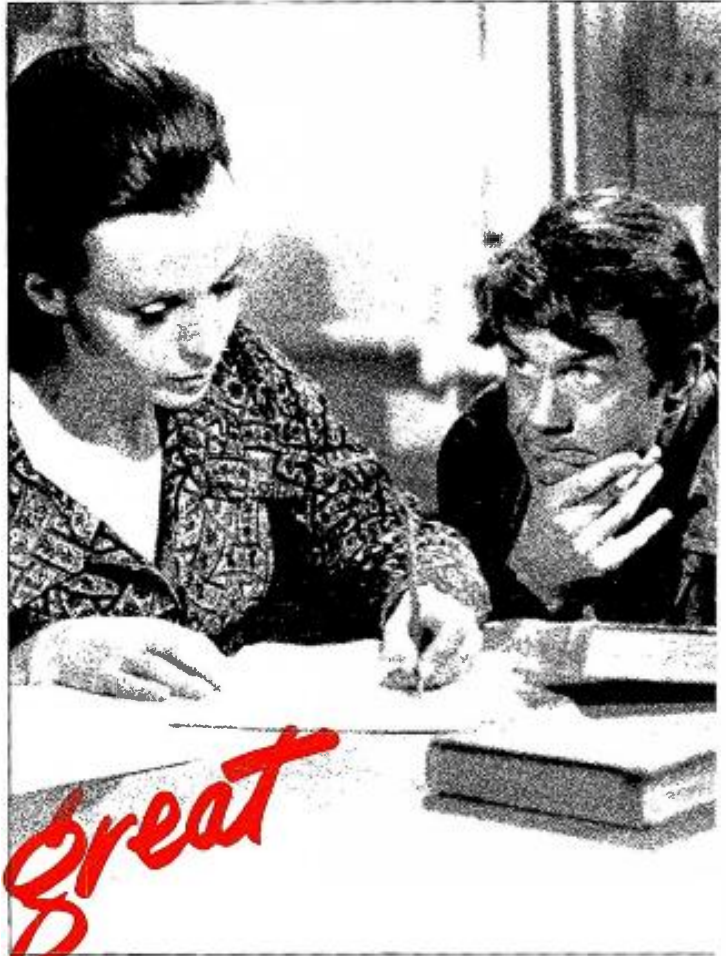
# GUNSMOKE

For the second successive year  
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ARB syndicated program analysis and NSI Report on Syndicated Programs. Nov. 1976.  
Audience estimates subject to qualifications available on request.



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



"Charly"

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

# The Week in Brief

**'SUBSTANTIAL' IS IN** □ And quantitative guidelines are out as the FCC issues its latest policy on comparative renewals. **PAGE 21.**

**SIEGE STORY** □ The local and national broadcast news corps turns out in full force to cover the dramatic events in Washington as more than 100 hostages are held in three separate buildings. **PAGE 22.**

**CHANGE OF COMMAND** □ CPB has a new chairman, Allen Wallis, and a new vice chairman, Gloria Anderson. **PAGE 23.**

**WINDING DOWN** □ The FCC's payola investigation hears from WOJ's Mel Edwards, who denies any wrongdoing. **PAGE 24.**

**MULTIMEDIA PRESIDENCY** □ Jimmy Carter's call-in on CBS Radio is hailed as a success and White House weighs proposals for a follow-up. Latest wrinkle is President's determination to use broadcasting to stay close to the people. **PAGE 25.**

**VAN DEERLIN'S RECRUITS** □ With the proposed rewrite of the Communications Act in the offing, here's a look at the six new members of the House Communications Subcommittee that will be involved. **PAGE 28.**

**FOUR MARKETS FOR DROP-INS** □ The FCC issues its rulemaking to consider short-spaced assignments in Johnstown-Altoona, Pa.; Charleston, W. Va.; Knoxville, Tenn., and Salt Lake City. **PAGE 32.**

**NO LONGER FENCED IN** □ Commissioner Margita White has full latitude to participate in FCC matters now that her husband has moved to a law firm not involved in broadcasting. **PAGE 34.**

**REPEAT WITH EMPHASIS** □ FCC Commissioner James Quello again denounces petitions to deny that are used as a threat. He also criticizes agreements by broadcasters with groups that are not representative of their communities. **PAGE 37.**

**EEO COMPLAINTS** □ Employment practices prompt filings at the FCC against 40 stations' license renewals. **PAGE 38.**

**POST MORTEM** □ Top figures in American politics, the press and other observers participate in NBC's Forum.

that analyzes the primaries, campaign financing, the debates and related issues. **PAGE 40.**

**BASEBALL '77** □ Broadcasters will pay more than \$52 million for the rights to cover the major leagues in 1977. A special reports tells the who, how and how much that will be involved. **PAGE 51.**

**ERASE ONE FOURTH NETWORK** □ The Metronet trial balloon is quietly deflated. The reason: no customers. **PAGE 54.**

**SEAMAN'S FEARS** □ Testifying at the FTC, the SSC&B executive describes the proposed rule on over-the-counter drug advertising as a threat to trade. **PAGE 54.**

**THE HAPPY DETAILS** □ TVB offers some additional information on network television's closest approach yet to a \$3-billion sales year. Sixty-two new accounts in 1976 contributed to the \$600-million gain. **PAGE 56.**

**'THIRD SEASON' ACTION** □ Though dominant in the ratings, ABC-TV plans its replacements for marginal shows. At the same time, NBC-TV comes up with reasons to crow. **PAGE 58.**

**CLEAN-UP TIME** □ The Multimedia stations, along with others in those six markets, start a drive to ban records with obscenities and profanities. **PAGE 60.**

**MIXED RESPONSE** □ President Carter's request for suggestions on how to alleviate the deaf's TV problem prompts ABC to propose a conference. NBC questions the worth of closed-captioning. **PAGE 61.**

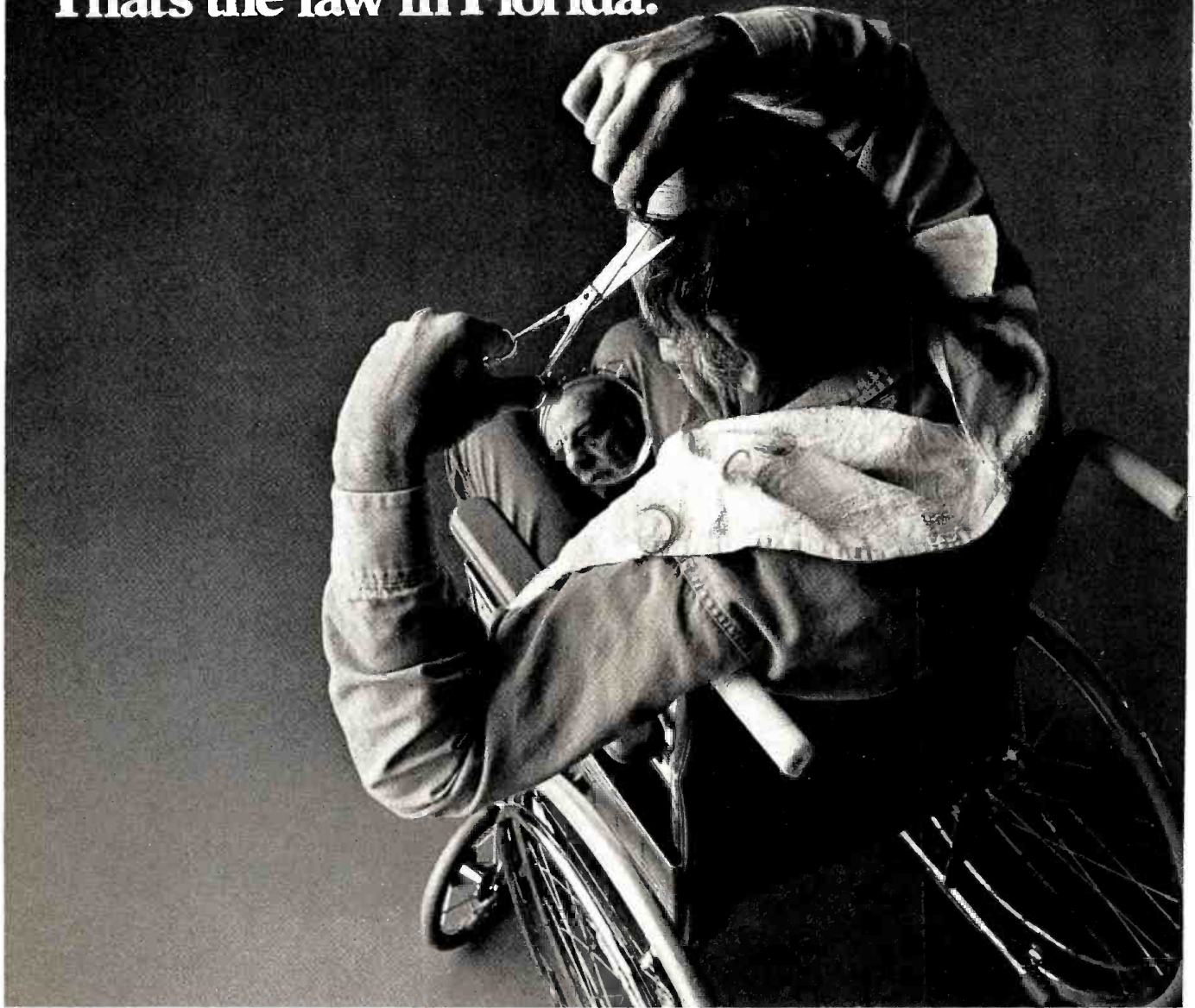
**RCA'S SALARIES** □ Griffiths, Conrad and Goodman top the scale, according to a company statement. RCA also issues its annual report that shows broadcasting led all other divisions in a year that saw over-all income up 57%. **PAGE 62.**

**FCC TOO STRICT** □ That's the charge cable makes as it fights a proposal that would prevent its use of navigational frequencies. **PAGE 65.**

**HAPPY TIMES FOR MARSHALL** □ Garry Marshall, one of the hottest writers-producers in TV, has no urge to head his own production company, and is happy being part of Paramount Television in charge of three ABC-TV comedies. **PAGE 65.**

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# The trip to his neighborhood barber costs him \$40. That's the law in Florida.



It's just a mile to the nearest barber. But it costs him \$17 base charge plus \$1.06 a mile to get there using a wheelchair transportation service. Double that for round-trip. Add on a \$5.00 waiting charge. That's \$40 he's spent before the barber ever cuts one single hair.

Steve Dawson and Eric Anderson of WTLV-TV, the Harte-Hanks station in Jacksonville, decided to find out who was responsible for this tragedy.

Their investigation uncovered the culprit. The Florida state government. Under a new state law, the Florida Public Service Commission has imposed fixed prices on the wheelchair transportation companies.

Instead of stabilizing or lowering the prices, they raised them. They've even forced non-profit organizations to charge the fixed price. In effect, they've cut these people off from the outside world.

We're proud of the effort WTLV's Action News team made to bring this problem out into the open. WTLV has given top priority to improving its news product. A new anchor team, an aggressive attitude and new ENG facilities will help keep Jacksonville residents well-informed about daily local events.

This copyrighted story has caused concerned citizens to call for an investigation by the Governor. Now more than ever, Floridians understand that while being handicapped is a hardship, to also be handicapped by politics is an injustice.

## Opening new channels of understanding



**HARTE-HANKS TELEVISION GROUP**

KENS-TV, San Antonio, Texas; WTLV-TV, Jacksonville, Florida;  
WFMY-TV, Greensboro, North Carolina.

## Convention crunch

National Association of Broadcasters is bracing for monster convention in Washington March 27-30. Preregistration (more than 3,000 last week) is running far ahead of last year's for convention in Chicago. All hotel rooms originally reserved by NAB have been snapped up; association is on trail of 500-1,000 more. NAB has found 90,000 square feet of exhibit space in three headquarter hotels, says it could sell 125,000 if space were there. (At Chicago last year 95,000 feet of exhibits set record.)

Measured by size, convention looks successful, but NAB staff is complaining that arrangements are pain in neck—largely because of dispersion of exhibits among three main hotels. Not only that, dates of Washington's annual Cherry Blossom Festival have been picked to coincide with NAB's. Festival draws tourists in abundance. It's not likely NAB will return to Washington in future until city builds convention center, staffers say.

## Curtain raiser

Top brass at National Association of Broadcasters is optimistic that President Jimmy Carter will appear at opening session of convention. If hopes prove true, it'll be coup. Mr. Carter ducked annual banquet of Radio Television Correspondents Association fortnight ago, though it's traditional for Presidents to attend that event at least in their first year in office.

## Spotty spot

Combination of severely cold weather early this year and high level of sales year ago is keeping first-quarter spot TV picture from looking as bright as many broadcasters had hoped for. Sales authorities say there was perceptible cutback in many areas where bitter cold curtailed store traffic and energy shortage cut store hours. Some, however, report big gains in warmer markets.

Another factor making comparisons difficult is that last year's first quarter was so good—up nearly 30% over 1975's. Even so, sampling indicates first-quarter national business is running from flat to about 10% ahead of year-ago level. Network sales activity meanwhile is said to be mostly matter of backing and filling, making adjustments here and there in schedules that are basically sold through third quarter.

## Confeds are coming?

Revival of talk about "confederation" is being heard, largely in radio station circles,

stimulated by approach (March 27-30) of annual convention of National Association of Broadcasters in Washington. First step presumably would be effort toward fusion of what is now National Radio Broadcasters Association with NAB's radio division.

Managing director of NRBA since last September is Al King, who few months earlier left NAB after 21 years. He reports that NRBA membership increased by 25% in past year and now totals 850 stations, about equally divided between AM and FM. This is far cry from NAB's radio membership of 2,409 AM and 1,694 FM stations.

## Off the road

FCC is moving, but cautiously, toward adoption of regulations permitting general use of roadside radio. Staff last week submitted proposal that would limit roadside radio use to governmental or semi-governmental (such as municipal airport) authorities at low power (sufficient only to carry voice mile or mile and a half). Entertainment would be prohibited. Aim would be to provide motorists with specialized information (what airport parking lots are available, for instance).

Nevertheless, commissioners, apparently heeding broadcasters' expressions of concern, were not persuaded protections against service turning into competitive medium were adequate. So now consideration is being given to policy that would require applicant for roadside radio service to seek waiver of existing rules. Commissioner James Quello is said to be leading spokesman for restricted service.

## Raising voices

President Carter is expected soon to ask Congress to appropriate \$48 million for additional transmitters for Voice of America and Radio Free Europe/Radio Liberty. Plan, submitted to White House shortly before President Ford completed his term, was produced by representatives of various cabinet officers and international broadcasting groups. It calls for 28 new transmitting facilities—11 for RFE/RL in Europe and, for VOA, five in Europe, eight in western Pacific and four in Africa.

## Waiting to see

Reports from affiliates who attended CBS-TV regional "miniconference" at Houston weekend ago indicate network officials made persuasive case for their efforts to achieve prime-time ratings turnaround. President Robert Wussler

also reportedly told them changes in network's program philosophy include not only greater emphasis on miniseries and made-for-TV movies but determination to grab young audience early, avoid clustering weaker shows late in evening. Affiliates were told about programs in development but won't get to see them until, probably, general affiliates meeting in May.

## Extended vacancy

There is still no decision on person to fill revived position of TV vice president at National Association of Broadcasters. Staff reportedly has two or three possibilities, one of whom, official with another trade association in Washington, was discussed at NAB executive committee meeting in Washington last week. Committee was never told his name, though, and no decision was made.

Not everybody on NAB board wants TV vice president. Kitty Broman of Springfield TV Broadcasting, Springfield, Mass., vice chairman of NAB TV board, says she wouldn't care if position wasn't filled and that several others on TV board agree with her. She is deferring, however, to joint board chairman, Wilson Wearn of Multimedia Inc., Greenville, S.C., who is said to want post filled.

## Meeting the people

Executive committee of National Association of Broadcasters last week endorsed idea of conducting conversations with public next fall to discuss TV sex and violence. Point would be to talk with public about expanded TV code guides against offensive programming, which NAB executives hope to have finished by fall. Meetings would take form of hearings, much like FCC's regional meetings in recent years, and would be piggy-backed on NAB's regular fall regional conference.

## Back to the forest

First major casualty of highly touted new access shows introduced at NATPE last month is Sandy Frank Film Syndication's *Robin Hood*. Mr. Frank started marketing *Robin* as straight cash sale at NATPE, soon concluded that not enough stations would buy, got tentative commitment from Nabisco and its agency, Parkson Advertising, to go with barter-type arrangement. But Parkson said budget wasn't there for Nabisco when time came to sign contracts earlier this month, so series, which was to be produced by Yorkshire/Trident of Great Britain, dies aborning. It's said to be \$200,000 loss for Sandy Frank.

# Business Briefly

**Phillips** □ Petroleum company is planning 13-week spot-TV campaign starting in late March. Tracy-Locke Advertising, Dallas, will place spots in 40 markets in fringe and sports time periods, aiming towards men, 18-49.

**Uniroyal Tires** □ Tire manufacturer is arranging 34-week spot-TV campaign beginning in early April. Ogilvy & Mather, New York, will place spots in 65 markets during special and fringe-time viewing, gearing spots to men, 18-49.

**Allegheny Airlines** □ Airlines is arranging four-week spot-TV drive beginning in early April. J.W. Thompson, Washington, will place TV spots in 21 markets during fringe, special and news hours, targeted to men, 18-54.

**Sunbeam** □ Company has two-week spot-TV campaign set for its small appliances beginning in mid-April. Foote, Cone & Belding, Chicago, will schedule spots in eight markets, zeroing in on women, 25-54.

**General Electric** □ Appliance firm will place three-week TV spotlight on its dishwashers and microwave ovens beginning in mid-April. Fromm Inc., Kansas City, Mo., will place spots in about 30 markets during fringe and daytime viewing hours, aiming to reach all women.

**Borden** □ Sacramento tomato juice will be featured in three-week spot-radio promotion beginning in mid-April. Campbell-Ewald, Detroit, is gearing

commercials to adults, 18-34.

**Renault** □ French car manufacturer is arranging six-week spot-radio drive starting in April. Marsteller, New York, will place spots in about 18 markets, gearing spots to adults, 18-34.

**Hasbro** □ Game and toy company will launch 13-week spot-TV promotion for various products starting in early April. Benton & Bowles, New York, will place spots in at least 20 markets during children's time periods.

**Lifesavers** □ Candy will get eight-week spot-radio campaign beginning in late March. Dancer-Fitzgerald-Sample, New York, is gearing spots to teen-agers.

**Dannon** □ Yogurt company will feature Frozen Danny yogurt in three spot-TV flights in mid-March, late April and June, running three to four weeks each. Marsteller, New York, will place spots at fringe-time periods in 20 markets, seeking adults, 18-49.

**Levi Strauss** □ Boys' clothing will get four-week spot-TV promotion beginning in late March. Foote, Cone & Belding/Honig, San Francisco, will place TV spots in at least 30 markets in daytime and children's time viewing, seeking to reach children, 2-11.

**Dr. Pepper** □ Soft drink will get six-week spot-TV promotion starting in mid-April. Eagle Advertising, Dallas, will arrange spots in daytime, fringe and prime-time hours to reach viewers, 12-49.

**Allen Products** □ Company is planning TV flights in early and mid-April for its Alpo dog food. Weightman Advertising, Philadelphia, will place spots in 23 markets to reach women, 25-64.

**Miller** □ Beer company is planning six-week spot-radio buy beginning in early April. McCann-Erickson, New York, will schedule spots in 15 markets to reach men, 18-49.

**Citibank** Bank corporation is mapping 10-week spot-radio drive beginning in late March. Wells, Rich & Green, New York, will place spots in five markets including Albany and Syracuse, both New York. Men, 25-49, are target audience.

**Schick** Personal care products company is arranging five-week spot-TV campaign for its hair styler beginning in mid-April. Dancer-Fitzgerald-Sample, New York, will seek spots in top-20 markets, gearing them to women, 18-34, in daytime, access, news, weekend, prime, early and late fringe periods.

**Jack in the Box** □ Division of Ralston Purina is planning five-week spot-TV promotion for its Jack-in-the-Box restaurants starting in late March. Gardner Advertising, St. Louis, will buy spots in about four markets in news, fringe and prime periods, looking for adults, 18-49.

**Curtiss Candy** □ World Series candy bars will be featured in 18-week spot-radio campaign starting in late March. Lee King & Partners, Chicago, will place spots in three markets, gearing them to teen-agers and adults, 18-49.

**Ace Hardware** □ Hardware corporation readies five-week spot-radio buy starting late in March. D'Arcy-MacManus & Masius, Chicago, will place spots in about 18 markets, searching for men, 25-49.

**Firestone** □ Tire manufacture is arranging seven-week spot-radio flight beginning in late April. Sweeney & James, Cleveland, will place spots in 15 top markets, zeroing in on men, 18-24.

**Cadbury** □ Chocolates will get three, three-week spot-TV flights beginning in mid-March, early April and May. Young & Rubicam, New York, will place spots in 20 markets in daytime and fringe periods, searching for women, 18-49, and children, 6-17.

**White Castle** □ Restaurant chain is scheduling three-month spot-TV promotion starting in late March. Warner P. Simpson Advertising, Columbus, Ohio, will place spots in fringe-time hours in about six markets to reach children, teen-

## BAR reports television-network sales as of Feb. 20

ABC \$161,631,400 (33.7%) □ CBS \$156,125,300 (32.5%) □ NBC \$162,268,100 (33.8%)

Day parts	Total minutes week ended Feb. 20	Total dollars week ended Feb. 20	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	153	\$ 909,200	997	\$ 5,713,700	\$ 5,143,100	+11.1
Monday-Friday 10 a.m.-6 p.m.	1,016	15,647,800	6,927	101,220,400	88,406,200	+14.5
Saturday-Sunday Sign-on-6 p.m.	318	7,579,700	2,563	66,478,900	54,072,200	+22.9
Monday-Saturday 6 p.m.-7:30 p.m.	100	3,913,700	731	27,610,700	22,370,900	+23.4
Sunday 6 p.m.-7:30 p.m.	28	1,349,700	178	9,792,000	8,362,700	+17.1
Monday-Sunday 7:30 p.m.-11 p.m.	418	35,636,400	3,030	239,244,600	196,980,900	+21.5
Monday-Sunday 11 p.m.-Sign-off	207	4,544,600	1,434	29,964,500	25,398,600	+18.0
<b>Total</b>	<b>2,240</b>	<b>\$69,581,100</b>	<b>15,860</b>	<b>\$480,024,800</b>	<b>\$409,734,600</b>	<b>+17.2</b>

Source: Broadcast Advertisers Reports



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Citizens of East Michigan rely on natural resources for their major economic activity—tourism.

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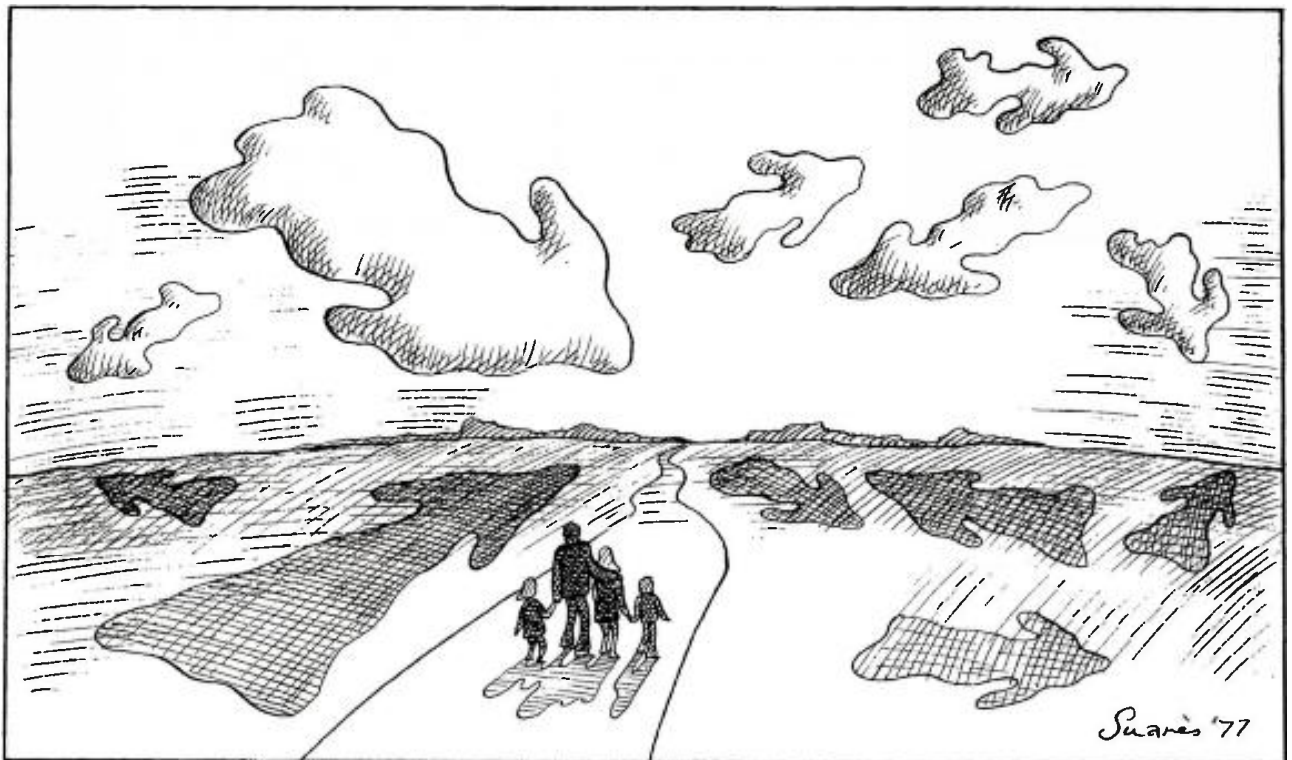
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<b>WWTV</b> Cadillac	<b>WWUP-TV</b> Sault Ste. Marie	<b>WJFM</b> Grand Rapids	<b>WKJF(FM)</b> Cadillac	<b>WWAM</b> Cadillac	<b>KMEG-TV</b> Sioux City

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- WZUU-AM-FM Milwaukee: Eastman Radio, New York.
- Wscv(AM)-WSLE(FM) Peterborough, N.H.: Queen Co., Boston.
- WABK(AM)-WKME(FM) Augusta-Gardiner, Me.: Kadetsky Broadcast Properties, Boston.

agers and adults, 18-49.

**J.P. Stevens** □ Utica sheets will get two-week spot-TV drive beginning in early April. Clyne Co., New York, is mapping TV spots in eight markets during fringe and daytime periods, looking for women, 25-54.

**Alleen** □ Womens sportswear company maps four-week spot-TV campaign for early next month. Air Time, New York, will place spots in about 10 markets in fringe and prime time hours, to reach, women, 18-49.

**Meadowgold** □ Margarine will get 21-week spot-TV promotion beginning in late March. Biddle Co., Chicago, will seek spots in one market at news-time periods, gearing them to women, 25-64.

**Anderson-Little** □ Clothing manufacturer and retailer is planning six-week spot-radio drive starting in late March. H. Cabot & Co., Boston, will arrange spots in 43 markets, aiming to reach adults, 18-49.

**Wetex** □ Sponge cloths will launch four-week spot-TV campaign in late March. Hicks & Greist, New York, is scheduling spots in one market during daytime fringe and prime-time periods, zeroing in on women, 25-54.

**Metaframe** □ Living World aquarium products will be featured in what is probably its first use of network TV beginning in early March for six weeks. DKG Advertising, New York, will schedule TV campaign on such programs as *The Tonight Show*, *Tomorrow* and CBS's *Late Show*, gearing towards adults, 18-49.

**Pearl Brewing** □ Beer will get six-week spot-radio promotion starting in late March. SFM Media, New York, will arrange spots in about 10 markets to reach men, 18-49.

**Wilson Foods** □ Company features Masterpiece ham in three-week spot-TV buy beginning in late March. Tracy-Locke Advertising, Dallas, will buy into 19 markets at fringe, daytime and prime-time periods, looking for women, 18-49.

**Frank's** □ Nursery and craft store chain

engages five-week spot-radio campaign beginning early April. Yaffe Stone August, Southfield, Mich. will place spots in 12 markets. Demographic target is women, 25-64.

**Super Foods** □ Food service is scheduling 17-week spot-TV drive beginning in late March. Byer & Bowman Advertising, Columbus, Ohio, will buy spots in four markets in daytime and fringe-time hours to reach women, 25-54.

**Empire** □ Company is arranging six-week spot-TV buy for its Roaring Hot bicycle in early April. Chase/Ehrenberg & Associates, Chicago, will place spots in 35 markets during children's viewing time.

**Crown Zellerbach** □ Consumer products division will place nine-week TV spotlight on its Marina bathroom tissue beginning in mid-April. D'Arcy-MacManus & Masius, San Francisco, will schedule spots during daytime, prime, access, news, weekend and early fringe periods in 20 western markets, aiming to reach women, 25-54.

**Staley** □ Company will feature Sno-Bol cleaner in two-week spot-radio push beginning in mid-April. SMY, Chicago, will schedule spots in eight markets to reach women, 25-49.

**Durand** □ Cristal d'Arques, imported French glassware, will get five-week spot-TV campaign starting in mid-April. Norman, Craig & Kummel, New York, will place spots in four markets during fringe-time, daytime and prime-time hours, seeking women, 18-49.

**Gas Appliance Manufacturers Association** □ Trade association is planning promotion beginning in early May. Holland-Wallace Co., Little Rock, Ark., will gear spots to adults, 25 and over, in at least 100 markets.

**Elaine Powers** □ Figure salon is planning two four-week spot-TV campaigns beginning in April and May. Stephan & Brady, Madison, Wis., will place spots in at least 15 markets during fringe-time, daytime and prime-time periods, searching for women of all ages.

**Supersweet Feeds** □ Feed company for farm animals is mapping 13-week spot-radio push beginning in August. Wm. L. Baxter Advertising, Minneapolis, will seek spots in 20 markets, gearing them to men, 18-49.

**Ciba Gelgy** Company will feature Alfatox alfalfa in three-week spot-radio campaign starting in early April. Keenan & McLaughlin, New York, will place spots in 29 markets to reach farmers.

**Lesney** □ Game and toy company has five-week TV drive set for its matchbox cars beginning in mid-March. Air Time, New York, will gear spots to children, 6-11, and adults, 18-49, in fringe-time and prime-time hours.

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John M. Dempsey, *assistant editor*.  
Douglas Hill, *staff writer*.  
Diane Burstein, *editorial assistant*.

Winfield R. Levi, *general sales manager*.  
David Berlyn, *Eastern sales manager*.  
Ruth Lindstrom, *account supervisor*.  
Harriette Weinberg, *advertising assistant*.  
Hollywood: 1680 North Vine Street, 90028.  
Phone: 213-463-3148.  
Bill Merritt, *Western sales manager*.  
Sandra Klausner, *editorial-advertising assistant*.



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

# 2712



## METROMEDIA vs METROMEDIA

Once again, in the 1976 International Radio Programming Forum Competition, sponsored by Billboard Magazine, the Metromedia Stations discovered that their greatest competition was their sister stations. It was virtually Metromedia versus Metromedia. In 18 categories Metromedia received 27 nominations, 12 awards.

Metromedia station managers take pride in their independent thinking -independent programming. We aren't shackled by network edicts. We aren't strangled by corporate bureaucracy. Intent CAN become action. What does this mean to media planners? This vitality results in listener involvement. Each Metromedia station is an integral part of the community it serves. Yes, we win many awards, but most importantly by delivering loyal listeners we win in the marketplace.

**MM** METROMEDIA RADIO  
REPRESENTED NATIONALLY BY METRO RADIO SALES

### NOMINATIONS

#### Station of The Year:

WOMC DETROIT Adult Contemporary  
WASH WASHINGTON, D.C. Adult Contemporary  
WCBM BALTIMORE Adult Contemporary  
KSAN SAN FRANCISCO Progressive  
WNEW-FM NEW YORK Progressive  
KLAC LOS ANGELES Country

#### Program Director of The Year:

SCOTT MUNI  
WNEW-FM NEW YORK Progressive  
BONNIE SIMMONS  
KSAN SAN FRANCISCO Progressive  
BOB HUGHES  
WASH WASHINGTON, D.C. Adult Contemporary  
BRUCE HOLBERG  
WCBM BALTIMORE Adult Contemporary  
HAL SMITH  
KLAC LOS ANGELES Country

#### Air Personality of The Year:

PETE FORNATALE  
WNEW-FM NEW YORK Progressive  
BOB McCLAY  
KSAN SAN FRANCISCO Progressive  
ALISON STEELE  
WNEW-FM NEW YORK Progressive  
FRANK TERRY  
KNEW OAKLAND Country  
GENE KLAVAN  
WNEW NEW YORK Adult Contemporary

#### Newscaster of The Year:

ED TOBIAS WASH WASHINGTON, D.C.

#### Grand International Awards:

##### (Best In The World)

ALISON STEELE Air Personality  
GENE KLAVAN Air Personality  
BOB HUGHES Program Director  
KSAN Station

#### Special Programming Awards:

KNEW OAKLAND Entertainment Program  
"How The West Was Sung"  
KSAN SAN FRANCISCO News Documentary  
"The Decline and Fall of Western Civilization  
In Song and Dance"  
KSAN SAN FRANCISCO Public Service Program  
"World Hunger Special"  
WASH WASHINGTON, D.C. Public Service  
Program "World Hunger Special"  
KSAN SAN FRANCISCO Best Station  
Produced Commercial  
KSAN SAN FRANCISCO Best Station Produced  
Public Service Announcement

### AWARDS

#### Station of The Year:

KSAN SAN FRANCISCO Progressive

#### Program Director of The Year:

BOB HUGHES  
WASH WASHINGTON, D.C. Adult Contemporary

#### Air Personality of The Year:

ALISON STEELE  
WNEW-FM NEW YORK Progressive  
GENE KLAVAN  
WNEW NEW YORK Adult Contemporary

#### Newscaster of The Year:

ED TOBIAS WASH WASHINGTON, D.C.

#### Grand International Awards:

##### (Best In The World)

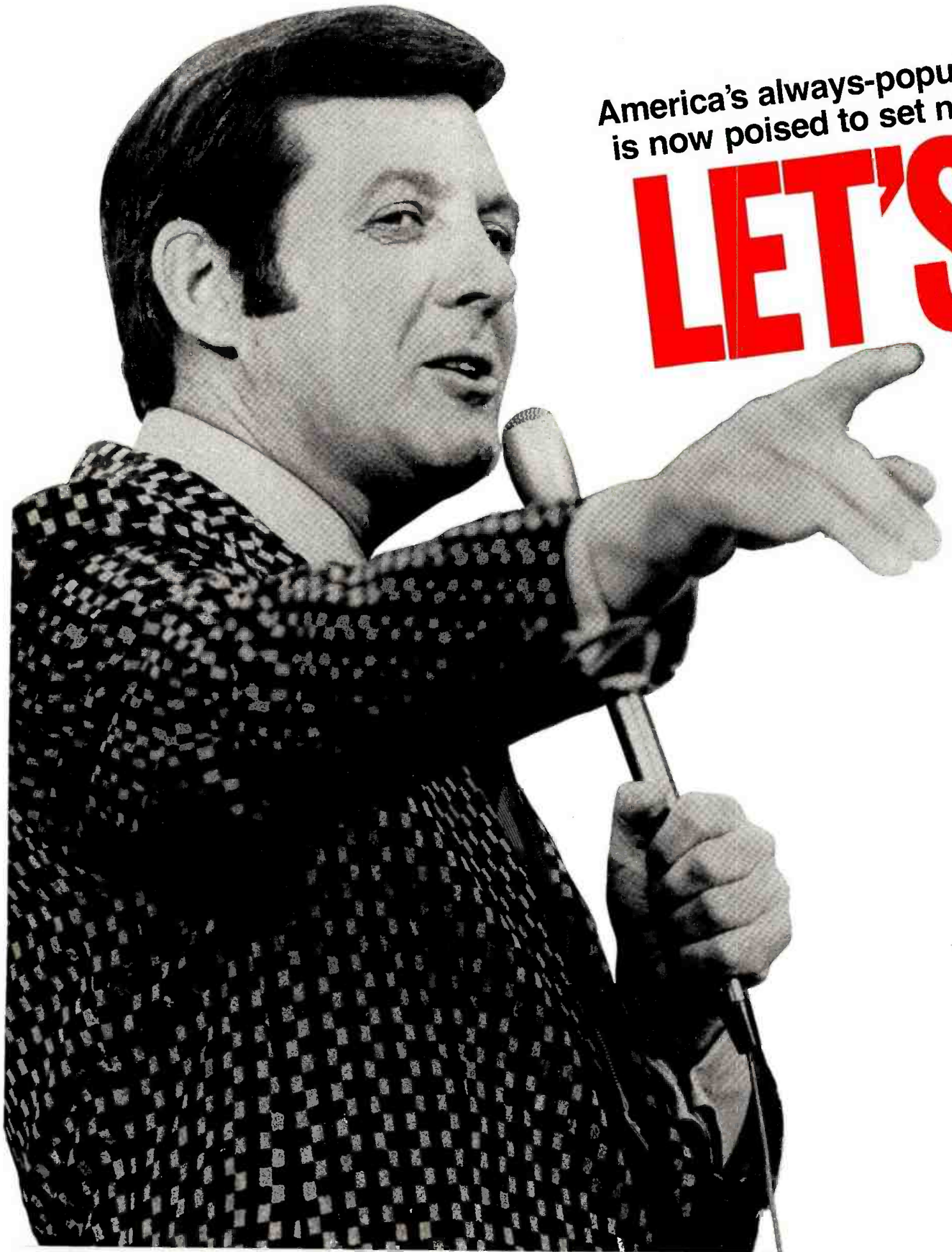
GENE KLAVAN Air Personality  
BOB HUGHES Program Director

#### Special Programming Awards:

KNEW OAKLAND Entertainment Program  
"How The West Was Sung"  
KSAN SAN FRANCISCO News Documentary  
"The Decline and Fall of Western Civilization  
In Song and Dance"  
KSAN SAN FRANCISCO Public Service  
Program "World Hunger Special"  
WASH WASHINGTON, D.C. Public Service  
Program "World Hunger Special"  
KSAN SAN FRANCISCO Best Station Produced  
Public Service Announcement

America's always-popular  
is now poised to set ne

**LET'S**



Longest-running, audience participation game-show  
records for local programmers every day of the week.

# MAKE A DEAL

After 13 smashing years on network television, 5 years on NBC daytime and 8 years as the keystone of ABC's daytime block in addition to 2 years in network primetime and 6 glorious years as America's favorite primetime access game-show...

**LET'S MAKE A DEAL**—for the first time in the long history of this program phenomenon—is now available to local stations on a Monday-Friday basis.

**LET'S MAKE A DEAL**—starring television's most popular, most loved host, Monty Hall—is the best deal around.

Deal today for the biggest blockbuster strip now available in your market.



**WORLDVISION**  
**ENTERPRISES INC.**

**The World's Leading Distributor  
for Independent Television Producers**

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,  
Sydney, Toronto, Rio de Janeiro, Mexico City, Munich, Rome

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from John D. Chapman, vice president, marketing, Taft Broadcasting Co., Cincinnati.

## Taft the medium and Taft the advertiser

Taft Broadcasting Company, one of the original group broadcasters, has expanded its range of operations into other phases of entertainment and family leisure-time activities. We now have companies involved in the design, construction and operation of high quality family amusement-park complexes, network sales, mobile filming equipment, program syndication sales, character licensing and merchandising, as well as condominium development, travel, tennis and swimming centers.

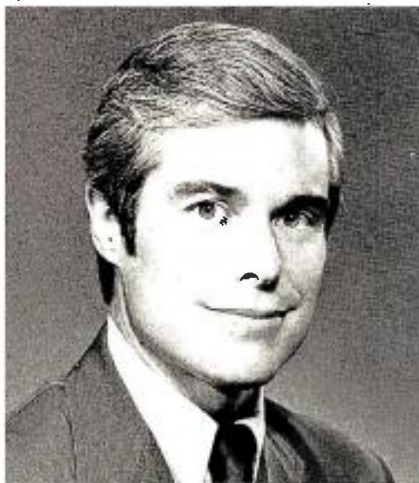
In 1966, Taft became involved in the field of cartoon animation through the acquisition of Hanna-Barbera Productions. Hanna-Barbera, part of the Taft West Coast Group, produces popular television programs and characters—Scooby Doo, Yogi Bear, the Flintstones, the Banana Splits. As a natural evolution of our Hanna-Barbera involvement, Taft entered the amusement-park industry in 1969. The Taft Amusement Park Group incorporates the Hanna-Barbera characters as an integral part of each of its theme parks. Children can come and see Yogi or Scooby where they “live,” in the Taft parks.

Presently, the Taft Amusement Park Group operates three regional theme parks: Kings Island, the company's wholly owned park, located near Cincinnati; Kings Dominion near Richmond, Va., and Corowinds, near Charlotte, N.C. Taft and Top Value Enterprises, a division of Kroger Co., own the latter two theme parks through a joint venture, Family Leisure Centers Inc.

The creative diversity of the company has enabled it to build on the awareness and excitement already generated by the popularity of the Hanna-Barbera television characters. Taft's years of broadcasting experience have also proved to be an invaluable asset in planning and executing an aggressive marketing strategy for its Amusement Park Group. This strategy places heavy emphasis on television and radio.

Kings Island, the first and largest of the Taft family entertainment centers, serves as an example of Taft's use of broadcasting in its marketing strategy. Kings Island established four major advertising goals for 1976: (1) Build awareness of new attractions; (2) generate repeat business; (3) create greater awareness of Kings Island as a family entertainment complex, and (4) develop awareness of special events. Four basic media were then selected to achieve these objectives: television, radio, print and outdoor.

Research among Kings Island's patrons indicated that our target audience is



John D. Chapman is responsible for coordinating the marketing efforts of Taft Broadcasting and its three groups. Mr. Chapman was elected to the newly created position of vice president/marketing, last July. Previously, he had served as director of sales and marketing of Taft's Amusement Park Group. Mr. Chapman has been with Taft for eight years, serving first as manager of the Broadcast Group's Cleveland sales office. He left the company in 1968 to serve as vice president of the Welcome Radio group. In 1971, Mr. Chapman returned to Taft as general manager of its WKRC-AM-FM Cincinnati.

defined as follows: adults 18-49 (heavy emphasis on 18-34), children 2-11 and teen-agers, 12-17. The common denominator that appeals to all segments of the market is the over-all concept of Kings Island as being a place to escape and have fun.

To reach our target audience, Kings Island's marketing strategy emphasized broadcast media, especially television. Because of television's universal, all-family appeal, it was used as our primary medium. During April and May, Kings Island purchased 400-500 GRP's per week in each of the primary markets and during June, July and August ran sustaining schedules of 200-300 GRP's per week. In order to achieve our relatively high GRP levels we used a combination of 10's and 30's. We used early and late fringe, prime time, plus Saturday and Sunday mornings, which were used to appeal directly to children. While reach was the purchasing intent, the prime objective remained frequency.

In all instances, radio buys accompanied television. One of radio's great assets is its flexibility and thus radio was used not only to convey our general selling message, but also for all promotional activity. The radio commercials were mostly 60's, using a 10-

second doughnut for special promotional announcements. Spots were scheduled throughout the week during morning and afternoon drive time. Our sustaining schedules were placed primarily on MOR stations, while the promotional buys were directed to country or rock stations, depending on the promotion. We also were a partial sponsor on the Cincinnati Reds baseball network.

Broadcast had the highest media priority as indicated by the media spending schedule for 1976. TV was allocated 57%, radio 28%, print 12% and outdoor 3%.

With the above goals and media mix in mind, the proper positioning of the creative selling message for Kings Island's advertising can be somewhat difficult to achieve. The product being offered is neither a consumer goods item nor a retail item. The nature of its value rests somewhere in between, in a world of fantasy. The advertising, therefore, needs to communicate all of the fun, happiness, excitement, fantasy and escape inherent in the enjoyment of Kings Island.

Jonathan Winters was chosen as our commercial spokesman, because he was perceived to be a recognizable performer who stands for entertainment and enjoyment. He embodied those attributes Kings Island offers in the experience of its product. In addition, his various characters could provide numerous opportunities to show the entertainment experiences available at Kings Island.

In addition to the characterizations, Jonathan Winters also appeared in some segments as himself, adding his very credible personal endorsement. Utilizing a mixture of 30's and 10's in television, and 60's in radio, the cumulative effect was both informative, in terms of highlighting specific features of the park, and entertaining. The end result was a “bigger-than-life” impression of the Kings Island complex.

The strategy of using name talent to increase recall and the effectiveness of message delivery of key copy points was very successful. Our research indicates that over 89% of the respondents recalled Kings Island advertising, the majority remembered Jonathan Winters as the spokesman and the majority of the respondents felt Jonathan Winters was a suitable spokesman for Kings Island.

Taft's use of broadcast has increased both awareness and usage dramatically. Our record of growth substantiates this. Having fun is easy. But marketing fun can be more difficult. We feel that the best way to sell fun and family entertainment is through broadcasting. That's not surprising, however. Broadcasting is our middle name.



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

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

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

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

The footage was edited for broadcasting and an exciting

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

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

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

It’s solid proof that you don’t

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

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

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

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

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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

The creative film look. It sells.



# Datebook<sup>®</sup>

■ indicates new or revised listing

## This week

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

■ **March 14**—*FCC's* new deadline for comments to Westinghouse Broadcasting's petition for reconsideration of part of network inquiry (Doc. 21049). Petition requests separate proceeding to consider adoption of rules requiring networks to give affiliates "reasonable opportunity" to preview entertainment programs. Replies are due March 24. FCC, Washington.

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

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

**March 14**—*FCC's* new deadline for comments to

petition to amend its rules regulating rates and conditions for leased channel access (RM-2825). FCC, Washington.

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

**March 15**—Deadline for application forms for *Radio Television News Directors Association's* annual awards. Information: Dave Partridge, awards committee chairman, WIS(AM) Columbia, S.C.

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

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

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

■ **March 16**—*Connecticut Broadcasters Association* sales and management seminars. Waverly Inn, Cheshire.

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

**March 18**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Copley-Plaza, Boston.

**March 18**—*Pacific Pioneer Broadcasters* luncheon salute to TV actress-singer Gale Storm. Sportsmen's Lodge, Studio City, Calif.

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

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

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

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

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

## Also in March

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

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

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

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

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

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

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

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

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

**March 27-30**—*National Association of Broadcasters* annual convention. Shoreham Americana Sheraton Park and Washington Hilton hotels, Washington.

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

■ **March 28**—*Colorado Broadcasters Association* legislator reception. Shoreham hotel, Washington.

■ **March 28**—*Louisiana Association of Broad*

## Major meetings

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

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

■ **April 22-27**—*MIP-TV '77*, 13th annual international marketplace for producers and distributors of television programming. Palais des Festivals, Cannes, France.

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

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

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

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

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

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

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

**June 11-16**—*Broadcast Promotion Association* 22d annual seminar. Beverly Hilton hotel, Los Angeles. 1978 convention will be June 17-20. Radisson Downtown, Minneapolis; 1979 convention will be June 9-14. Queen

Elizabeth hotel, Montreal.

■ **June 27-30**—Meeting of the *National Association of Broadcasters* joint, radio and TV boards. Williamsburg Lodge and Williamsburg Inn, Williamsburg, Va.

**Sept. 15-17**—*Radio Television News Directors Association* international conference. Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel, Sept. 12-16; 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14.

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

■ **Oct. 9-12**—*National Radio Broadcasters Association* convention. New Orleans Hilton, New Orleans.

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

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

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

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

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





*There is a New Wave  
Breaking in San Diego*

*Creativity  
Quality  
Ideas  
Teamwork*

Without a doubt... the main reasons  
we are becoming broadcasting's  
fastest growing creative center



**Peters Productions Inc.**  
8228 Mercury Court  
San Diego, California 92111  
PHONE: 714-565-8511

**Creators of:**

**Total Radio Formats**

Music... Just For The Two of Us  
Country Lovin'  
The Great Ones  
The Love Rock

**Station Logos**

Radio  
Television  
Custom  
Syndicated

**Commercials**

Custom  
Syndicated Commercial Package  
Campaign Maker

**Total Image Concepts**

Complete Marketing Plan  
Television Radio  
Newspaper

**Consultation**

Programming Promotion  
Sales Management

casters legislative reception. Hotel Washington, Washington.

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

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

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

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

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

## April

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

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

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

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

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

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

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

**April 3-6**—*International Tape Association's* seventh annual seminar, "Audio/Video Update." Keynote speakers will be NBC's David Brinkley and syndicated columnist Art Buchwald. Hilton Head Island, S.C.

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

**April 7**—Washington telecommunications roundtable on "Satellite Communications: Current and Near-Future Issues," sponsored by *Public-Cable Inc.* National Education Association headquarters, 1201 16th Street, N.W., Washington.

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

**April 12-14**—Kliegl "Lighting for Television" seminar. Site to be determined, Little Rock, Ark. Contact: Wheeler Bair, *Kliegl Brothers*, New York; (212) 786-7474.

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

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

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

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

**April 15-16**—*Nebraska Associated Press Broadcasters* convention. Ramada Inn, Kearney.

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

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

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

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

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

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

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

**April 19-21**—Electro77 electronics convention and exposition, sponsored by regional elements of the *Institute of Electrical & Electronics Engineers* and the *Electronic Representatives Association*. New York Coliseum, New York.

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

**April 20-21**—*Television Bureau of Advertising* retail workshop. Billmore hotel, New York.

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

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

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

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

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

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

**April 22-27**—*MIRTV '77*, 13th annual international marketplace for producers and distributors of television programming. Palais des Festivals, Cannes, France. U.S. contact: John Nathan, suite 4535, 30 Rockefeller Plaza, New York 10020; (212) 489-1360.

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

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

**April 27-May 1**—*American Women in Radio and Television* 26th annual convention. Speakers will include FCC Commissioner Margita White, ABC Inc. President Elton Rule and Belo Broadcasting Corp. President Mike Shapiro. Radisson Downtown hotel, Minneapolis.

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

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

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

**April 30**—*Pennsylvania Associated Press Broadcasters Association* annual meeting and awards presentation. Host Town Inn, Lancaster.

**April 30**—*White House Correspondents Association* 63rd annual dinner and reception to honor the President. Washington Hilton hotel, Washington.

## May

**May 1**—Deadline for entries in Howard W. Blakeslee Awards in recognition of reporting on heart and blood vessel diseases. Winners will be chosen in radio and

television as well as in other media and will deal with material presented in the year prior to Feb. 28, 1977. Entry information and blanks: *American Heart Association*, 7320 Greenville Avenue, Dallas 76231.

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

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

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

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

**May 5-9**—*Pennsylvania Association of Broadcasters* annual convention. Castle Harbor, Bermuda.

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

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

**May 7-8**—*Kansas Associated Press Broadcasters* convention, to be held in conjunction with the *Association of News Broadcasters of Kansas*. Hutchinson.

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

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

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

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

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

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

**May 20-22**—Northeast regional meeting of *National Association of Farm Broadcasters*. Site to be announced, Cincinnati. Contact: Davonna Oskarson, WLW(AM) Cincinnati.

**May 23-24**—*Virginia State Cable Television Association* convention. Harrisonburg Sheraton, Harrisonburg. Contact: Staunton Video Corp. Staunton, Va.; (703) 667-2224.

**May 23-25**—*Central Educational Network* instructional television utilization/awareness workshop. Faucett Center for Tomorrow, Columbus, Ohio. Contact: Ted Lucas, CEN, Chicago 60625; (312) 463-3040.

**May 23-25**—*National Association of Broadcasters* annual meeting for state association presidents and executive directors. Hyatt Regency Washington, Washington.

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

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

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

**May 30**—Revised starting date for *Canadian Radio-Television and Telecommunication Commission* hearing on pay television. Ottawa.

## June

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

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

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

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

## What Wright wrote

EDITOR: Your article about the National Association of Broadcasters election in the Feb. 28 issue was misleading pertaining to my role in the district nine election.

I sent out the same letter to the broadcasters of Wisconsin and Illinois, and nothing could be construed as "emphasizing" the geographic matter on representation, which contributed to a tug-of-war between the two states.

My letter contained 14 points of information about my qualifications and this paragraph: "Many broadcasters in Illinois and Wisconsin have expressed the desire we should return to alternating representation and therefore after six years of representation from Wisconsin, it is now time for an Illinois broadcaster to represent both states."—*Charles E. Wright, general manager, WBYS-AM-FM Canton, Ill.*

## Introducing

EDITOR: In its first exposure to the general public, AM stereo proved to be the hit of the 1977 Washington Hi Fi Stereo Music show [BROADCASTING, Feb. 21, 1977].

Our Hi Fi Shows, introduced in Washington in 1954 and since produced in other major cities, have been used as a means of introducing new technology to the general public. The first 1954 show included a closed-circuit transmission of stereo from a Library of Congress concert. We sponsored an experimental transmission of FM-multiplex stereo in February 1961. In April of that year the FCC adopted the rule that gave broadcasters and consumers the blessings of stereo music via the airwaves over FM. We would like to see the same thing happen for AM broadcasting in 1977.—*M. Robert Rogers, WANV(AM) Waynesboro, Va.*

## More than four

EDITOR: Three cheers for Jim Mehrling's letter ("Open Mike," Feb. 21) concerning another radio network and a revitalization of radio programming.

Too often many stations are so rigidly locked into a format that experimentation with radio drama or comedy is taboo. Although most program directors are out to program a number-one station, many ignore the fact that the public occasionally looks for something a little bit different.

Recently I made an appearance on a talk program on WMEX(AM) Boston, and I asked listeners what they thought of bringing back the old radio shows on a day-to-day sustaining basis. The response was incredible. Many old timers and radio buffs wished that there was more of that kind of programming. Younger listeners were as-

tounded at the variety and imagination that was radio in the 30's, 40's and 50's.

Why not another radio network? Why not a combination of old and new programs? Since the cost of a TV minute is getting higher and higher, [advertisers] might find another radio network a better investment.—*Gary Dixon, WCAP(AM) Lowell, Mass.*

## Export-import

EDITOR: Television program producers and writers in this country who criticize the volume of imported programs (British primarily) featured on public television should consider the following:

First, reruns of American television programs make up the bulk of the broadcast schedules in many foreign countries. Just as writers and producers profit from these exports, the importation of programs must also be expected.

And second, many of the survey forms returned to this station in February praised public television's quality and variety of programming—a combination not regularly afforded by the three commercial networks.—*Les Smith, development director, WMUL-TV Huntington, W. Va.*

## Backwards

EDITOR: Regarding your article ("A finding against cable deregulation," Feb. 21) purporting to summarize the report by Mitchell, Noll, Owen, Park, Rosse and myself: What you report as our bottom line—that existing knowledge is insufficient to support a decision to deregulate cable—is not that of our study but of Paul MacAvoy, with whom our paper takes issue. Our actual conclusion is just the reverse—that the evidence does permit a judgment that there will be few, if any, harmful effects from deregulation and that the principal effect of cable growth will be to increase competition in the television industry, a prospect which we look upon with pleasure.—*Stanley M. Besen, professor of economics, Rice University, Houston.*

## Born again broadcaster

EDITOR: Here's a message to media executives who started their career at a little radio station 'way back when: Why not hurry out and buy yourself an AM and FM station, or both, in some small to medium market? It may turn your sunset into a sunrise. You may recapture your youth.

I was 53 when I returned to radio, after 15 years of producing films. I bought 49% and a job as general manager of a nearly defunct radio station in one of the nation's

most crowded radio markets. The past four years have been the most interesting of my life.

Yes, a radio station operates seven days a week; yes, it entails the filing of forms with the FCC; yes, it is a business with all the basics of profit and loss and the inevitable confrontation with taxes, federal state and local.

But it is also closely attached to the entire business spectrum of the community it serves. What the country editor once was, the radio station owner can now be: his own man, shaping his individual entity to command the attention of a surprising number of persons.

When you're looking out your office window and dreaming of a tiger hunt, think about breathing your spirit and experience into a radio station back where the basics matter, where you can get a grasp on a real slice of life. It could be the most gratifying episode of your career.—*Tom Hotchkiss, vice president-general manager, KYME(AM) Boise, Idaho.*

## Looks are deceiving

EDITOR: An article in the Feb. 28 issue stated that a Minority Task Force created by the Corporation for Public Broadcasting is predominantly black. This statement was based on the journalist's prima facie impression of the task force members as they conferred. Some Latin Americans look black, some blacks look white, some Asians look Latin American. The task force is not predominantly black.

There are 11 blacks, eight Latin-Americans, four Asians, two American Indians and three whites.—*Vicki Assevero, executive director, Minority Task Force, Corporation for Public Broadcasting, Washington.*

## Underwriting

EDITOR: We are surprised you were displeased by our print ads seeking underwriting support for exciting, unique and innovative programming, plus encouragement for aspiring artists ("Editorials", Feb. 28). We would have thought as an industry leader you would have applauded our quest for quality. Program underwriting is sanctioned by FCC rules.

Also, you overlooked that to get \$1 of "government subsidy," KCET must raise \$2.50 from nonfederal sources. What alternative do you suggest to substantial underwriting—more taxes or no public television?—*James L. Loper, president, KCET(TV) Los Angeles.*

(The point of the editorial was that program underwriting is being transformed into program sponsorship, thus putting the so-called noncommercial system into advertising competition with commercial television.)

# The Night ASCAP Members Raided the Grammys.

Awards are nothing new to ASCAP members. Over the years they've won 108 Oscars, 71 Tonys and uncounted Emmys, Rockies, Golden Globes and Grammys. So when 36 ASCAP members won 43 Grammys on the night of February 19th, including *Song of the Year*, *Album of the Year*, *Best New Artist of the Year*, *Best R&B Song*, *Best Cast Show Album*, and two *Hall of Fame* awards, it came as a surprise to none of us.

Stevie Wonder topped the proceedings with 5 Grammys, while Chick Corea, Starland Vocal Band, and the late Duke Ellington each won two.

Besides our multiple winners, the 32 others read like a Hall of Fame in their own right. They include the Amazing Rhythm Aces, Count Basie, Eubie Blake, Chicago, Ella Fitzgerald, Benny Goodman, James William Guercio, Jimmie Haskell, Earl "Fatha" Hines, Hugo & Luigi, Bruce Johnston, Emme Kemp, Lillian Lopez, Loren Maazel, Irving Mills, Ronnie Milsap, David Paich, Mitchell Parish, Gary S. Paxton, Les Paul, Maceo Pinkard, Andre Previn, Andy Razaf, Edgar Sampson, Boz Scaggs, Artie Shaw, Noble Sissle, Billy Strayhorn, Frankie Trumbauer, Thomas "Fats" Waller, and Paul Francis Webster.

Their fellow members would like to take this opportunity to say, "Well done!"

## Top of the Week

# 'Substantial' service is in, quantitative guidelines are out in new comparative policy at FCC

**Decision was foreshadowed by WESH-TV 'clarification'; program percentages held unworkable**

Six years after it opened the docket, the FCC last week terminated an inquiry aimed at establishing a policy on comparative license-renewal cases. The product of the six years: A statement designed to give a measure of protection against competing applications at renewal time to broadcasters who can demonstrate a record of "substantial" service.

Quantitative standards—the use of non-entertainment program percentages as a means of determining whether a renewal applicant has earned a preference in a comparative hearing—are out. They are "a simplistic" approach to a complicated problem, and would constitute an unwarranted government intrusion into broadcasters' programing decisions, the commission said.

A case-by-case approach in which the commission will focus initially on the renewal applicant's record is in. "Where the renewal applicant has served the public interest in . . . a substantial fashion," the commission said, it will be entitled to the expectancy of renewal that the courts have held is "implicit in the structure of the [Communications] Act."

The statement is the second one in seven years the commission has issued in an effort to maintain "predictability and stability" of broadcast operation. The first, in January 1970, came in the wake of the commission's decision denying renewal to WHDH-TV Boston and awarding a license for the channel-5 frequency to Better Broadcasting Inc. (WCVB-TV)—a decision that rocked the industry and led to the fil-

ing of a number of other challenges to renewal applicants.

That statement, however, was overturned by the U.S. Court of Appeals in Washington. The statement called for a bifurcated hearing, one that would be terminated in an initial decision that favored the renewal applicant if it could demonstrate that its service had been substantially attuned to the needs of the community and that the station's operation had not been marred by serious deficiencies. But the court held that the policy would deny the competing applicant its statutory right to a full hearing.

In the meantime, the commission had begun its inquiry into the possibility of using local, news and public affairs programing percentages as prima-facie indicators of the kind of substantial service that would warrant renewal of a television license without a full-scale hearing. (The inquiry did not include radio service.) Despite the court decision on the policy statement, the commission held to the hope that program percentages might provide an answer to the question of what constitutes substantial service, and it sought additional comments on the con-

cept in three further notices.

But now, in a 7-to-0 decision, with Commissioners Benjamin L. Hooks and Joseph Fogarty concurring, the commission has rejected that approach. The commission cited two reasons:

■ Out of concern to protect their licenses at renewal time, the commission said broadcasters would "artificially increase" public affairs programing to meet the percentages contained in the policy statement. "Such general increases were not our purpose in this proceeding and would represent a restriction on licensees' program discretion, a result we would eschew in the absence of clear and substantial public-interest benefits," the commission said.

■ The quantitative standards would not provide the hoped-for certainty in the comparative-renewal hearing process and might, in fact, "well complicate" that process further. For the proposal involved not a single standard applied to all stations but a range of percentages for each program category, with the precise figure to hinge on various factors, such as station revenue and market size.

Thus, selecting the appropriate standard

**Out of the shadows.** The FCC was busy last week, grinding out a number of items before the start, this week, of the sunshine era Congress has proclaimed for government agencies. The policy statement on comparative-renewal proceedings was the major piece of business, but there were others of importance. The commission also:

■ Redefined a cable television system. Commonly owned systems that serve more than one community will be defined in terms of the headend at which their signals are received. Systems with fewer than 50 subscribers remain outside the definition, and those with between 50 and 499 subscribers will be relieved of most restrictions; they will be required only to carry local signals and to abide by minimal technical and reporting requirements. The commission also issued a notice of rulemaking to determine whether the same relief should be given to systems with up to 999 subscribers. The commission chose not to assert jurisdiction over master antenna television systems.

■ Repealed most of the network radio rules that were adopted in 1941, and issued a policy statement for radio. One rule retained involves "territorial exclusivity," and limits a station's exclusivity as against stations in different areas and with respect to the network programs the station does not clear. The policy statement, which reflects the concepts underlying the rules and the 1969 small market policy statement, stresses the licensee's affirmative, nondelegable duty to choose programing designed to fulfill its public interest obligations.

■ Authorized its staff to use revised criteria in evaluating a renewal applicants' compliance with the commission's equal employment opportunity rules. Under the criteria, which become effective April 1 and will be used in conjunction with the commission's new 10-point model EEO program (BROADCASTING, June 28, 1976), the staff will conduct an in-depth review of a station's EEO program if the station's minority and/or female employment represents less than 50% of their respective percentages in the local labor force, as well as 25% of those percentages in the top-four job categories. Cases in which a station is found to have a passive program but neither an adequate explanation nor a "corrective action plan" will be presented to the commission for its consideration.

■ Decided against releasing a new 10% multiple-ownership rule in favor of issuing a further notice of inquiry. The rule, adopted in February (BROADCASTING, Feb. 7) but never published, would permit a passive minority stockholder to own up to 10% in each of several stations or newspapers which could not be commonly controlled under multiple-ownership rules.

from the ranges would provide a point of contention between competing applicants, the commission said, and once that problem was settled, it added, the parties would doubtless argue over whether other factors overcame the prima-facie showing of substantial or insubstantial service. Then, too, the FCC added, percentages carry with them no guarantee of quality.

Quantitative standards, the commission summed up, "are a simplistic, superficial approach to a complex problem, and we will not adopt them."

The policy the commission has chosen to adopt was foreshadowed in the commission's "clarification," issued on Jan. 4 (BROADCASTING, Jan. 10), of the decision renewing the license of Cowles Florida Broadcasting's WESH-TV Daytona Beach, Fla., and denying the application of a competitor for the frequency.

As it did in that ruling, the commission said its focus will initially be on program service and added that the record "should be measured by the degree to which the licensee's program performance was sound, favorable and substantially above a level of mediocre service which might just minimally warrant renewal." A renewal applicant that provides that kind of service, the commission said, is entitled to the expectancy of renewal "implicit in the structure" of the Communications Act.

That consideration will not end matters. The commission will then turn to the comparative factors contained in the 1965 policy statement governing comparative hearings involving new applicants—diversification of ownership of mass media and integration of ownership and management, among them. But the weight to be given "the legitimate renewal expectancy of the incumbent licensee" and the significance of other comparative matters will depend on the facts of each case, the commission said.

Commission officials concede privately that the new statement does not solve the problem of how subjective judgments can be avoided in deciding cases. Indeed, the statement suggests that avoiding subjectivity is, by the nature of things, impossible: Since each applicant is entitled to a full hearing, the statement says, "the outcome of the hearing must depend on the evidence adduced."

But the commission would prefer to do without comparative-renewal proceedings. It feels that a comparative renewal challenge cannot operate effectively as an incentive to spur broadcasters to better service and that the "subjectivity" inherent in the proceeding carries the threat of government intrusion into broadcaster discretion—sentiments the commission expressed to Congress and repeated in the commission's statement last week.

Barring congressional action to eliminate such hearings, the commission will operate under its new policy—provided it escapes successful challenge in the courts. Several citizen groups have asked the commission to reconsider the WESH-TV decision, and are expected to appeal if reconsideration is denied, which is virtually certain.



**Line of fire.** CBS News cameraman Matthew Lowe, part of a two-member electronic camera crew (his partner, Jack Mishimura, is out of picture at right), sights on the B'nai B'rith building in Washington in the early hours of last week's siege—just before police ordered his retreat to safer ground. **Photos at right:** Two pictures from ABC's and NBC's evening newscasts, the latter of wounded D.C. Councilman Marion Barry.



**Line of duty.** This is a high school photo of WHUR(FM) newsman Maurice Williams, 24, killed by a terrorist in the District building.



**Contact point.** Terrorist leader Hamaas Abdul Khaalis called wtop-tv anchorman Max Robinson with a list of the Hanafi demands.

**Saw it coming.** The March issue of the Radio Television News Directors Association newsletter, *Communicator*, was in the mail as last week's events began to unfold, and RTNDA President Wayne Vriesman's message for that issue was dramatic in its timeliness: "A hypothetical case, which is becoming less hypothetical as the days go by—A disgruntled customer is holding a bank president at gunpoint, wanting live broadcast coverage of his remarks before he releases his hostage. ... The gunman also threatens to kill the bank president if his demands are not met within one hour. ... What's your decision?"

## WHUR newsman

**Tense dramas in Washington and Cleveland point up touchy role of radio-TV in covering hostage situations**

A WHUR-FM Washington reporter was killed last week as Hanafi Muslim terrorists held 134 persons hostage at three locations in the Capital—the latest in a wave of hostage episodes that often involve the media as participants as well as reporters.

The police, press and public vigil began at 11 a.m. Wednesday (March 9) when gunmen raided the B'nai B'rith headquarters and, soon after, the Islamic Center and the city hall. An early casualty of the third takeover was 24-year-old Maurice Williams, on his regular city beat for the Howard University radio station at the District Building, who was "in the wrong place at the wrong time"; he was shot to death as he stepped off an elevator on the fifth floor.

But Washington was not the only town with a terrorist story last week. Shortly before the hostages were taken there, President Carter, via TV, became involved in bargaining for the release of a police captain held captive by an ex-Marine in Warrensville Heights, Ohio. During his televised news conference Wednesday morning, the President promised to honor the gunman's request for a telephone call, if he released his captive. The President said, "Perhaps it is a dangerous precedent but I have weighed my decision." The man surrendered and President Carter made the call that afternoon. Earlier, the gunman had released his other hostage, an 18-year old woman, in exchange for a television set so he could watch the coverage.

Back in Washington, journalists were coming in from across the nation and from foreign countries. NBC-TV assigned 18 minicam crews to the story. Like other networks, it had the manpower and facilities from its Washington bureau readily accessible. NBC used eight crews based in Washington, one from its owned WRC-TV there and brought in personnel and equipment from Chicago, New York and Burbank, Calif. NBC Washington news director Ed Fouhy said about 100 NBC persons were assigned to the story but wouldn't estimate the costs of the coverage. At



## dies in terrorist siege of Washington

WTOP-TV Washington, news director Jim Snyder gave a ballpark figure for his station's expenses at \$70,000-\$75,000.

The Washington area all-news radio stations came out in force. At WRC(AM) news director Frank Barnako claimed that 95% of all news during the 39-hour seige period, and for several hours thereafter, concerned the terrorism. WRC supplied stories to the remaining NBC News and Information Service members. WTOP(AM) there—which fed the CBS and Westinghouse owned-and-operated stations, and WAVA-AM-FM Arlington, Va., also “broke” their news “wheels” (normal schedules) to stay with the story.

WTOP-TV anchorman Max Robinson became personally involved in the drama when he received a call from Hanafi Muslim leader Hamaas Abdul Khaalis, who in a live telephone call spelled out the chief demand: that authorities deliver to the B'nai B'rith building five Black Muslims serving life terms and, another who was acquitted, for the murder in 1973 of seven Hanafi. While reporting on the 1973 murders and trial, Mr. Robinson had established a rapport with the Hanafi leader.

Another demand, the first to surface, was that the film “Mohammad, Messenger of God” be halted. The film had premiered in New York that Wednesday and was considered sacrilegious by the Hanafi. At 3:35 Wednesday afternoon, RKO Washington bureau chief Clifford Evans, who contacted Khaalis by telephone, was told that the film should be stopped. Mr. Evans said he put the Hanafi leader on hold and called RKO's WOR(AM) New York, which then contacted the producer of the film.

The drama ended in the early hours of Friday. At 1:30 a.m., WMAL-TV reporter Neal Friedman, at the mayor's command center, encountered Iranian Ambassador Ardeshir Zahedi, who had negotiated personally with Khaalis. The ambassador confided that the hostages would be set free soon. Mr. Friedman immediately filed a story, giving his station a beat on the settlement.

During the 39-hour watch, reporters, while having to make split-second decisions, appeared extremely conscious of

their responsibility not only to inform the public but also to not endanger the lives of those held hostage. WTOP-TV's Max Robinson said he reported “with great restraint.”

Early in the story, WTOP(AM) reporter Jim Bohannon quoted a wire story calling the group “Black Muslims,” the Hanafi leader called the station and demanded an apology or “I'm going to kill someone and throw him out the window.” The apology was immediate. At WRC-TV news director Bruce MacDonell claimed to have the telephone numbers for some persons hiding inside the B'nai B'rith headquarters; he didn't use them for fear that the phone rings would give away their location. At WTTG(TV) Washington, news director Harold Levenson chose not to rerun a 40-second clip from the “Mohammad” film after a first broadcast drew viewer protests.

After the hostages were freed, WMAL-TV news director, Sam Zelman, said that “while we weren't privy to information we thought might be dangerous,” we “can't bear the responsibility of self-censorship.”

To WTOP-TV's news director Jim Snyder, “we demonstrated that it should be covered and can be covered well.”

## CPB leadership changes hands

**Wallis and Anderson elected chairman and vice chairman, respectively; boat won't be rocked on accord with PBS**

The Corporation for Public Broadcasting board last week chose W. Allen Wallis, chancellor of the University of Rochester (N.Y.), to succeed Robert S. Benjamin as CPB chairman. Gloria Anderson, chemistry department chairman at Morris Brown College, Atlanta, was elected vice chairman.

The Wallis selection came as a surprise to several CPB staffers. They did not consider Mr. Wallis, a 64-year-old political independent, as front-runner for the post. The only public campaigner for the chairmanship, however, was Washington attorney Donald Santarelli. Board member

Lillie Herndon, immediate past president of the National Congress of Parents and Teachers, and a Republican, was understood also to have been considered for the post.

Mr. Wallis, who has been chairman of the CPB education committee, is an economist by training as well as an educator. His resume outlines service on various boards and presidential commissions; from 1959-61 he served as a special assistant to President Eisenhower. Aside from membership on the Rochester Area Television Educational Association more than a decade ago, his actual broadcast experience has been limited to guest appearances on radio and television shows. His most recent book is “An Over-governed Society.”

Dr. Anderson, a Democrat and a black, succeeds Thomas Moore, who resigned the vice chairmanship in a surprise move at the board meeting (Mr. Benjamin tendered his resignation last month [BROADCASTING, Feb. 7]). Dr. Anderson also has served on numerous boards and commissions, including several involving human relations and black education. She was appointed to the CPB board in 1972 by President Nixon.

Both she and Mr. Wallis will be up for re-election in September, when the regular annual CPB voting takes place. By that time, the three open seats (held now in lame-duck status by Messrs. Benjamin, Moore and Virginia Duncan of KQED(TV) San Francisco) should be filled. CPB-watchers continue to hold that the seats will go to former FCC Chairman Newton Minow, *New York Times* editorial page writer Roger Wilkins (“Closed Circuit,” Feb. 28) and either Kathleen Nolan, president of the Screen Actors Guild, or Sharon Rockefeller, WETA-FM-TV Washington board member and wife of West Virginia Governor Jay Rockefeller.

Although there was speculation that the new chairman would be a moderate to avoid splitting the board on the CPB-Public Broadcasting Service dispute, Mr. Wallis said he “doubts” it was a consideration. He is quick to characterize the board as “unified. There are no cliques on it or I'm very naive.” The PBS camp was relieved, however, that Mr. Santarelli, considered a hard-line in the struggle over program power, was not chosen.

While hesitant to outline specific issues or the course of action the board will take under his chairmanship, Mr. Wallis did say: “I don't think there will be any discontinuous changes.”



Wallis



Anderson

## In Brief

Senate Communications Subcommittee has scheduled "**broadcast oversight**" hearing **May 2-4**, intended, for benefit of new subcommittee members, to review main problems in entire industry. Invitations to testify will likely go to networks, National Association of Broadcasters, Justice Department, FCC, citizen groups, maybe PTA (to talk about TV violence), others. Children's advertising may also figure in hearings. Hearings on funding for Corporation for Public Broadcasting and educational broadcasting facilities are scheduled **April 5 and 6**. Subcommittee, which held organizing session last Thursday, also plans hearings on cable television (in June), international telecommunications, computers and privacy, possibly on fairness doctrine. It also indicated willingness to take up specific legislation in future, such as license renewal bills, AM-FM all-channel radio bill, sports antiblackout.

**Taking exception** to speech by CBS Washington Vice President Bill Leonard (BROADCASTING, March 7), Representative **Barbara Mikulski** (D-Md.) said last week that **network representatives "overreact"** to Congressional initiatives, seeing any questioning as an attack. She said in letter to Mr. Leonard that TV violence is proper area for Congress to examine because, even though TV isn't responsible for all youthful misbehavior, it clearly does have impact on viewers. Regarding Mr. Leonard's protest of FCC's network inquiry, Ms. Mikulski said it would be healthy to shed some sunlight on network practices: "Nowhere is it written in stone that current network operations are the embodiment of the essential preordained answer to how nationwide commercial broadcasting may best serve itself and the public." (See "**Mr. Van Deerlin's new recruits**," page 28.)



**John A. Schneider**, (l), president, CBS/Broadcast Group, collected two International Radio and Television Society Gold Medals at annual awards dinner Tuesday night (March 8) in New York: one honoring CBS Inc. in its 50th anniversary year for "consistent visions of the future, the implementation of opportunities by its people and its contributions to the arts and sciences of broadcasting," other for himself "for his profound sense of industry and public responsibility, for added dimensions he has developed among his associates and for expanding the stature of broadcasting as a social and economic force." He's shown with Jerome Feniger, president of Horizon Communications and of IRTS.

National Association of Broadcasters and FCC will seek **Supreme**

**Court review** of appeals court decision generally **requiring break-up of commonly owned broadcast-newspaper holdings** in same city (BROADCASTING, March 7). NAB's decision was made by working group on media structure with executive committee concurrence. Appeal is expected to cost up to \$30,000; working group will conduct fundraiser among affected parties. **FCC may have to proceed without Justice Department**, which normally represents it in court. Department has opposed crossownership rules court overturned. **FCC also will seek remand of case challenging television-cable crossownership rules**. One group of broadcasters not unhappy with crossownership decision are those 23 whose holdings FCC had ordered divested by 1980 on grounds of "egregious" monopoly. Court's ruling vacates that part of commission's rule as well as part "grandfathering" other combinations.

**Signed up by NAB** last week: two radio and six TV stations of Rust Craft group, eight radio and two TV stations of Starr Broadcasting. NAB will also pick up Westinghouse's five TV stations (they dropped out over mandatory TV code subscription rule, now revoked) when first official dues check comes in (WBC stations will mean \$40,000 to NAB in TV dues alone).

International Video Corp., Sunnyvale, Calif., now in discussion "with several companies" regarding acquisition of IVC, said Friday that "all current discussions contemplate **continuation of IVC's business and product line** without substantial change." It's known that West Germany's Robert Bosch Corp. (Fernseh) is among prospective purchasers ("Closed Circuit," March 7).

Washington attorney Aaron Fleischman, Chairman of National Cable Television Association's Rural Telecommunications Committee, is urging FCC to issue **notice of proposed rulemaking covering translator regulations**. Most recent alarm: application by Spanish International Communications for 1 kw translator in Denver to rebroadcast signal of SIC's KMEX-TV Los Angeles, brought in by satellite. NCTA has asked commission to apply same regulations on translators as cable, including importation of distant signal rules (BROADCASTING, Feb. 7).

Executives of **Independent Television News Association** are exploring possibility of sending out **fully packaged 30-minute nightly news show**. Reese Schonfeld, managing director, said WNEW-TV New York could serve as originating station.

**Jay Bowles** appointed general executive of Associated Press, will handle all aspects of broadcast membership activities, reporting to Roy Steinfort, assistant general manager in charge of broadcast services... **Jonathan Hall**, assistant general director of National Association of Broadcasters Radio Information Office, named director... **Carl Lindemann Jr.**, former head of NBC-TV sports (story page 59), will continue with network as independent producer, with NBC financing.

## FCC huddles over payola hearings

The FCC is temporarily winding down its "payola/plugola" hearings. Today's (March 14) session will be the last until March 30, when the hearings are scheduled to reconvene with appearances by WOL(AM) Washington General Manager James Kelsey and Program Director Cortez Thompson.

The FCC's decision to temporarily stop the hearings has been prompted, in part, because Keith Fagan, the chief counsel conducting the investigation, is leaving the hearings. Mr. Fagan is being transferred to another division of the FCC, and is being replaced by Ted Kramer, who said the halt is being called "so we can reassess our position." Mr. Kramer would not comment on what exactly that means, but

other FCC officials have indicated that the commission is in the process of examining the way in which it has conducted the WOL phase of the hearings. "We have to decide whether we want to go into this much detail everywhere," one said.

Prime witness WOL disk jockey Melvin Edwards, who headed the now disbanded DJ Productions (a concert promoting firm owned by WOL air personalities), testified through most of the fourth week of the hearings and denied allegations that DJP had extorted payments from Washington promoters William Washington and Jack Boyle (BROADCASTING, Feb. 21, 28). He denied that he received a \$14,000 payment from Messrs. Boyle and Washington for plugging an April 1975 concert by the

rhythm-and-blues group Earth, Wind & Fire. Mr. Edwards produced a contract DJP had with EWF granting the disk jockeys right of first refusal for a Washington-area appearance by the group. Mr. Edwards said he was "forced" to sell his rights to Mr. Boyle's Cellar Door Productions because Mr. Boyle had "blocked out" DJP from booking the group in the Washington area's largest arena, the Capital Center.

Thus far, the inquiry has concentrated on the promotion activities of the disk jockeys and the controls placed on them by station management. The FCC attorneys are, understandably, hesitant to comment on what they are learning from the witnesses they have called, but one did indicate they are not altogether convinced the disk jockeys did anything illegal.





CBS's Walter Cronkite and President Carter

## Carter's multimedia presidency

**CBS Radio call-in, hailed as success on all sides, is but latest wrinkle in President's determination to stay close to the people via broadcasting**

President Jimmy Carter, who came into office promising to keep in touch with the American people, is demonstrating, with the aid of an aggressive staff, the will to do just that in a number of imaginative ways—ways that the mass media cannot resist covering extensively.

Last week, the President gave his third televised news conference. But news conferences are relatively routine for chief executives. Four days earlier, he had been the guest and star of the CBS-produced *Ask President Carter* radio show, an event that generated an enormous amount of coverage, in the press as well as on the rival networks.

And this week, the President leaves Washington for a quick trip through the Northeast, during which he will attend a town meeting in Clinton, Mass., Wednesday night, and a round-table discussion, with local residents and government officials, on the subject of energy in Charleston, W.Va., the heart of a major coal-producing area, on Thursday afternoon. Both events were arranged by the White House (Clinton has a town meeting form of government, but Wednesday's is a special one to give the townspeople an opportunity to question the President) and will be available for broadcast coverage. ABC plans to present delayed coverage of the Clinton meeting, from 11:30 p.m. to 1 a.m., while the Public Broadcasting Service will cover the meeting live. CBS and NBC will cover the meeting routinely. The Charleston meeting apparently will be covered only for pieces to be included in the evening news programs.

Nor are those the only presidential events this week. On Thursday night, President Carter will address the United Nations, an appearance the commercial networks were considering covering live.

But those are upcoming. Last week, the White House and CBS were still basking in the glow of what most observers said

was the success of the Carter call-in show—those two hours on Saturday, March 5, during which the money-making format of radio stations across the country became an instrument of presidential communication with the people. (Millions of television viewers had an opportunity to watch the program later in the day, when the Public Broadcasting Service broadcast a video tape supplied by CBS.)

Of the millions of people who attempted to take the President at his word and call him—AT&T says about nine-and-a-half-million attempts were made—42 actually beat the awesome odds to get through to the Oval Office, which had been transformed into a radio studio.

With old pro Walter Cronkite sitting at his right and serving as moderator, the President proved himself something of an old pro himself. He had done call-in shows before, as governor of Georgia and as a candidate. With that experience, plus his years of campaigning for the presidency behind him, he had rejected advisers' suggestions that he cram for the broadcast. He felt ready. And the program, most observers and critics agreed, showed the President to good advantage—knowledgeable, warm and as respectful of his callers as they proved to be of him.

Jonathan Ward, associate producer of the *CBS Evening News* program who served as Oval Office producer on the show and sat at Mr. Cronkite's right (Barry Jagoda, a former CBS News producer who is now a special assistant to the President, sat at Mr. Carter's left), pronounced the President's performance as "perfectly splendid. He's a good talk show host. He's not the least bit stiff; he seemed to enjoy himself. I don't know of anything he could have done better."

The questions ranged from Uganda President Idi Amin and the danger he might pose for Americans in that country to why Amy goes to public rather than private school in Washington to problems individuals were experiencing with Social Security, income tax forms and in getting a job with the government. There were even some hard questions of the

kind the press corps had not yet gotten around to asking, such as, how come the President's son and daughter-in-law and their new baby live in the White House at taxpayers' expense.

There was one question, too, that enabled the President to restate his support for the establishment of a Consumer Protection Agency (he favors such an agency "to focus on the consumers' interests in one agency as much as possible") and has determination to appoint consumer-oriented individuals to the regulatory agencies ("I wish you would examine every one of my appointments to these regulatory agencies that have taken place now and that will take place over the next four years, and I believe in every instance you will see the people that I appoint have their obligation to the consumer.")

The President entered the Oval Office about 20 minutes before the 2 p.m. NYT scheduled start of the broadcast and, as he chatted easily with the CBS crew (he predicted 25% of the questions would deal with personal matters that would be difficult to answer), he appeared relaxed and confident.

The same could not be said of the CBS people. The program was CBS's idea—specifically, CBS News President Richard Salant's—and CBS officials were said to be nervous about the program. Mr. Cronkite, in his introduction, described it as an "experiment," and experiments, by definition, can fail. Mr. Salant, William Small, CBS News senior vice president, and others from New York watched the program on closed-circuit television in the White House's Roosevelt Room. The atmosphere, according to one who was present, was tense.

A considerable effort had been made to make sure things went well. A small corner of a room in the Executive Office building, where CBS had installed its telephones and electronic equipment, was sectioned off as a test Oval Office, where duplicates of the equipment that



**A local call-in.** Governor Richard A. Snelling (right) did the "Jimmy Carter bit" on WJOY(AM) Burlington, Vt., Saturday, March 5, starting a few minutes after CBS's *Ask President Carter* broadcast from the Oval office went off the air at 4 p.m. NYT. With the CBS affiliate's Jack Barry playing the Walter Cronkite role, the governor answered questions from Vermonters on a variety of state issues.



Left—Emerson Stone, ears peeled for obscenities; right—the CBS control room in the Old Executive Office building.

was to be used were tested. The men and women who were to serve as operators went through a number of dry runs, calling friends around the country to familiarize themselves with the procedures. And technicians and producers worked from 7:30 p.m. on Friday until 3 a.m. Saturday installing and testing equipment while trying not to mess up the office furniture. Drop cloths protected the rug, and the tables—every one was, it seemed, an antique—were protected with pads before equipment was placed on them. The room is “so live,” the plaster walls so hard, that a “sibillant sound goes around and around,” said Mr. Ward. By 3 a.m., the sound system was declared under control.

But the CBS officials and technicians knew the possibility of a disaster could not be ruled out. And on the first question, it seemed one was in the making. The quality of the sound coming from the speaker below the President's and Mr. Cronkite's matched wing chairs was poor. The problem, technicians said later, was in the telephone company line, but that was little comfort. The President cocked his head and managed to hear the question. But Mr. Ward said his reaction was, “Oh my God. This is going to be the longest two hours of my life.” Mr. Cronkite shot a glance at Mr. Ward but Mr. Ward, who was wearing the stenographic mike that permitted him to confer with CBS in the EOB without being heard on the air, simply looked back. “There was nothing I could do.”

The problem was a passing one, however. The rest of the program went without incident. Indeed, Emerson Stone, vice president for radio news, whose job was to guard against obscenities reaching the air—the program operated on a six-and-a-half-second-delay basis—never had to depress the silver-colored button that would have interrupted the program and cut in a tape message apologizing for the interruption. The President had urged CBS officials to be lenient on the matter of language; hell's and damn's, he said, were not necessarily meant to be disrespectful. But Mr. Stone never even had to make that kind of a judgment call.

As the program came to a conclusion, the mood in the Roosevelt room changed. The members of the CBS delegation were said to be “thrilled.”

But last week, Mr. Salant was determinedly restrained when asked for com-

ment. “My reaction isn't important,” he said. “It's like asking my reaction to my first born. I'm prejudiced.” But he did allow as how he was pleased “it wasn't a disaster.” And he said that what had particularly impressed him “was how great the American people out there are. They are not in awe of the President. They asked direct, relevant questions.”

A somewhat less euphoric judgment of the quality of the supporting cast was passed by Mr. Ward. The program, he said, “was as good and as decent and as boring as the American people.”

The President was as pleased with the results as anyone, “I liked it,” he said. “The questions that come in from people all over the country are the kind that you would never get in a press conference. . . . I think it is very good for me to understand directly from the American people what they are concerned about.”

His inclination is to do a call-in show again. But he said he would assess the public's reaction before making a decision on doing another.

The program proved to be one of the highest rated shows ever measured by Arbitron Radio, according to an official there. Arbitron's coincidental study, covering 10 major markets, indicates that the program reached 30% of all in-home listeners, or 1,054,463 households. A more thorough national survey by Trendex is expected to be released this week.

## Crossownerships close to Carter home

### Test of call-in show brings up Albany, Ga., media situation

One question that President Jimmy Carter dealt with on Saturday, March 5, from the Oval Office would have been of acute interest to broadcasters. But it never got on the air. It dealt with the United States Court of Appeals decision directing the FCC to adopt a rule that would require the break-up of most broadcast-newspaper combinations in the same city.

James R. Hood, of Kansas City, Mo., who sells the AP wire service in Kansas and Missouri, asked that question in a test of the call-in system that was to be used on the CBS-produced *Ask President Carter* call-in show. And he received a response.

As Mr. Hood recalled it last week, the President said that since the matter was

### White House is weighing proposals networks submitted on what Carter's follow-up performance will be

Mr. Cronkite said CBS would be happy to sign up the President for another show. But CBS will have to get in line, for the White House will be sifting through program ideas it invited the networks to offer for formats that would enable the President to communicate with the public or help open up the government to the public. William Sheehan, president of ABC News, declined to discuss the two ideas he said ABC had offered. But Richard Wald, president of NBC News, was not as reticent. He said NBC had suggested minicam coverage of President Carter for an entire day, with the resulting material edited down for a one-hour prime-time program.

Barry Jagoda, the President's adviser on media matters, said no decisions had yet been reached on the next presidential special. “There will be nothing else this month,” he said—other than the coverage of events this week. “Maybe in April.”

But things look promising for NBC. Mr. Jagoda mentioned television's value as an educational tool. “Television,” he said, can “let people find out how the White House works, and how government works. It can take people to the White House in a way that's never been done before.”

in court, he shouldn't comment. But, Mr. Hood said, “he did think that in small cities, where a man owns the newspaper and the television station, and is also the mayor, ‘that should be broken up.’”

In case there is any doubt he had his old adversary, Mayor James Gray, of WALB-TV Albany, Ga., in mind, the President said he was thinking of a town near Plains. (The Albany, Ga., situation is one of those “egregious” ones the commission thinks should be broken up.)

Mr. Hood also said he got the impression the President favored divestiture in small markets generally.

But, in talking about a situation where the mayor owns all of the media, did the President seem to be joking? Said Mr. Hood: “It sounded like he'd like to go down there and break it up himself.”

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## Mr. Van Deerlin's new recruits

The proposed rewrite of the Communications Act of 1934 has increased the glamour rating of the House Communications Subcommittee by more than half. At least, that is how much the membership increased—from nine members last year to 14 this year. Republicans and Democrats alike on the panel have expressed enthusiasm for the idea, which, if loyal aides are to be believed, sprang jointly from the minds of the chairman, Lionel Van Deerlin (D-Calif.), and the ranking Republican, Lou Frey (Fla.).

Six of the 14 on the subcommittee are new on the block; four are new to Congress. But their votes in the reshaping of the Act will count just as much as the veterans'. Several of the freshmen have come into contact with broadcasting and other communications media before, while for others it is all new.

Following, in seniority order, are first impressions of the six new members on the subcommittee, with glimpses of what they have done and what they think.



Markey

**Edward John Markey (D-Mass.)** □ Representative Markey took a seat on the Communications Subcommittee despite feelings that it might look as if he is following in the footsteps of his predecessor, the late Communications Subcommittee chairman, Torbert Macdonald. The field holds a particular fascination for him, although he says he isn't sure why.

But he sees communications almost as some sort of legislative frontier, a field with profound impact on the shape of society, yet one that has gone relatively unattended by government. As for the subcommittee's planned rewrite of the Communications Act, he says, "I think it makes sense to try to put some order to something that until now has only been through an amendatory process."

The opposite of flamboyant, Mr. Markey speaks so softly as to be barely audible in an informal setting. A bachelor, he says he is conservative, reserved in private and spends as much time as he can find reading—reading "anything." He considers his public posture much less orthodox, however, and in fact his quietness masks a com-

battiveness that won him his reputation in Massachusetts politics.

In two terms in the state legislature, to which he was elected while in his third year of law school, Mr. Markey made his name as an advocate of legislative and judicial reform. His best known fight, over a bill to remove part-time judges from district courts, was won in the face of strong opposition in the Massachusetts house. He was rewarded by the Massachusetts Bar Association for that and other efforts with the association's Legislator of the Year Award in 1975. He was rewarded by the house leadership by being kicked off the Judiciary Committee—a move that provoked a flurry of press commentary in Mr. Markey's favor.

Today, Mr. Markey encourages the impression that no institution is sacrosanct to him. If he has a particular concern in communications at the moment it is TV violence, which he feels should be curtailed considerably. "There is something wrong with a country that sends generation after generation to fight wars and then expects them to come back and be compassionate," he says. "And similarly there's something wrong with a country that shows 15,000 murders to the young before they even reach puberty and then expects them to be able rationally to resolve situations of human conflict."

Mr. Markey says his decisions are motivated by the facts, not party or ideological allegiances. It's difficult to foretell where his next fight will be. And won't some people find that facet of him to be unsettling? "I hope so," he says.

**Thomas A. Luken (D-Ohio)** □ A lawyer and former mayor of Cincinnati, Representative Luken overturned an eight-term Republican incumbent to win his seat in the House last November. He had prior service in the House, winning a special election to fill an unexpired term in another Cincinnati district in 1974.

The congressman has been in politics continuously since 1961 when he was appointed U.S. attorney for the southern district of Ohio under President John Kennedy. The remainder of his political career, except for the partial year in the House in 1974, has been in the city of

Cincinnati.

He says he gets along well with the local broadcasters there, better at any rate than with the local newspapers, which he says are extremely conservative. He rates himself moderate in political outlook.

His voting record during his previous stint in Congress gives some clue to his thinking. The AFL-CIO gave him a 100% rating score on issues supported by labor. Mr. Luken says that score, when measured over a two-year period, however will likely be diluted, he guesses by as much as 50%. Labor contributed about 30% of the funds for his campaign treasure chest last year.

Also in his previous House term, he voted for the broadcast license renewal bill that passed the House that year.

Mr. Luken says he is "very strongly against" government censorship and is "not proud of Cincinnati's record in that regard," a reference to the recent conviction in that city of *Hustler* magazine publisher Larry Flynt on conspiracy and obscenity charges.

Mr. Luken is one of only two on the Communications Subcommittee who has dissented to the idea of renovating the entire Communications Act. Like John Murphy (D-N.Y.), he says "I guess I'd rather look at the individual items." Still, he adds, "I cannot think of a more important field to be working in."



Luken

**Albert Gore Jr. (D-Tenn.)** □ In his 2 years, Representative Gore has already had a varied career, encompassing journalism, divinity school, law school homebuilding, and now politics. His decision to enter the last, he says, was snap judgment made a year ago when the seat in the district next door to Nashville became vacant. But some who know him in Nashville say it was inevitable. The seat he now holds was his father's for 1 years before he became Senator Albe Gore. Last year's successful campaign



Gore

was Al Jr.'s first.

In his days as a student, Mr. Gore had several encounters with broadcasting issues. At Harvard, where he earned a BA, his senior thesis was about television's impact on the Presidency (he concluded that the Presidency is tailor-made for TV and that TV's impact as a news medium has been profound). A side note: Mr. Gore and Harry M. (Chip) Shooshan were acquaintances at Harvard. Mr. Shooshan, now counsel for the House Communications Subcommittee, had a part-time job then in the kitchen of the house where Mr. Gore lived.

Mr. Gore says his subsequent course work in law at Vanderbilt University carried him into communications law. That and his five years as city hall reporter, investigative reporter and editorial writer for the Nashville *Tennessean* gave him an affinity for broadcast news people and their fight for full First Amendment rights, he says.

Accepting neither conservative nor liberal labels, Mr. Gore might best be classified a muller. He mulls issues in his head and aloud until he is sure he has considered all the alternatives. His stint in Vanderbilt's divinity school was an outgrowth of his mulling habit. He was there not because he seriously considered becoming a minister, but because, he says, "I had questions I wanted to explore... It's important for each person to get a fix on where he or she feels society is going and ought to be going."

And he says he has given considerable thought to several of the issues—particularly those relating to the First Amendment—that will come up in the subcommittee's Communications Act rewrite project. He volunteers some of the subjects that concern him. (1) Sex and violence on TV. He is willing to accept available evidence that TV violence does have impact on children's behavior, particularly since he became a father and has at times felt the need to divert his daughter's attention during violent scenes on the TV

screen. (2) Government intrusion into TV programming. He feels government shouldn't regulate programming, but sees more room for arguments countervailing the First Amendment in entertainment programming than in news programming. (3) Cable TV. It should be regulated, but not because of its relationship to broadcasting. Instead it should be regulated as a public utility, he says. Those, incidentally, are very brief summaries of very long answers. Mr. Gore says the prospect of making new policy in the Communications Act rewrite is "very exciting."

**Barbara Ann Mikulski (D-Md.)** □ Outspoken, colorful, feisty, energetic, this politician/social worker, one of a few freshman representatives with a national reputation, probably has the least in common with broadcast managers of any of the new members of the Communications Subcommittee—except perhaps with the small market broadcaster, "the guy whose control room doesn't look like the set of *Star Trek*," she says. "I have a real feeling for guys like that."

The comment is in keeping with the populist tradition she embraces. Holder of an MA in social work from the University of Maryland, Ms. Mikulski earned her political spurs from years of neighborhood organizing. She is extraordi-



Mikulski

narily popular among blue collar workers and particularly in the ethnic neighborhoods in Baltimore, where she served six years on the city council. And she flaunts her own Polish descent like a badge of honor.

"I'm a people's person," she says. "I think that the best voice is the citizen's voice... and that philosophy is exactly what I'd like to bring to this committee."

Communications was Ms. Mikulski's second choice of subcommittees, behind Health, but she says that does not diminish her enthusiasm for the Communications Subcommittee's planned rewrite of the Communications Act. Although not yet familiar in detail with the vocabulary and chief actors of the field, she nevertheless has definite ideas

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about what she wants to contribute. She wants to bring the "interests of the little guy and the neighborhood group" to the fore in legislation such as license renewal reform. She wants to know how broadcasting and other communications technologies can be used in the future in education and community development. And she is "going to be very much interested in broadcasting's approach to women"—in programing and hiring.

"I'm crazy about TV," Ms. Mikulski adds. Although she watches little herself, she says she is impressed with television's ability to open new worlds (the moon, the Olympics) to children.

Ms. Mikulski is the first woman to serve on the House Commerce Committee and at 4 feet, 11 inches she may be the shortest member, too.

Among the past activities on her resume, the two that probably contributed the most to her national reputation were her chairmanship of the Democratic party convention delegate selection commission in 1973 and her strong, but losing, bid to unseat Senator Charles Mathias (R-Md.) in 1974.

But on the road, Ms. Mikulski is known another way. The owner and user of a citizen band radio set, she can be reached by calling for White Eagle. She chose the "handle," she says because in the Polish culture, it symbolizes valor and defense of the home.

**Carlos John Moorhead (R-Calif.)** □ Representative Moorhead is not reluctant to admit that assignment to the Communications Subcommittee was not his idea. He considers his strengths to be on the Energy and Power Subcommittee and on the Judiciary Subcommittee on Administrative Law and Government Relations, where he is ranking Republican. But when the opening on Communications came to him (two more Republicans were needed to balance an increased number of Democrats) he willingly accepted, and he says he is interested in the panel's planned rewrite of the Communications Act.

A lawyer in general practice in Los Angeles before his election to Congress in 1972, Mr. Moorhead is described as being conservative, quiet, low-profile. His expressed attitude about the Communications Act rewrite project reflects that picture of him. He says that although the current act is "awfully old"—it



Marks

doesn't mention many communications technologies introduced since radio, he points out—nevertheless the subcommittee should make sure that in whatever it does to the document "it really benefits people . . . We surely wouldn't want to just jump into something overnight and put a lot of people out of work."

Mr. Moorhead's selection to the subcommittee brings to three the number of members on the panel from California. The other two are the chairman, Lionel Van Deerlin (D-San Diego), and Henry Waxman (D), whose district next door to Mr. Moorhead's, like Mr. Moorhead's, embraces Hollywood writers, producers, directors and actors. Mr. Moorhead's district, which includes Burbank, has two motion picture studios (the Disney and Burbank facilities) and the West Coast headquarters of NBC within its bounds. Mr. Moorhead says he has cordial relations with the production community. "We try to meet the needs of the people we represent."

Asked about family viewing, Mr. Moorhead steers his answer down the middle of the road. It isn't right for government to decide what should be on TV, he says, but he thought the idea had merit. He also has a liking, however, for TV shows such as *Mannix* and *Hawaii 5-0*, which contain considerable violence. At bottom, he says he thinks that selection of TV programing should be left to the discretion of the TV industry, and further, that the industry should be free to police itself.

**Marc Lincoln Marks (R-Pa.)** □ Mr. Marks's election last November was notable in that it was an occasion—rare in the last two congressional election years—

where a Republican stole a seat from an entrenched Democrat, in this case six-term Joseph Vigorito. It was even more remarkable in that it was Mr. Marks's first campaign for any kind of public office.

Some of his appeal to the voter is apparent at first meeting. It's visible (from his well-trained shock of white hair) and it's audible (to his equally well-trained radio-baritone voice). One of his chief aides says there weren't any issues in his campaign, other than that Mr. Marks, a lawyer, former solicitor for Mercer county and Republican party activist, could do more for the district than the incumbent.

Mr. Marks calls himself a moderate, averaging a conservative outlook on economic issues with liberalism on civil rights matters.

It was, in fact, his liberalism in an issue of individual liberty that launched him into a statewide spotlight and for a couple fleeting moments onto national television. He brought suit against his home town, Sharon, Pa., on learning one evening that there was a wiretap on a telephone at the police station that a would-be client used to call Mr. Marks. Contending that the eavesdropping by the police was a breach of privacy in what should have been a privileged lawyer-client relationship, Mr. Marks eventually won his case in the Pennsylvania Supreme Court and brought about a change in the state's privacy law.

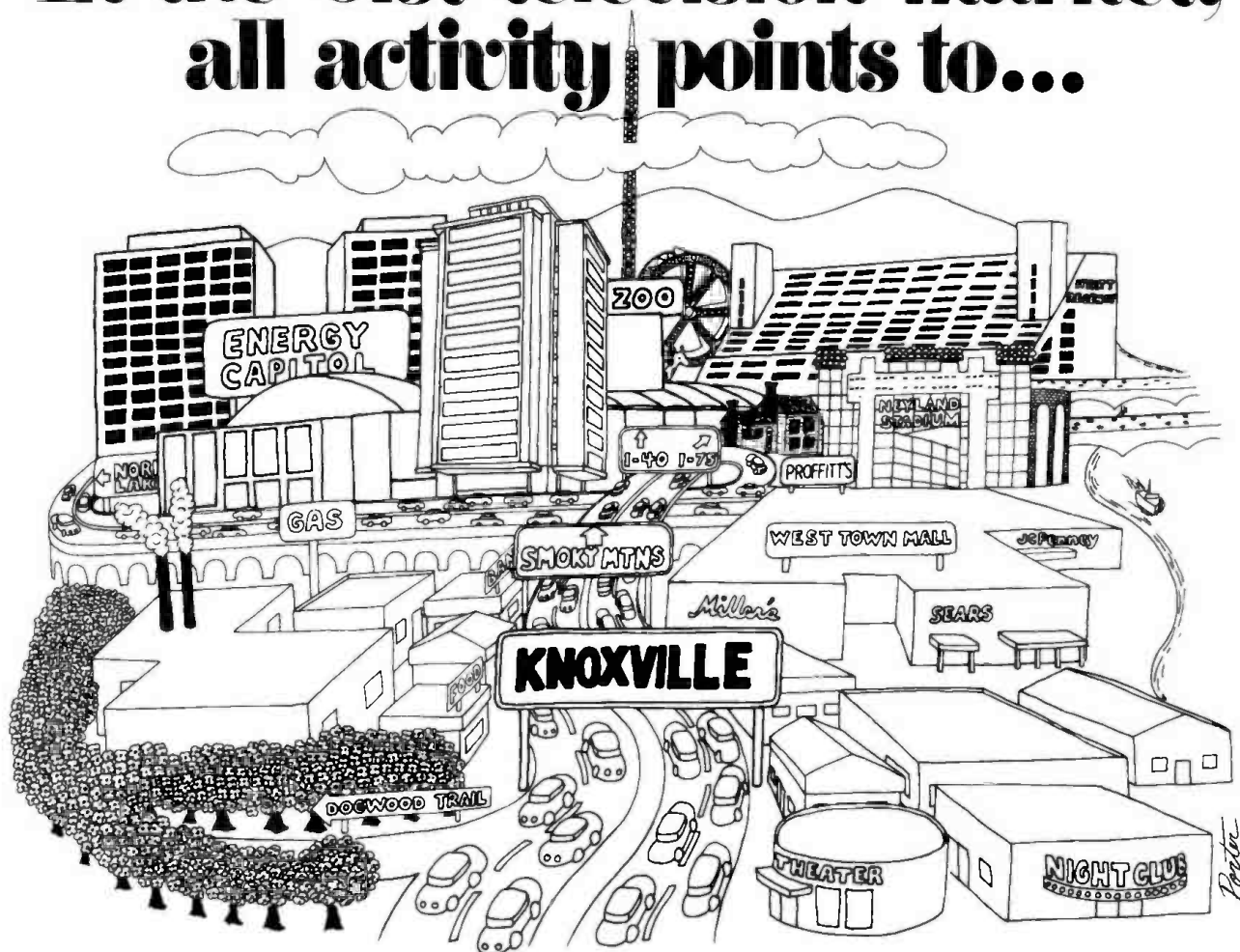
During the four years the case was in court, Mr. Marks appeared twice on NBC's *Today* show. They constituted his first exposure on national TV, but they were not the first times he faced a microphone.

Although he has devoted his entire career to law, Mr. Marks held brief claim to the title broadcaster. That was in 1949, '50 or '51—he's not entirely certain—when, while an undergraduate at the University of Alabama, Tuscaloosa, he worked as a disk jockey and announcer for a local commercial radio station. He says he enjoyed it, and although he says it casually, one gets the feeling he really must have. Because today, more than 25 years later, as he sits in customary shirtsleeve attire behind his desk where he regularly puts in 16-hour days as a servant of the people, he adds: "If I had it to do over again I would stick with radio."

Moorhead



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## FCC whittles drop-ins to four markets, for time being

**Rulemaking is issued eyeing Johnstown-Altoona, Salt Lake City, Charleston and Knoxville as possibilities for short-spaced assignments; dedication to UHF is reaffirmed, but additional VHF channels are not ruled out**

The FCC's rulemaking proposing short-spaced VHF drop-ins in four markets was finally issued last week by a predictably bitterly divided commission. Commissioners Robert E. Lee and James Quello, who fear the action's impact on the development of UHF, issued a dissenting statement written by Commissioner Lee that is headed "The Stench." On the other hand, Commissioner Benjamin L. Hooks, who concurred in the decision, complained that the commission declined to include other possible drop-ins because of what he said were economic rather than technical considerations.

The final 4-to-2 vote was reached last week after Commissioner Abbott

Washburn, who had been unable to make up his mind on the issue for more than a week, cast his vote with Chairman Richard E. Wiley and Commissioners Joseph Fogarty and Benjamin L. Hooks (BROADCASTING, March 6). Commissioner Margita White, the seventh member, did not participate.

The four markets involved—Charleston, W. Va. (ch. 11); Johnstown, Pa. (ch. 8) or Altoona, Pa. (ch. 12); Knoxville, Tenn. (ch. 8), and Salt Lake City (ch. 13)—survived a several-tiered screening process devised by the commission staff that rejected 92 other possible markets, at least for the time being.

The Office of Communication of the United Church of Christ had sparked the rulemaking with a request for the addition to the table of assignments of as many VHF drop-ins as possible. The petition was based on an Office of Telecommunications Policy study that indicated that 62 channels in the top-100 markets could be added to the table of assignments; a later study increased the total to 96.

UCC had two principal goals in mind: Provide communities that do not have them with VHF noncommercial stations and open the door to minority ownership of VHF stations. (UCC said applicants with minority ownership should be favored in comparative hearings for the drop-in channels.)

But the commission, in the notice, does

not offer much hope for the accomplishment of either goal. It does not propose to reserve any of the four channels for noncommercial purposes (although noncommercial interests are said to be interested in applying for all of the channels except the one proposed for Salt Lake City). Furthermore, the commission is too cautious in its approach to permit the addition of drop-ins on a wholesale basis.

The present mileage separations are to be retained; drop-ins, if any, would be allowed only through waivers of the rules. And stations ultimately authorized to operate at less than normal separation from an existing station would be required to afford it the same degree of protection—through some technical means, such as the use of a directional antenna—as would be assured through the prescribed separation.

The staff applied various technical criteria in reducing the number of possible markets from 96 to 18. (For instance, drop-ins that would reduce co-channel separation by more than 17.65% of that permitted by the rules and adjacent-channel separation by more than 15%, or that would be located in all-UHF markets were rejected.) Eight more were dropped because they did not offer "large-scale public benefits"—they would not, for instance, provide a network service or a first or second nonnetwork service to a substantial new area.

The four finalists emerged from a cost-

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benefit analysis:

■ A channel-11 drop-in at Charleston-Huntington, W. Va., the commission said, would be the fourth VHF allocation to the market and offer the opportunity to serve about 834,200 viewers with a first commercial independent service.

■ Assignment of channel 12 at Johnstown-Altoona, Pa., would provide the third VHF channel and a potential new network VHF service to almost 594,000 viewers in its grade B contour, but it could also replace an existing UHF station. A channel 8 drop-in in the market might be able to provide even greater service than channel 12. (The commission asked for comments on the channel-8 as well as the channel-12 proposal.)

■ The proposed channel-8 drop-in at Knoxville, Tenn., could provide grade B coverage to one million people, compared to the estimated 730,000 within the grade B signal of the local UHF, WTVK (ch. 26).

■ A channel-13 drop-in assignment at Salt Lake City could provide a fifth VHF station there and a potential first commercial nonnetwork service to 772,000 people in its grade B contour. The major impact would be felt by operators of 19 VHF translators, which would have to be switched to different channels, 10 of them to UHF.

The commission, in its notice of rulemaking, attempts to ease the fears of

**Open-and-shut case.** The FCC's first action in connection with the new sunshine law which became effective March 12, was to announce a closed meeting. The commission last week said it would hold a closed meeting on Tuesday (March 15) for the purpose of issuing instructions to the staff in a common-carrier case involving applications, construction permits, licenses and activities of The Telephone Company Inc., Arthur W. Brothers and The Silver Beehive Co. in eight categories of service. The commission's announcement says the meeting would be closed because it concerns an adjudicatory proceeding, a category of meeting exempt from the sunshine law. The session will follow oral argument in the proceeding, to which the public is invited.

those who see the proposal as dealing a blow to the future development of UHF. The notice says the commission remains committed to the full development of UHF.

However, the notice also says the proposal would not foreclose future drop-ins.

The criteria used in selecting the four being considered, the notice says, were simply tools to narrow the list to the most promising drop-ins in the proceeding; they were not meant to serve as tests for

future proposals.

And Commissioners Lee and Quello fear that there will be additional proposals. "I don't see how any UHF commitment is renewed in this notice," Commissioner Lee wrote in the opinion in which Commissioner Quello joined.

"Indeed, this may be just the beginning of a serious erosion of UHF service," Commissioner Lee added. "With the criteria used in this notice, it may be extremely difficult to limit drop-in interest to the four proposed markets." He also saw the action as a blow to the commission's television standards: "I have tried with little success to explain that television interference is subtle and pernicious. Like pollution, it builds up slowly until it permeates the atmosphere."

Commissioner Hooks, in his statement, expressed support for Commissioner Lees's view that the commission's "off-again, on-again machinations" regarding UHF have played a role in harming its development. But the main thrust of his separate statement is that the commission could have, and should have, considered additional VHF drop-ins. To the extent that the commission's "conservative approach" is "based on an economic analysis of a hypothetically optimum number of stations supportable in a given market rather than on chiefly technical considerations," he said, "I must dissent."

The basis of Commissioner Hooks's

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criticism is not immediately apparent from a review of the notice. At one point, it says it would be arbitrary to reject a drop-in solely on the evidence of an economic model, and adds that the commission believes "potential entrepreneurs" are more sensitive to the realities of the marketplace than any "generalized model."

Commissioner Hooks, in elaborating on his statement, said he based it principally on "lengthy discussions" with the staff and on language throughout the notice, rather than on specific statements in it.

Commissioner Washburn said in his concurring opinion that the ch. 8 Johnstown-Altoona proposal is "the most potentially useful" one. He said it would not

only provide interference-free grade B service to 237,000 more persons than would be served by the proposed channel 12 drop-in, but would also provide a third VHF network service. (The proposed channel-12 drop-in, he noted, would not provide interference-free service to Johnstown.) And he said it would become the first black-controlled VHF station in the country. (A black-controlled group—The Group for the Advancement of Television Service (GATS)—has petitioned for the drop-in.)

Commissioner Washburn attributed his indecisiveness on the drop-in question to his feeling that the commission, before issuing the rulemaking, should

have evaluated terrain-shielding measurements GATS had submitted in connection with the channel 8 proposal. The commission decided instead to conduct the tests while the rulemaking is under way. To that extent, Commissioner Washburn said, the rulemaking notice "is incomplete."

Regardless of his feeling about the value of the drop-ins, Commissioner Washburn stressed the importance of UHF to the growth of television—the theme Chairman Wiley struck in his separate statement. The chairman restated his "determination to bring about... the full comparability of UHF to VHF" and said the commission's new rulemaking is "not inconsistent" with that objective.

"Despite the euphoria and overstatement which has attended this docket from the outset," the chairman said in the statement in which Commissioner Fogarty joined, "I am advised that the potential for VHF drop-ins is very limited... Accordingly, the hope on the part of some for a fourth network, for new minority-owned stations, or for the further growth of public television must lie primarily in the UHF band."

Chairman Wiley added a cautionary note as to the four drop-ins being considered. Although the commission's "statutory mandate" requires the approval of VHF drop-ins where technically feasible, he said, "such feasibility remains to be proven on this record." Accordingly, he added, the commission should "review carefully the material submitted by the parties" before making a decision on drop-ins or granting final station approval.

The broadcaster group most likely to play a leading role in opposing the drop-in proposal—the Association of Maximum Service Telecasters—issued a statement expressing disappointment at the commission's action. "We believe that... all four [drop-ins] will be shown to be contrary to the public interest," said the statement by AMST's executive director, Lester Lindow. "Unfortunately, in the meantime," the statement added, "UHF will be impaired in these markets, in other nearby areas and nationwide." However, AMST finds "encouraging" the reaffirmation by the commission "of its commitment to UHF."

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## Margita White is no longer fenced in

**Husband moves to law firm  
not involved in broadcast,  
nullifying conflict-of-interest  
situation that had restricted  
FCC commissioner since September**

FCC Commissioner Margita White is out from under the conflict-of-interest problem that followed her into office in September. Her husband, Stuart White, has left the law firm with which he had

# time

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been associated since 1966 and which represents clients before the FCC, to join one with no communications practice.

Mr. White's association with Hamel, Park, McCabe & Saunders, of Washington, proved a serious obstacle to Mrs. White's confirmation by the Senate because of the firm's representation of clients before the commission. The fact that Mr. White, a tax lawyer, had no communications clients did not ease the concern of the members of the Senate Commerce Committee. To avoid the appearance of a conflict of interest, Mr. White agreed not to participate in fees received by the firm from communications clients, and Commissioner White committed herself not to participate in any matter in which the firm was representing a client.

But last week, Commissioner White informed the Senate Commerce Committee that her husband had joined Wilkes & Artis, a Washington firm that specializes in real estate law and has no communications clients, and that, as a result, it would no longer be necessary for her to disqualify herself on matters involving Hamel, Park, McCabe & Saunders.

Commissioner White said her husband's move was not a result of the conflict-of-interest problem but was to advance his own career. He is joining Wilkes & Artis to build up its tax department. However, Commissioner White agreed the move "makes everything easier, particularly for the commission staff, which was obliged to identify the firms in-

involved in matters that went on the agenda."

Commissioner White says she disqualified herself from participating in matters because of the conflict-of-interest problem "about a half-dozen times." In most cases, the lack of participation was not critical. However, it was important in the VHF drop-in proceeding, in which her husband's former firm represents a client; because she was not participating, it appeared for a time that the proposal to issue the rulemaking might fail on a 3-to-3 tie vote. However, Commissioner Abbot Washburn, who had been wavering, finally decided to concur in issuance of the notice (BROADCASTING, March 7).

## Changing Hands

### Announced

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

■ **KOLE(AM)** Port Arthur, Tex.: Sold by Gulf States Broadcasting Co. to Northstar Broadcasting Inc. for \$500,000 plus \$100,000 covenant not to compete. Sellers are Robert D. Hanna (one-third) and Joseph P. Driscoll (two-thirds). Mr. Hanna owns 49% of **KRAM(AM)** Las Vegas. Mr. Driscoll has no other broadcast interests. Buyer is wholly owned by Leighton Enterprises Inc., Alver G. Leighton, president and 67.9% owner.

There are seven other stockholders. Buyer also owns **KCLD-AM-FM** St. Cloud, Minn., and **KOUR-AM-FM** Independence and **KNLA(AM)-KRLS(FM)** Knoxville, both Iowa. **KOLE** operates on 1340 khz with 1 kw day and 250 w night.

■ **WDAN(AM)-WMBJ(FM)** Danville, Ill.: Sold by First Danville Radio Inc. to Sangamon Broadcasting Co. for \$555,000. Seller is owned by J. Max Shaffer and group of local businessmen, none of whom has other broadcast interests. Buyer, Shelby T. Harbison, president, owns **WTAX(AM)-WDBR(FM)** Springfield, Ill. **WDAN** operates on 1490 khz with 1 kw day and 250 w night. **WMBJ** operates on 102.1 mhz with 11 kw horizontal, 9.4 kw vertical and antenna 380 feet above average terrain. Broker: Richard A. Shaheen.

■ **WABK(AM)-WKME(FM)** Gardiner, Me.: sold by Ahenaki Corp. to Kennebec-Tyron Communications Corp. for \$375,000. Sellers are Bruce Saunders, Jon Lund and Richard Morrell, none of whom has other broadcast interests. Buyer is wholly owned subsidiary of Northeast Communications Corp., owner of **WFTN(AM)** Franklin, N.H. Principals in Northeast are brothers Jeffrey Fisher, chairman and president; Phillip Fisher, attorney, and Chris Fisher, professor. **WABK** operates on 1280 khz full time with 5 kw. **WKME** is on 104.3 mhz with 14.5 kw and antenna 340 feet above average terrain. Broker: Keith W. Horton Co.

■ **WEXT(AM)** West Hartford, Conn.: Sold by **WEXT** Inc. to 1550 Country Radio Inc. for \$365,000. Seller is Harry L. Reiner (100%), who also owns **WYPR(AM)** Danville, Va. Buyers are Barry R. Chaiken, his wife, Marylou, and Louis J. Alfonse. Mr. Chaiken is certified public accountant, and Mr. Alfonse is attorney. Both live in Old Bridge, N.J., and neither has other broadcast interests. **WEXT** is 1 kw daytimer on 1550 khz. Broker: Blackburn & Co.

■ **WFOM(AM)** Marietta, Ga.: Woofum Inc., licensee, sold by James A. Davenport III to S.M. Landress and Lloyd Gerald Crowe for \$347,473.98. Seller has no other broadcast interests. Mr. Landress is Marietta attorney, and Mr. Crowe is **WFOM** general manager. Neither has other broadcast holdings. **WFOM** operates on 1230 khz with 1 kw day and 250 watts night. Broker: Chapman Associates.

■ Other station sales reported at FCC last week include: **WKKJ(FM)** Green Cove Springs, Fla., and **KBUH-AM-FM** Brigham City, Utah (see page 69).

### Approved

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

■ **WDTB(TV)** Panama City, Fla.: Sold by Panhandle Broadcasting Co. to Octagon Broadcasting Co. for \$2.1 million. Principals in seller are Mrs. Eugenia S. Brannen, Luther Thomas, Dick Arnold and Juliam Bennett. Mrs. Brannen also has interest in **KJIN(AM)-KCIL(FM)** Houma, La. None of other sellers has other broadcast interests. Buyer is Anthony C.



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Kupris, owner of Atlanta fertilizer firm, with no other broadcast interests. WDTB is NBC affiliate on channel 13 with 316 kw visual, 63 kw aural and antenna 1,403 feet above average terrain.

■ **WIL-TV Terre Haute, Ind.:** Sold by Alpha Broadcasting Corp. to Bahakel Broadcasting Co. for \$649,000. Seller, which has no other broadcast interests, is owned by more than 50 stockholders with John M. House (23.35%) as president. Buyer is owned by Cy N. Bahakel (100%), who also owns KXEL-AM-FM Waterloo, Iowa; WLBJ-AM-FM Bowling Green, Ky.; WWOE-AM-FM Lynchburg, Va.; WABG-AM-TV Greenwood, Miss.; WCCB(TV) Charlotte, N.C.; WKAB-TV Montgomery, Ala.; WOLO-TV Columbia, S.C.; WDOE-AM-FM Chattanooga, and WKIN(AM) Kingsport and WBBJ-TV Jackson, both Tennessee. WIL-TV is ABC affiliate on channel 38, with 2,310 kw visual, 191 kw aural and antenna 976 feet above average terrain.

■ **WSAV(AM) Savannah, Ga.:** Sold by WSAV Inc. to Beasley Broadcast Group of Savannah Inc. for \$575,000. Seller also has sold WSAV-TV for \$5,250,000 (BROADCASTING Oct. 4, 1976). Its principals are Harben Daniel, W.K. Jenkins estate and Arthur Lucas estate. Buyer is owned by George C. Beasley, who also owns WFMC(AM)-WOKN(FM) Goldsboro, N.C.; WMOO(AM)-WLBX(FM) Mobile, Ala.; WFAI(AM) Fayetteville, N.C.; WGAC(AM) Augusta, Ga.; WDMT(FM) Cleveland; WJNC(AM)-WRCM(FM) Jacksonville, N.C.; WHNC(AM)-WXNC(FM) Henderson, N.C., and WKGX(AM) Lenoir, N.C., which Mr. Beasley has sold (see below). WSAV is on 630 khz with 5 kw full time.

■ **WKGX(AM) Lenoir, N.C.:** Furniture City Broadcasters Inc. sold by George C. Beasley to R.L. Bush Jr. (27.565%) and Bush Inc. (72.435%) for \$136,000. Mr. Beasley has purchased WSAV(AM) Savannah, Ga. (see above), and disposed of his interests in WKGX to conform with FCC ownership rules. Mr. Bush owns 10% of WFAI(AM) Fayetteville, N.C., and WMOO(AM)-WLBX(FM) Mobile, Ala. Other principals are Jeanne and Thomas Bush, buyer's wife and brother. WKGX is 1 kw daytimer on 1080 khz.

■ **KDSX-AM-FM Denison-Sherman, Tex.:** Sold by B.V. Hammond and Lofton L. Hendrick to Grayson County Broadcasters Inc. for \$525,000. Messrs. Hammond and Hendrick, who are retiring from broadcasting, have no other broadcast interests. Buyer, owned by John B. Mahaffey, with his wife, Fredina B., also owns KCIJ(AM) Shreveport, La.; KGRT(AM)-KGRD(FM) Las Cruces, N.M., and KICA(AM) Clovis, N.M. KDSX operates on 950 khz with 500 w full time. KDSX-FM operates on 101.7 mhz with 3 kw and antenna 260 feet above average terrain.

■ Other station sales approved by FCC last week include: WQDE(AM) Albany, Ga.; KWNA(AM) Winnemucca, Nev.; XEFC(FM) Waco, Tex., and WCWC-AM-FM Ripon, Wis. (see page 70).

## Quello again flays improper use of petitions to deny

**Urban league chapter hears FCC commissioner denounce filings used as a threat, criticize agreements with groups unrepresentative of a community; he concedes there are some failures in commission procedures**

FCC Commissioner James H. Quello is apparently one commissioner who believes in not singing different tunes in front of different audiences. The commissioner frequently, before audiences of broadcasters and communications attorneys, has expressed his impatience with citizen groups that, he feels, use the threat of petitions to deny to exert more influence on broadcasters than would be warranted by the number of their members.

Now he has delivered the same message before the Birmingham, Ala., chapter of the Urban League.

"On some occasions," he said, "citizens' groups give the impression they are more interested in stirring a controversy and exploiting discontent than in correcting deficiencies or encouraging quality programming. I am concerned with some

abuse of the license challenge process through unfounded petitions to deny. . .

"A negotiated agreement reached between a licensee and any citizens' group who represent only a small portion of the total community," he added, "simply does not square with the requirement that a licensee follow the commission's comprehensive ascertainment procedures to determine for himself the needs and interests of his total community."

The commissioner sees the commission faced with a "dilemma" in encouraging broadcasters and citizen groups to engage in "true dialogues" while at the same time preserving the licensee's necessary freedom and responsibility and avoiding "unnecessary government intrusion into the process."

He said the government is not guilty of intrusion when it advises citizen groups that "they may not deprive licensees of flexibility in certain areas." What's more, he believes the commission could propose that citizen groups present their "credentials or proof of constituency to the licensee before demanding negotiation"—a proposal the National Association of Broadcasters is urging on the FCC in a petition for rulemaking (BROADCASTING, Feb. 14).

The commissioner preceded the blunt talk with history of what he said were the years in which he had worked with the Urban League in Detroit where he had managed WJR(AM). He said WJR had in-

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stituted minority hiring and programing in the late 1940's and early 1950's, "before it was fashionable or deemed mandatory by the EEOC," as he said, the executive director of the Detroit Urban League had said.

Commissioner Quello also conceded that the commission has not yet done all it must, if its practice is to match its preaching. Although the commission encourages groups to file complaints, either with the station or the commission, it sometimes fails to devise complaint procedures that are effective. In that failure, he said, "we may simply demonstrate to concerned citizens that the complaint process is unproductive." And that, he said, leaves "the costly and time-consuming legal petition to deny as an alternative."

## EEO complaint tops the latest batch of FCC renewal protests

**NOW files informally against 35 Colorado stations; some are also hit in Minnesota**

There may have been only three filings but 40 broadcast station licenses were challenged as the deadline passed earlier this month for petitions to deny renewals in the states of Colorado, Minnesota, Montana, North Dakota and South Dakota.

Stations in the latter three states went untouched. Faith Broadcasting Network, an applicant for channel 29 in Minneapolis-St. Paul, asked that the renewals for KMSP-TV, WCCO-TV, KSTP(TV) and WTCN(TV) there be denied or held in abeyance. KYMN Inc., licensee of an AM station of the same call in Northfield, Minn., requested that KDHL-FM Faribault, Minn.'s renewal be deferred.

But the most sweeping petition came in the form of an informal objection from the Media Monitoring Task Force of the Colorado chapter of the National Organization for Women. The NOW chapter called for an investigation of an alleged "continuing pattern and practice of discrimination against employees, applicants and potential applicants" at 35 Colorado stations

Among the accusations made were that the stations have excluded women and minorities from higher-paying jobs, segregated them primarily into clerical positions and given them little or no chance for job improvement.

The 35 stations together, the petition said, employ 1,043 persons. Although women make up more than 43% of the Colorado workforce, it claimed, females make up only 24% of the 35 stations' total workforce.

It also charged that minorities make up about 14% of the full-time Denver workforce (statewide figures were said to

be unavailable), but only 12% at the stations.

Sixty-eight percent of the female employees at the challenged stations hold clerical jobs, while 98% of the white males there are employed within the top-four job categories, the filing said. Those with the worst plight were said to be minority females. The petition asserted that these females hold only 5% of the jobs at the stations, three-quarters of them in clerical posts.

The stations challenged were: KBTV(TV), KMGH-TV, KOA-AM-TV-KOAQ-FM, KWGN-TV, KADZ(FM), KDEN(AM), KFSC(AM), KHOW(AM), KLZ-AM-FM, KTLK(AM) and KXXK(FM), all Denver; KWBZ(AM) Englewood; KRDO-AM-FM-TV, KSSS(AM) and KOAA-TV, all Colorado Springs; KCOL-FM and KIXX(AM)-KTCL(FM), all Fort Collins; KCSJ(AM)-KDJO(FM) and KDZA(AM)-KZLO(FM), all Pueblo; KQIL(AM)-KQIX(FM), KREX-AM-FM-TV and KSTR(AM), all Grand Junction; KREY-TV Montrose, and KREZ-TV Durango.

In Minnesota, Faith Broadcasting claimed that the Minneapolis-St. Paul commercial VHF stations (United Television Inc.'s KMSP-TV, Midwest Radio-Television Inc.'s WCCO-TV, Hubbard Broadcasting Inc.'s KSTP(TV) and WTCN Television Inc.'s WTCN-TV) should not be renewed until an agreement is worked out for their antenna site sharing with permittee KTMA-TV (channel 23) and Faith Broadcasting's proposed channel 29.

Faith Broadcasting cited commission rules that say renewals will not be made when a station controlling a site unduly excludes other stations by limiting shared access. It claimed that United Television has said it is in disagreement with the site's owner on how to fulfill its "obligation" to the two prospective UHF's. Faith Broadcasting asked the FCC for an evidentiary hearing.

KYMN Inc., Northfield, Minn., asked the FCC to defer renewal of KDHL-FM Faribault, Minn., until the commission resolves a change-of-city-of-license dispute. KDHL Inc., according to the petitioner, is seeking to switch its license to North Faribault-Northfield which currently has no FM allocation. KYMN Inc. believes that, if the FCC wants new service for Northfield, it should open up a channel.

### Media Briefs

**Pay personnel.** National Subscription Television, which will begin over-air broadcasting on KBSC-TV Los Angeles April 1 (BROADCASTING, March 7) has announced executive appointments for new pay TV station: Bruce Johansen, general manager, KBSC-TV, remains in that post under new management; David Costello, from Oak Industries (NST co-owner), named director of installation and service; Craig Gosden, Los Angeles attorney, secretary/general counsel; David Horn, in sales/marketing for IBM, director of mar-

keting, and Andrew Wald, freelance producer, director of programing.

**In Hooks mold.** Tennessee Association of Broadcasters has emerged as backer of Tennessee judge for appointment to FCC. TAB's choice is Adolf A. Birch Jr., judge of Court of General Sessions, of Davidson county, who is black. Harold Crump, WTVF(TV) Nashville, president of TAB, has sent letters to White House, endorsing Judge Birch as well as to members of Tennessee congressional delegation and to networks. Judge Birch, who is 44, was assistant district attorney from 1966 to 1969, when he was appointed to bench. He was elected in 1970, and re-elected in 1974 to eight-year term.

**On the air.** After nine-year wait, Pacifica Foundation's WPFW(FM) Washington went on air Feb. 28. Format is jazz and talk, 8 p.m. to 5 a.m. on 89.3 mhz. Greg Millard is general manager; Pam Peabody, development director, and Denise Oliver, program director.

## Wasilewski advises NAB employes to reject union

**His memo provokes complaint to labor board by organizer**

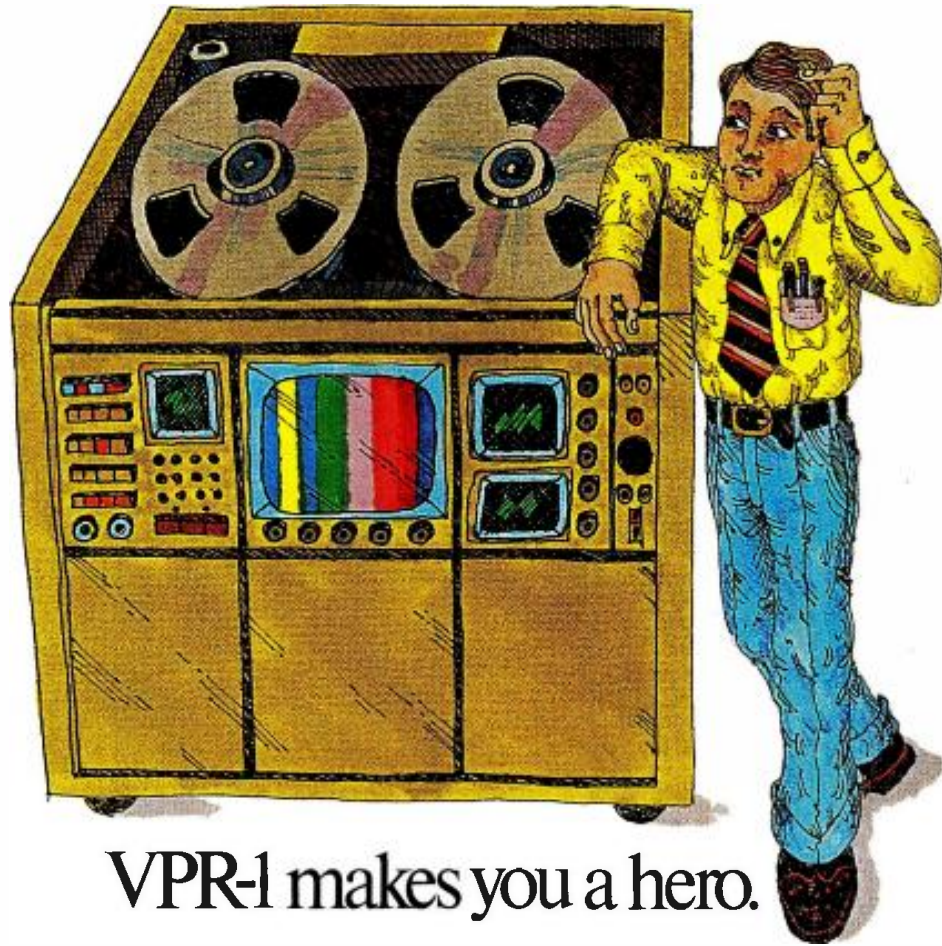
National Association of Broadcasters President Vincent Wasilewski broke NAB management's silence on the effort to unionize the NAB nonsupervisory staff last week. He sent a memo to "all staff" decrying the "impersonal relationship" he said would develop between staff and executives if a union were present at NAB.

"We have all regarded the NAB as a close-knit group of co-workers, all sharing the same goals," Mr. Wasilewski wrote, adding later, "The presence of a union . . . would seek to pit 'management' against the 'employees' in an adversary relationship, with the union seeking its own independent aims. Hard and fast rules would be sought and imposed on all."

Those words and some further criticisms of unions that followed became the basis of an unfair labor-practice charge filed immediately at the National Labor Relations Board by the chief proponent of a union, NAB legislative counsel Michael Barry.

Earlier in the week, Charles Jones, NAB vice president for radio affairs, was interviewed by an investigator from the National Labor Relations Board in connection with a complaint filed by Ginger Carnahan, a former NAB special projects writer who alleges she was fired by Mr. Jones because of her work on behalf of the union effort. Her departure Feb. 28, subject of some controversy within the NAB, was specifically mentioned in Mr. Wasilewski's memo. "Ginger agreed to leave NAB," he said, adding that the term of her employment was even extended a month to give her time to find another job.

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## NBC Forum was the mill; politics and the media were the grist

**Washington sessions talk about the primaries, campaign financing, the role of the press and the debates and Section 315**

Politics-as-usual will, more likely than not, remain just that. That was the thread of reality woven through the two-day rhetoric of the NBC Forum at Washington's Capital Hilton hotel.

On March 4 and 5, NBC News was host to an unprecedented examination of American politics and the press with 70 invited participants representing government, political parties, business, labor groups, education and the media.

The weekend's activities were divided into four panel discussions, each moderated by an NBC correspondent, ranging from an across-the-board examination of our system of presidential primaries, to campaign financing, the role of the media and Section 315 of the Communications Act. There were extra discussions on the two-party system and the selection of vice presidential candidates. NBC Radio presented a special program last night (March 13) on the forum, and next Sunday (March 20) there will be a two-hour presentation on NBC-TV. (1 p.m. NYT).

NBC's idea was to bring together a large group of decisionmakers and have them talk about how the country goes about picking its leaders. As NBC President Herbert S. Schlosser said in his opening remarks: "What we expect to develop here is a recognition of the issues . . ."

Each of the four sessions was presided over by a panel of four or five individuals who set the tone of the discussion and fielded questions and comments from the 50 or so participants sitting in.



**The primaries** (panel one). L-r: NBC President Herbert S. Schlosser, opening the NBC Forum; Representative Morris K. Udall (D-Ariz.); John Sears, campaign manager for the Reagan campaign; Tom Brokaw, NBC News; Representative Barbara C. Jordan (D-Tex.), and George F. Will, columnist.

### The primaries: minor adjustments or a major overhaul?

The first panel concerned itself with a discussion on the country's system of political primaries—whether the present method functioned adequately and should be kept, or if there shouldn't be a streamlining and shortening of it.

Moderator of the session was Tom Brokaw, who had as panelists Representatives Barbara Jordan (D-Tex.) and Morris Udall (D-Ariz.), lawyer and Ronald Reagan campaign manager John Sears, and newspaper columnist George Will.

Most of the discussion among the participants and the panelists raised the idea that the primary system needs some tinkering in order to make it run smoother. The disagreement centered on the degree of change.

Representative Udall offered a plan of four days of primary elections—one day in each of four consecutive months. Each state would have the option to choose which date it wanted for its primary. Candidates would have to enter all of the elections on a given day.

Mr. Sears advocated a greater emphasis on state conventions and caucus systems. This is because, he said, the primaries "should be a proper mix between the opinions of party leaders and the opinions of the rank and file. In the past that has been out of whack in terms of the number of primary states there are. . . . I think what we have right now is a far too unstruc-

tured system that does not lend itself to the parties having proper identity in the form of candidates as they go to the election."

These changes were not accepted by the other two panelists. Representative Jordan, when asked if the present system affords enough access to the political system to women, blacks, and other minorities, replied that the primary system we have should not be changed. "The primary system," she said, "for nominating candidates remains the most democratic of the systems or the alternatives which have been suggested by others. A primary which is open to all registered voters within a state or a congressional district or however it takes place, certainly opens the door and does not allow the imposition of some barrier that would deny participation. [The system], is democratic, it's open, it's fair and I don't see any other way to conduct the . . . nominating."

Syndicated columnist George Will also was in favor of keeping the status quo. "It does seem to me," Mr. Will said, "that the nomination process does not so much reflect the nation's will as create it. And I think it does a rather good job."

When asked why he did not think a small change like the four primary dates advocated by Mr. Udall would be appropriate, he replied, "By forcing a number of states, guaranteeing really, that a number of states will hold their primaries on a given day, you're almost certain to eliminate the small battlefield, the Iowa, the New Hampshire. And it is on the small battlefield alone that the unknown candidate, like Jimmy Carter, or the dissident candidate like Eugene McCarthy, can hope to slay Goliath."

Mr. Udall put down the importance of the small states, however. "The 80,000 voters who cast votes in New Hampshire were more important than all the voters in California . . . I don't think they [the New Hampshire voters] ought to have the power to say as they did this year, that Gerald Ford would be the nominee, without that narrow, narrow win in New Hampshire."

Getting away from the basic topic of the primaries for a while was Senator Birch Bayh (D-Ind.) who called for the abolition of the Electoral College and the direct election of the President.

*Washington Post* columnist David

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Broder, one of the participants, said he felt the main problem with the present system "is that it keeps the politicians out of the process to a greater degree than is healthy." These people, Mr. Broder went on, probably "know more about the real abilities, the real qualifications of other politicians and other officeholders than the average citizen knows, particularly back in January, February and March of a presidential primary or election year when there are 12 or 14 or 15 different candidates all jumping up and down at once saying, 'choose me, choose me.'"

Mr. Brokaw characterized the discussion of Mr. Udall's plan by saying that while "it is tidy" and popular with the group, the question remained, was it legal? "The objections," as Mr. Brokaw summed them up, "to both the Udall and Bayh proposals are that they deny the states the right to govern their own elections." And, he continued, "The objections to the national primary system included the possibility that it would have a destructive effect on political parties. It also would give the greatest weight, the greatest advantage, to candidates who are already nationally known, and the prospect, of course, would be that we would have four or five elections for presidential candidates in a year with a presidential primary because there would have to be a run-off system of some kind."

#### Public financing of campaigns: In or against the public interest?

Public financing of political campaigns was the subject kicked around by the second panel, composed of Senator John Tower (R-Tex.), Representative John Anderson (R-Ill.), former Senator Eugene McCarthy and Brookings Institution Senior Fellow Stephen Hess. Moderating was Catherine Mackin.

Nearly everyone agreed that public funding for presidential campaigns is here to stay. The debate centered on whether parts of it should be changed and if it should be expanded to congressional elections.

Mr. Anderson was in favor of widening public funding through the use of matching grants to cover congressional races since, he said, "the evidence is now clear that the special-interest money that used to flow into presidential campaign and can-

didates' coffers is now flowing into House and Senate races."

According to Mr. Anderson, "One estimate is that there was \$22 of special-interest money going into congressional campaigns for every dollar of special-interest money that went into the last presidential campaign. The further fact is that three times as much of that special-interest money goes to incumbents as goes to challengers, and it seems to me that if we want to introduce a truly more competitive situation into the electoral process, public financing is the answer."

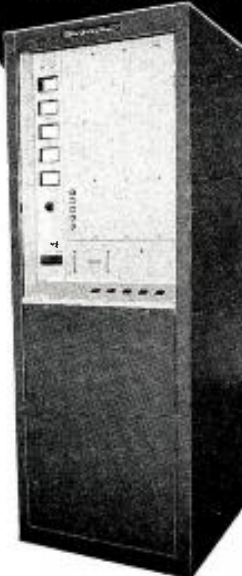
Someone who clearly did not think public financing is the answer was Mr. McCarthy. After citing problems with the Federal Election Commission during the last election when he ran as an independent, Mr. McCarthy said "the conception of the Federal Financing Act is to finance two parties—the Republican party and the Democratic party..."

Another who was opposed to the financing was Mr. Tower. "I'm very strongly opposed to public financing for congressional elections. I'm opposed to it for presidential elections. Not only does it inhibit, in my view, the degree of popular participation in the electoral process, it also constitutes an inordinate government intrusion, not only into the electoral process but in the internal affairs of political parties. I think further that it perpetrates on the people a popular fiction and deception, and that it minimizes interest-group influence on candidates and office holders... But to suggest to people that through public financing you void interest-group influence on public affairs is sheer bunk and baloney."

Mr. Hess, while saying there are parts of the law that need fine-tuning, felt the Federal Campaign Act realized its two main objectives: to keep down the costs of campaigns and to eliminate candidates' obligations to big contributors. In analyzing some of the objections to the act, Mr. Hess said that the experiences in the last elections do not bear them out. There was not, as had been predicted, "a great proliferation of candidates who would be attracted to the free money," he said.

"We were told that the act was going to be an incumbent's protection act," Mr. Hess continued. "But what did we find? We found that an incumbent President came very close to losing his nomination and then became the first incumbent since

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**Campaign financing** (panel two). L-r: Representative John B. Anderson (R-Ill.); Eugene McCarthy, former senator and independent presidential candidate; Catherine Mackin, NBC News; Senator John G. Tower (R-Tex.); and Stephen Hess, senior fellow, Brookings Institution.

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**The media** (panel three). L-r: Gerald Rafshoon, media director of the Carter campaign; Daniel Yankelovich, public opinion analyst; Douglas Bailey, media consultant to the Ford campaign; John Chancellor, NBC News; James D. Barber, Duke University, and Tom Wicker, *The New York Times*.

1932 to have been defeated. Obviously there were lots of reasons for that, but we can't say, based on experience, that the incumbent had an insurmountable head start.

"In fact, what we found," Mr. Hess concluded, "was that the most important thing that the law seemed to do was to have an equalizing effect on the candidates. . . . I would propose both the fine-tuning that is needed based on the experience of the presidential campaign and to expand it . . . to congressional races."

#### Politics served for dinner

Friday ended with a dinner presided over by Tom Pettit and featuring a discussion between former Maine Governor Kenneth Curtis, chairman of the Democratic National Committee, and his Republican counterpart, former Senator Bill Brock

(Tenn.).

Mr. Brock was concerned that "too many people feel as though they have lost their voice. In the last election 47% decided it didn't matter whether they shouted from the rooftops or not, and they chose to remain silent. We must realize what a threat to our own personal political freedom this constitutes." The two parties, he said, must "devise ways in which that voice can be reacquired."

In discussing the role of television in the campaigns, Mr. Curtis complained about the dependence upon short time slots—"where there's no real time to know what the candidate is for."

Mr. Brock suggested limiting commercial advertising until the last four or five weeks of the campaign. Both he and Mr. Curtis thought the debates were beneficial and would want their candidate to participate in another.

#### This forum found TV to be the forum for national campaigns

Saturday's morning session was a discussion of "The Role of the Media—Informing or Influencing the Electorate?" Moderated by *NBC Evening News* anchor John Chancellor, the panel quickly zeroed in on the role of television during the 1976 presidential campaign, almost to the exclusion of the impact of the printed press and radio.

If there was any kind of general agreement among the five panelists (James D. Barber, Duke University; Douglas Bailey, media consultant to the Ford campaign; Gerald Rafshoon, media director of President Carter's campaign; Daniel Yankelovich, social scientist and pollster, and Tom Wicker, associate editor of *The New York Times*), it was that, to use Mr. Wicker's phrase, television has become the "arena" of presidential politics. "That is where the campaign is," Mr. Wicker said early in the discussion, and the rest of the morning was spent debating what, exactly, that means to American politics.

The print journalists present, especially Mr. Wicker, Eleanor Randolph of the *Chicago Tribune* and syndicated columnist George Will, spoke of the changes television has brought to politics and to political coverage. Miss Randolph said, "The really important thing in covering a campaign is realizing that the ball game is on television." She spoke of the difficulty of covering the campaign "because it was on television. . . the two candidates were trying to show an image. . ." prepared for TV, and journalists, print as well as broadcast, could not reconcile the candidates' television poses with the men they knew off-camera.

Mr. Will, reinforcing the print media's criticism of television coverage, spoke of the difference between what television news is capable of covering and what print can. "What constitutes news," Mr. Will said, "has been shaped by television." But, he continued, television news is shaped by what he called "photo opportunity," that which looks good on film. "It never says typewriter opportunity."

The broadcast journalists present were, understandably, put on the defensive by the print peoples' criticism, and John Lynchard of ABC News addressed the argument that TV does not or, as some said, cannot deal with political issues. Mr. Lynchard said that too often the candidates themselves cloud the issues, especially in primaries, "where the man who wins must really keep himself in position to move back into the center after he wins."

Mr. Rafshoon, whose criticism of TV news coverage of the election prompted, in part, the "jump-on-television" (a phrase used by Steve Hess of the Brookings Institution) atmosphere of the panel, blamed the broadcast press for Mr. Carter's "fuzziness." Mr. Rafshoon blasted television for failing to cover the issues of the campaign and concentrating, instead, on the "horse race."

Douglas Bailey, Mr. Rafshoon's coun-



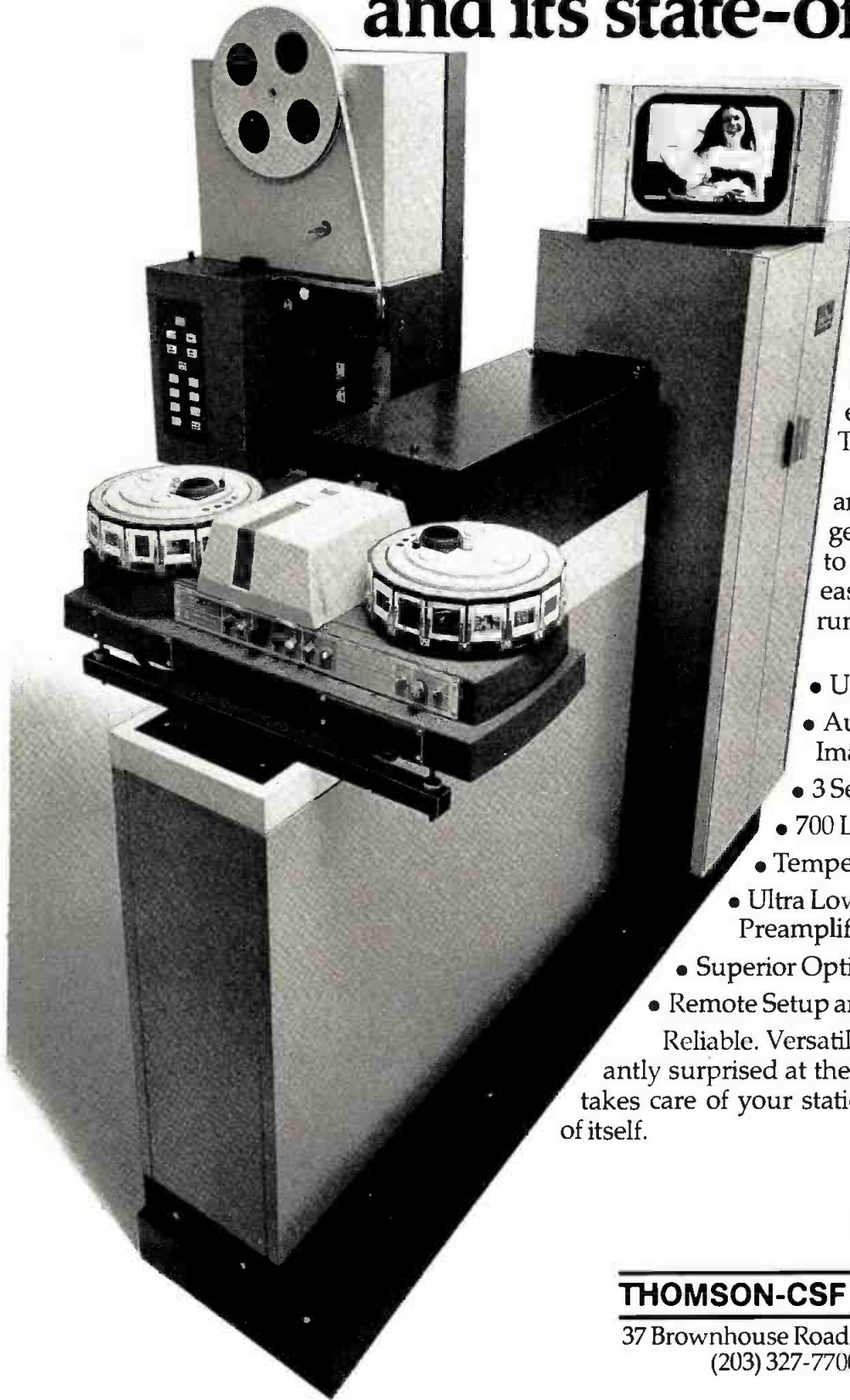
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**Debates and Section 315** (panel four). L-r: Representative Lionel Van Deerlin (D.-Calif.); former FCC Chairman Newton N. Minow; Edwin Newman, NBC News; former Senator John O. Pastore, and Jerome A. Barron, George Washington University.

terpart in the Ford campaign, was not nearly as critical of the television coverage, but he was not especially overjoyed with it either. Mr. Bailey, too, felt TV was overly concerned with the race between the candidates and not what they were saying. "The networks have preferred," Mr. Bailey said, "to comment and analyze rather than concentrate on making their medium available for maximum candidate communication with the people."

### Picking the Vice President

Senators Hubert Humphrey (D-Minn.) and Robert J. Dole (R-Kan.), one a former Vice President and the other a former candidate for the job, spoke at Saturday's luncheon session on the selection of Vice Presidents. David Brinkley of NBC News shared the front table with the senators.

Both senators tried to put aside the myths of how Vice Presidents are selected. As Senator Dole described Gerald Ford's selection of him as his running mate: "The prevailing impression left was that it happened in the wee hours of the morning, that he sort of came up with my name. But long before the convention . . . four or five thousand people were polled." Senator Dole said that the Ford people spoke with governors and congressmen before they suggested him. "They made one list after another," the senator said.

Senator Humphrey, too, spoke of the long process by which Lyndon Johnson selected him. He reminded the audience that former President Johnson floated names to the press, in much the same way that Mr. Carter invited prospects to Plains to test public reaction to the potential candidates.

"I think we have to keep in mind," said Senator Humphrey, "that the possibility of transfer is always there, all the more important as to the selection process of the Vice President as a candidate."

### Debate over the debates and the effects of equal time

By far the livelier of the two Saturday sessions, the fourth panel—"The Debates and Section 315"—ended with a consen-

sus that there was not much likelihood that the equal-time law would be repealed, but that it would be modified.

The panelists for the final session of the forum were: House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.); former FCC Chairman Newton Minow; former Senate Communications Subcommittee Chairman John O. Pastore, and George Washington University law professor Jerome A. Barron. NBC News correspondent Edwin Newman was the moderator.

Most of the discussion dealt with the 1976 presidential debates and their eventual effect on future elections. There was disagreement among the participants on just what that effect would be. One of those present, Herbert Alexander, director of the Citizens Research Foundation, opined that debates should become a mandatory requirement if candidates are to receive federal election funds. There was not, as Mr. Newman said in his summary, "any widespread support for that notion."

It was generally agreed, however, that the experience of 1976 would make it difficult for candidates not to debate in the future.

The panelists were preoccupied with the limitations placed on politicians and broadcasters by Section 315. Senator Pastore said the equal-time requirement "clearly does a disservice to both the candidates and the voters." Representative Van Deerlin, who is now in the process of rewriting the Communications Act, called 315 "a restraining influence on broad-

casters and a violation of their First Amendment rights."

Professor Barron, the only dissenter on the panel, was concerned what a revision of the equal-time rule would mean to two-party politics—specifically, whether repeal could create an "alliance between the government and the media" resulting in a journalistic "preference for two political parties." The exclusion of third and fourth parties from future debates "should be viewed as presenting a fundamental challenge to the constitutional status of political freedom in America," he said.

FCC Chairman Richard Wiley, one of the participants, took issue with Professor Barron and said the 1976 debates "demonstrably were in the public interest. You'd never have had a good debate between 172 people, and that's how many we had running for President this time."

Mr. Minow, who also favored suspension of 315 for presidential candidates, took the notion a step further when he asked Congress "to open its doors to radio and television. I think we ought to see more of the Congress, and I would have at least four times a year, in prime time, the Congress debating and voting on the major issues of the day."

One broadcast owner participated in the discussion, and he had some very harsh things to say about the equal-time rule. Herbert Hobler, president of Nassau Broadcasting Co., called 315 "chilling and inhibiting. . . I have a license to serve the public interest, and yet I don't believe I can because I'm not a free journalist." Mr. Hobler said broadcasters must be permitted "to be responsibly biased."

In his summary of the two-hour panel, Mr. Chancellor took issue with the TV critics saying, "Issues are not the only thing." Television, Mr. Chancellor said, deals, to a great extent, in "symbols and form" and not so much with issues. "I think some voters want issues, but more people want a mixture of issues and what we might call political theater." Candidates, Mr. Chancellor said, enjoy the symbolic nature of television news coverage, especially the Carter people, and as long as candidates do, "we probably will not have, and moreover, ought not to have, any fundamental or institutional changes in the way media cover politics."



**Wrapping up.** Panel moderators (l-r) Catherine Mackin, Tom Pettit, President of NBC News Richard C. Wald, John Chancellor, David Brinkley and Edwin Newman close the NBC Forum with analyses of the two days of discussions.

# Two new teams, two million new dollars for baseball

**Price tag for broadcast rights inches up about 4% over last season's total; Seattle and Toronto join roster of teams**

At his retirement party last December, Jim Allen of KSD-TV recalled the problem that faced executives of that St. Louis station soon after it went on the air (1947), and officials of the baseball Cardinals there. He had just sold the first local TV sponsorship of a Cardinals game to American Bakery of Chicago and the question of a rights payment to the team had to be resolved. The solution: KSD-TV bought four reserved seats in Sportsman's Park for the season—the amount of space displaced by two camera positions.

It's a far cry from those bargain-basement days of three decades ago as the major leagues prepare for a 1977 season that will see broadcasters paying \$52,110,000 for the rights to bring microphones and cameras into the ballparks. That's nearly \$2 million more than the \$50,160,000 payments last year. It's in pace with so-called normal inflation, but nowhere near in keeping with organized baseball's mushrooming costs. Also, while the 1977 increase is entirely in the area of local rights payments (all network payments are locked into multiyear contracts that started in 1976), the local total of \$28,835,000 is for 26 teams with the addition of the franchises of the Seattle Mariners and the Toronto Blue Jays in the Western and Eastern Divisions of the American League, respectively.

ABC-TV and NBC-TV are sharing national television coverage of major league baseball for the second year of a four-year contract under which they will pay a total of \$92.8 million. They alternate the World Series (on ABC this year) and All Star game and league playoffs (on NBC this year) while ABC keeps *Monday Night Baseball*, NBC retains the *Saturday Game of the Week*. ABC is paying about \$50 million of the \$92.8-million rights cost, or \$12.5 million a year, and NBC is paying about \$42.8 million, or \$10.7 million annually.

ABC-TV plans to cover 18 games on *Monday Night Baseball*, starting April 11. The other games will be on April 18 and then from May 16 through Sept. 5 except for July 18, which is the day before the All Star game.

There will be, as last year, regional coverage rather than a straight back-up game. On one night last year ABC-TV in fact carried three games regionally. The



network also plans to maintain flexibility in scheduling games according to their importance in the pennant races.

Commercial minutes in the Monday-

night games are priced at \$52,000, up \$2,000 from last year, and are said to be virtually sold out. The rise may be traced in part to an increase in ratings last year over those in 1975, when the games were on NBC. For 1976, ABC authorities report, the Monday-night games had an average 12.3 rating and 23 share on ABC as compared with a 10.5 and 20 on NBC in 1975.

World Series minutes are pegged at \$150,000, up from about \$112,500 on NBC last year.

Major advertisers in the Monday-night games include Chevrolet (Cunningham & Walsh), Miller Brewing (McCann-Erickson), Texaco (Benton & Bowles), Gillette (BBDO), Allstate Insurance (Leo Burnett Co.) and Firestone (Sweeney & James).

Major advertisers set for the World Series thus far include Chevrolet (Cunningham & Walsh), Gillette (BBDO), Miller Brewing (McCann-Erickson) and Firestone (Sweeney & James).

NBC-TV plans to cover 26 games, the same number as last year, in the *Saturday Game of the Week* series, starting April 9 with—for the first time—a doubleheader. The opener, at 1 p.m. NYT, will have the Milwaukee Brewers at the New York Yankees as the primary game, with the Montreal Expos at Philadelphia as the back-up game. The second game, at 4 p.m. NYT, will have San Diego at Cincinnati as the primary and the Minnesota Twins at the Oakland A's as the back-up.

The Saturday games are priced at \$30,000 a minute, up \$5,000 from last year; the All Star game at \$140,000 a minute, up \$30,000 from ABC's 1976 rate, and the playoffs at \$110,000 a minute for night games (up \$35,000 from last year's ABC rate) and \$70,000 a minute for those played in daytime (up \$20,000 from last year on ABC). NBC says virtually all availabilities in the All Star game and most of those in the Saturday games have been sold.

Advertisers in the Saturday games in-

## Champion plugs radio in baseball buy

**Advertiser puts \$2 million into that medium, none into TV**

Champion Spark Plug Co., Toledo, Ohio, likes the results that it gets from local baseball radio. Accordingly, it will shift \$2 million of its advertising budget into radio sponsorship of major-league broadcasts in 1977 ("Closed Circuit," Feb. 28). Shut out completely this season will be television, for many years a keystone of the company's efforts to reach its target of men, 21 and over.

Roger Crawford, advertising manager of Champion, said the company will be represented in the radio coverage of major-league teams in 20 cities in the U. S. Champion will have at least one minute, and sometimes two minutes, in each broadcast. "So far as we know, we'll be the only company to be advertising in every

major-league city in the U.S.," Mr. Crawford said.

He acknowledged that the escalating cost of TV was one factor in Champion's decision to bypass that medium this year. In the past, Champion has advertised on network TV sports programs. However, he stressed that a major reason for the decision was the results Champion achieved with limited use of local baseball radio over the last few years.

"We got a very positive feedback from our use of radio from our distributors, jobbers and dealers," he said.

Champion is mounting a promotional effort among jobbers and retailers tied to the baseball sponsorship. They will become eligible to participate in various contests to win tickets to games.

Agency for the Champion account is J. Walter Thompson Co., New York.

clude Allstate Insurance (Leo Burnett Co.), Brown & Williamson Tobacco (Post-Keys-Gardner), Chrysler (BBDO), AC Delco (Campbell-Ewald), Gillette (BBDO), Kentucky Fried Chicken (Leo Burnett), Miller Brewing (McCann-Erickson), Michelin Tire (Al Paul Lefton), Morton-Norwich Products (Benton & Bowles), Nutone (Intermedia Inc.), North American Philips and J.C. Penney (both through McCaffrey & McCall), Sears (Foote, Cone & Belding), Weed-Eaters (SFM), Warner-Lambert (J. Walter Thompson Co.), J.B. Williams (Parkson) and W.F. Young medications (J. Walter Thompson).

All Star game advertisers include Allstate (Leo Burnett), AMF (Benton & Bowles), Coca-Cola (McCann-Erickson), Chrysler and Gillette (both through BBDO), Miller Brewing (McCann-Erickson), STP (J. Walter Thompson),

Sears (Foote, Cone & Belding), American Express (Ogilvy & Mather), Nutone (Intermedia) and Weed-Eaters (SFM).

Among advertisers who've bought into the league playoffs are American Gas Association (J. Walter Thompson), Chrysler and Gillette (both through BBDO), Kentucky Fried Chicken (Leo Burnett), Miller Brewing (McCann-Erickson), Polaroid (Doyle Dane Bernbach) and Union Carbide (Ogilvy & Mather).

CBS Radio also is in the second year of a four-year contract for radio rights to the All Star game, the playoffs and the World Series, for which Baseball Commissioner Bowie Kuhn's office said the network will pay "in excess of \$300,000" for the four years.

For the upcoming season CBS Radio is offering packages of 47 one-minute spots, spread over the various events and accom-

panying pre-game and post-game shows, for \$273,000 per package. Some advertisers have already been signed, CBS authorities say, but cannot yet be identified.

Major league baseball returns to Seattle where, for a brief period in the 1960's, the Pilots franchise attempted to bring American League play to that city. The franchise eventually was switched to Milwaukee.

Bill Simpson Sports is handling the packaging and selling there for the new Mariners, which has retained its radio and television rights.

"Radio's already in the black," Mr. Simpson reported in mid-February. "And television in this first year is going fairly well." The Mariners' TV network will reach into Alaska to Anchorage and Fairbanks.

Bob Fromme, general manager of the Kansas City Royals Radio Network for WIBW(AM) Topeka, Kan., said there was lit-

## AMERICAN LEAGUE-EAST

Team	1977 rights	1976 rights	TV originator and affiliates	Radio originator and affiliates	Rights holder
Baltimore	\$ 825,000	\$ 825,000	WJZ-TV	WBAL 50	Carling National Bewing Co. which is crossowned with Baltimore Orioles.
Boston	2,000,000	2,000,000	WSBK 6	WMEX 54	WSBK and WMEX for television and radio, respectively.
Cleveland	900,000	900,000	WJW-TV	WWWE 26	WJW-TV has television rights; Ohio Communications has radio rights.
Detroit	1,200,000	1,200,000	WWJ-TV	WJR	WWJ-TV and WJR for television and radio, respectively.
Milwaukee	600,000	600,000	WTMJ-TV 4	WTMJ 57	WTMJ Inc.
New York	1,300,000	1,200,000	WPIX 7	WMCA 30	WPIX holds television rights; Manchester Broadcasting, New York, has radio rights.
Toronto	1,200,000	No franchise in 1976	CBC-TV 16 French-language 24 English-language	CKFH 18	CBC holds television rights; Hewpex Sports Network (under common ownership with CKFH) has radio rights.

## AMERICAN LEAGUE-WEST

Team	1977 rights	1976 rights	TV originator and affiliates	Radio originator and affiliates	Rights holder
California	\$1,000,000	\$1,000,000	KTLA	KMPC 18	Golden West Broadcasters (KTLA[TV] and KMPC) which is under common ownership with the Los Angeles Angles.
Chicago	1,750,000	1,750,000	WSNS 9	WMAQ	Chicago White Sox retains TV rights; WMAQ holds radio rights.
Kansas City	350,000	350,000	KBMA-TV 9	WIBW Topeka, Kan. 70	KBMA-TV and WIBW for television and radio, respectively.
Minnesota	1,075,000	1,050,000	WTCN-TV 8	WCCO 20	Midwest Federal Savings and Loan.
Oakland	1,000,000	1,000,000	KPIX 3	Being negotiated	KPIX for television.
Seattle	800,000	No franchise in 1976	KING-TV 7	KVI 24	Seattle Mariners retains all broadcast rights with Simpson Sports, Seattle, handling radio-TV packaging.
Texas	700,000	700,000	KXAS-TV 15	WBAP 24	City of Arlington, Tex., holds rights under 10-year contract with sales through city's Arlington Entertainment Division.
<b>AL total</b>	<b>\$14,700,000</b>	<b>\$12,575,000</b>			



the trouble in selling the American League West champions. His enthusiasm was echoed by KBMA-TV Kansas City's Stu Powell who reported Royals sales at their highest level.

Roy Parks, sales manager for the Texas Rangers Network, said, "Business is running \$400,000 ahead of last year. And co-op sales are playing a bigger part than ever before. Many of the advertisers are moving from network to local baseball with its potential for merchandising products in conjunction with local franchises."

In Baltimore, Jim Fox, sales manager of Orioles originator, WBAL(AM) there, was elated by sponsor acceptance of baseball: "We were sold out by last Oct. 31."

Art Elliott, director of broadcast operations for the Houston Astros, reported a brisk pace in radio-TV sales to the extent that the Astros broadcast schedule was 70% sold by mid-February and that a sell-

**Wold loads the bases.** Robert Wold Co., Los Angeles and New York, is planning the biggest baseball season in its young history. The firm, which arranges both engineering and transmission facilities to interconnect stations and regional networks for live pick-ups from road-game sites, will be involved in more than 2,100 broadcasts of major league games in 1977.

Wold radio clients include broadcasters for 22 of the 26 clubs with two more expected to be signed by mid-March. Newest signings are KMOX(AM) St. Louis, KYW(AM) Philadelphia, KVI(AM) Seattle, CKFH(AM) Toronto and WJR(AM) Detroit. Nine of these radio clients will use the company to interconnect their regional networks. Wold's TV clients include KTVU Oakland-San Francisco, xETV San Diego, KXAS-TV Dallas-Fort Worth and KING-TV Seattle.

The company also said that its annual sales have skyrocketed in five years from \$150,000 to \$5 million.

out was anticipated.

The Los Angeles Dodgers, as usual, report that there was no sales problem with its line-up of sponsors back in force for the coming season.

The gold of subscription television will be luring the Los Angeles Dodgers as well

as the California Angels in 1977. National Subscription Television, Los Angeles, will package selected home games to be shown on channel 52 KBSC. Six regular season games from each team's schedule will be offered, plus the April 1 preseason meeting of the Dodgers and the Angels.

## NATIONAL LEAGUE-EAST

Team	1977 rights	1976 rights	TV originator and affiliates	Radio originator and affiliates	Rights holder
Chicago	\$1,200,000	\$1,200,000	WGN-TV 10	WGN 15	WGN-AM-TV.
Montreal	1,200,000	1,100,000	CBC-TV 42 English-language, 16 French-language	CFCF (English) 4  CKAC (French) 16	CBC holds television rights; CFCF and CKAC hold radio rights in Canada; Expos retain radio rights in U.S.
New York	1,500,000	1,500,000	WOR-TV	WNEW 25	WOR-TV and WNEW for television and radio, respectively.
Philadelphia	1,700,000	1,700,000	WPHL-TV 3	KYW 26	WPHL-TV holds television rights; Phillies retain radio rights for in-game sponsors.
Pittsburgh	1,200,000	1,200,000	KDKA-TV	KDKA 40	Group W/Westinghouse is radio-TV rights holder under new three-year contract.
St. Louis	1,000,000	1,000,000	KSD-TV 14	KMOX 115-120	Anheuser-Busch Inc., under common ownership with Cardinals.

## NATIONAL LEAGUE-WEST

Team	1977 rights	1976 rights	TV originator and affiliates	Radio originator and affiliates	Rights holder
Atlanta	\$1,000,000	\$1,000,000	WTCG 30	WSB 65	WTCG is television rights holder under arrangement with commonly owned Braves. Team retains radio rights and selling.
Cincinnati	1,000,000	*1,000,000	WLWT 10	WLW 100	WLWT holds television rights; Cincinnati Reds retain radio rights.
Houston	1,000,000	1,000,000	KPRC-TV and KHTV	KPRC 28	Houston Astros retain television and radio rights.
Los Angeles	1,800,000	1,800,000	KTTV	KABC 20	Los Angeles Dodgers retain television and radio rights, selling through the Dodgers Radio and TV network.
San Diego	710,000	710,000	KCST	KOGO	KCST and KOGO for television and radio, respectively.
San Francisco	825,000	1,100,000	KTVU 2	KSFO 16	KTVU and KSFO for television and radio, respectively.
<b>NL total</b>	<b>\$14,135,000</b>	<b>\$14,310,000</b>			
<b>Majors' total</b>	<b>\$28,835,000</b>	<b>\$28,885,000</b>			

\*Revised figure.  
Rights figures are BROADCASTING estimates where figures are not officially disclosed. Originating station is in team's home city unless otherwise indicated.  
Not included in the table is ABC's payment for nationally televised games that will

amount to \$12.5 million this year and NBC's payment for nationally televised games that will amount to \$10.7 million this year. Both are under a four-year contract that began in 1976. In addition, CBS last season acquired radio rights for four years under a contract reported to be in excess of \$300,000.

## Strike one fourth network

**Metronet is put to rest as advertiser interest never reaches point of viability**

The most widely publicized of the so-called "fourth-network" projects—the Metromedia/Ogilvy & Mather/Benton & Bowles trial balloon called Metronet—was quietly deflated last week.

"We just didn't get the advertisers," said Martin Ozer, the Metromedia TV Sales vice president who was in charge of drumming up business for Metronet.

The reason advertiser support was lacking, according to Richard Woollen, the programming vice president for the Metromedia-owned stations, was that "the bottom line" took over. Mr. Woollen admitted that Metronet was a risk from the cost-per-thousand standpoint but "advertisers should have been willing to take the risk to get it off the ground." Advertisers were "emotionally" committed to funding an alternative to the high prices of the three networks, he continued, but once Metronet was put on the table "the computers and balance sheets" were whipped out and advertisers rejected it as a bad buy.

Michael Lepiner, vice president and director of broadcast programs for Benton & Bowles, disagreed with Mr. Woollen's assessment. Mr. Lepiner said he found two elements lacking in Metronet: first, "the programming, which was not of network quality," and, second, "the less-than-desirable level of clearances," which was pegged by Metro TV Sales at about 50% U.S. coverage, restricted as it was to independent stations.

For programming, Metronet had proposed to do battle with ABC, CBS and NBC for a half hour a night (8 to 8:30 Eastern time), Monday through Friday. Three of the five nights (Monday, Wednesday and Friday) were to have been given over to a nighttime adaptation of serialized Gothic

horror narrative along the lines of the old *Dark Shadows* strip. And Benton & Bowles was talking about two Sunday-night hours a week of network-quality, family-type programming.

Although Metronet "didn't address our needs," as Mr. Lepiner put it, the search for a fourth-network-type of alternative will still go on. He saw one alternative in Operation Prime Time (OPT), which, he said, is producing a high-budgeted miniseries, the six-hour *Testimony of Two Men*, "that is fully competitive with what the networks are doing in prime time," a project "that will deliver 60% to 70% clearance in the U.S."

Mr. Lepiner's client, General Foods, at least in part because of his advice, has bought six network minutes in OPT, at about \$72,000 a minute. Bristol-Myers agreed last week to take another six national minutes in OPT, at the same price, according to Al Masini, the president of Telerep and OPT's prime mover. Mr. Masini adds that the remaining five-and-a-half to seven-and-a-half commercial minutes in each hour will be sold to spot advertisers and local advertisers by the stations themselves.

## Seaman believes OTC ad proposal is a threat to honest trade

**Ad executive tells FTC hearing that rule threatens freedoms, could spread to other areas; Kuriansky counters that present controls are ineffective, should be replaced by federal guidelines**

The war of the words continued at the Federal Trade Commission in Washington last week, with a different set of players sounding off on a proposed rule to limit certain claims in over-the-counter drug advertisements.

In the forefront of the opposition was Alfred J. Seaman, president of SSC&B

Inc., New York, a leading advertising agency. As did former FTC Chairman Earl Kintner who testified a week earlier (BROADCASTING, March 7), Mr. Seaman saw the proposal as a "hammer blow" to constitutional rights.

Others, like Judith Kuriansky, of the Scientists' Committee for Public Information subcommittee on drugs and other toxic substances, followed the lead of Massachusetts Attorney General Francis X. Bellotti. "We feel that this [proposal] would accomplish the goal of educating the public without unduly regulating industry."

At issue is the FTC staff interpretation of a proposed rule to limit indication-for-use claims in OTC drug advertising to those specified by the Food and Drug Administration for labeling. And, as FTC staff attorneys have repeatedly stressed during the cross-examination of witnesses, the proposal would not cover testimonials, price claims and other promotional techniques. Under the rule, however, would be terms involving the likes of "acid indigestion," "sour stomach" and "heartburn."

The FDA, through a series of OTC drug review panels to run through 1981, is examining the terminology used in labeling. Already issued are monographs on antacids and antifatulants.

Mr. Seaman, who appeared on behalf of the American Association of Advertising Agencies, characterized the proposal not only as an infringement on free speech but also as "a direct threat to the right of advertisers and agencies to conduct trade in an honest and vigorous fashion."

To those who would belittle the impact of the rule by saying it has been drafted only to apply to the proprietary drug field, Mr. Seaman charged: "Just as one peanut is never enough, no single industry is ever enough. The spread of such thinking and such rulemaking will reach the heart of the nation's selling system, which is itself the heart of the economy."

It is a new advertising vocabulary chocked full of "strange, Latinized polysyllables" that Mr. Seaman believes will work to the detriment of both industry and the public. "People have thumping headaches, they get bloated with gas, they have stuffed sinuses. Words like 'sinusitis' and 'rhinitis' not only clog up the head, they clog up the understanding."

Referring to tentative recommendations of the FDA's cough-and-colds panel, Mr. Seaman said a 30-second spot would have to read, "Dries running nose as may occur in allergic rhinitis such as hay fever." He said that is "the shortest description the FDA panel authorized."

Cross-examined by Phil Newmark of the California Citizen Action Group, Mr. Seaman defended the integrity of his colleagues in the advertising field. He cited agency research techniques to verify the "honesty" of claims, as well as self-regulatory mechanisms such as the National Advertising Review Board. He be-

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moaned the fact that critics sometimes expect "there is a single button we can push" to guarantee that commercials are not misleading."

When asked to comment on the educative value of campaigns which have been built around "plop, plop, fizz, fizz" and "the blahs," he refused. Mr. Seaman—who recalled that SSC&B has not handled an OTC drug campaign for five or six years but works with the parent firm of Sterling Drug—claimed it would be inappropriate for him to judge other agencies. And, he continued, any judgment would be based on insufficient information.

During questioning from FTC attorney John Clewet on the subject of credibility of advertisements, Mr. Seaman said: "The minute a viewer doesn't know what I'm talking about," credibility "goes out the window." Mr. Seaman said that he believes many labels "would be more meaningful if they included some good English words."

Asked by the government advocate if FDA-approval could bring an aura of credibility to OTC drug advertisements, Mr. Seaman answered "it wouldn't amount to a damn."

Ms. Kuriansky, who preceded Mr. Seaman on the witness stand, testified on a survey of OTC product commercials on New York City's three network affiliates (WABC-TV, WCBS-TV and WNBC-TV). According to the representative of the Scientists' Committee for Public Information, the study, involving selected monitoring with regard to compliance with the National Association of Broadcasters television code OTC guidelines, found "the commercials as a whole were violating about 12% of the guidelines." The study was conducted in 1973 and 1974; the OTC guidelines took effect September 1973.

"The results also showed that the violations were heavily concentrated on the following three guidelines. . . 46% of the ads, according to the SCPI panel, were still presenting the drug for casual use; 77% failed to present the drug for occasional use only, and 37% still failed to warn people to use as directed," Ms. Kuriansky said. Furthermore, she continued: "15% failed to clearly specify what the product was for, and almost every ad failed to specify contraindications for use."

She maintained that the Federal Trade Commission should protect the public health and require advertisers to use language specified by the FDA for labeling of their products.

She characterized the NAB television code review board's guidelines as a "good foundation," but added that the code "is often unclear, leaving leeway, for example, for the production of ads that appear to represent the products' uses but actually invite casual use." She told the FTC, consumer and industry attorneys, and FTC Presiding Officer Roger Fitzpatrick that "all ads in general, and vitamin ads in particular, still

failed to fully and consistently instruct the public in an objective way as to the need for, uses and effects of the products."

Brenda Fox, the National Association of Broadcasters' attorney, questioned the methodology of the study, claiming that it was based on "subjective evaluations." And, she continued, the evaluations were built "on criteria that were totally irrelevant." After the study was completed, she noted, the NAB corresponded with the scientists' committee panel and registered its objections. For one thing, Ms. Fox explained, vitamin ads do not fall under the guidelines.

Other testimony delivered, or scheduled for presentation earlier last week:

■ Dr. Peter W. Sperlich, associate professor of political science at the University of California at Berkeley, gave the results of a telephone survey of California residents, 18 and older, who had purchased one or more OTC drugs in the past year. Among the results of the study, commissioned by the California Citizen Action Group:

"Do you believe that drug companies are putting over-the-counter drugs on the market when these drugs have not yet been proven to be effective?"—374 yes, 84 no, 61 don't know. (Attorney General Bellotti of Massachusetts, during the first week of hearings, had called for an advertising ban on OTC products, not found unsafe but not yet found effective by the FDA.)

The top-five nonprescription drugs most often purchased by those interviewed were found to be (in descending order): aspirin, cough remedies and syrup, decongestants, antacids, and antihistamines.

The study also asserted that large numbers of persons consider both labeling and advertising before purchasing OTC drugs and that "close to one-half of the respondents believe that the federal government regulate the label and advertising claims for the drugs that they purchase."

■ Sam Glucksberg, psychology department chairman at Princeton University, said that "we cannot predict that advertisements which use alternative terminologies will convey the same meaning to consumers. Therefore, we cannot predict that advertisements which use alternative terminologies will affect consumer behavior in the same way."

■ Dr. H.J. Barnum Jr., president of Barnum Communications Inc., New York which specializes in communications of medical and scientific material, claimed that the proposed rule could "destroy the ability of OTC drug manufacturers to inform large numbers of consumers about the therapeutic qualities of their products and perhaps cause, rather than prevent, deceptive advertising."

■ Dr. Louis Lasagna, professor of pharmacology and toxicology, and professor of medicine, at University of Rochester, said, "The rule will prohibit a large number of

# New in AM from Harris

## Transmitters with an AM Audio Processor

A built-in audio processing circuit is now included in the new MW-1A, all solid state 1 kw AM transmitter featuring Progressive Series Modulation (PSM), and the new MW-5A and MW-50A, 5 and 50 kw AM transmitters with Pulse Duration Modulation (PDM). This circuit is designed to increase modulation density.

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truthful and informative statements concerning OTC products and will, by limiting information available to consumers, impair intelligent self-medication.”

■ Dr. Sumner Kalman, professor of pharmacology, Stanford University, who served on the FDA's sedative, tranquilizer and sleep-aid drugs review panel from November 1972 through September 1975, said “Once the FDA has clearly established and defined the uses for which products are safe and effective, there is no basis for the FTC to permit drug manufacturers to make other claims.”

■ Virginia Long, New Jersey's division of consumer affairs, gave survey results to support the conclusion that “dramatizations and visuals must be as strictly regulated as verbal and written communications.”

As presently scheduled, hearings will run through April 1 at FTC headquarters in Washington. Next week's scheduled line-up includes advertising agency men: John Crichton, president of the American Association of Advertising Agencies; John Bowen, president of Benton & Bowles, and Seymour Banks, vice president-media and program analysis for Leo Burnett U.S.A.

## TV networks gain \$600 million, 62 new accounts in booming 1976

A total of 554 advertisers used network television in 1976, investing close to \$3 billion, or some \$600 million more than 41 fewer advertisers invested in 1975, according to a report being issued today (March 14) by the Television Bureau of Advertising based on estimates by Broadcast Advertisers Reports. The 1976 total, released earlier, was put at \$2,991,611,000, network television's closest approach yet to a \$3-billion year (BROADCASTING, Jan. 24).

The 1976 roster included 62 advertisers new to network television, TVB said. The biggest-spending newcomers were the National Automotive Parts Association with a network investment of \$3,105,000; Ethan Allen Inc. (furniture), \$1,676,600; National Semiconductor Corp. (calculators, games), \$1,590,400; Tropicana Products, \$1,460,400, and International Nickel Co. (batteries), \$1,460,100.

Rounding out the top-10 newcomers were TRW Inc. (corporate), \$1,363,600; Northern Natural Gas Co., \$1,318,800; Banfi Products (wine), \$1,296,500; National Railroad Passenger Corp. (Amtrak); \$1,171,000, and Hy-Gain Electronics (citizen band radio), \$1,117,000.

All of network TV's top-10 spenders increased their outlays in 1976, with increases ranging from 11% to 92%. Led as

usual by Procter & Gamble, the top 10 came in as follows:

	1976 Investments	% Change '76 vs. '75
Procter & Gamble	\$193,423,300	+20
General Foods	128,955,200	+53
Bristol-Myers	102,673,400	+14
American Home	97,467,600	+19
General Motors	72,022,300	+31
Lever Brothers	60,314,400	+27
General Mills	57,949,600	+92
Sears Roebuck	57,090,000	+11
Nabisco	55,528,300	+13
Ralston Purina	54,668,500	+51

## Seek and ye shall find

**Arbitron offers explanation  
to questions in Orlando, Austin  
as to why there are discrepancies  
between its reports and Nielsen's**

Arbitron Television undertook last week to answer critics who had complained of big differences between Arbitron and Nielsen findings in their markets and had challenged both services to explain them.

It did so in a letter to clients describing four procedures and policies that it said are “critical to good research” and “can and do make a difference in the estimates reported by the two television rating services—just as there are differences in the products of many competitors.”

Arbitron did not attempt to explain specific differences cited by the critics, Walter Windsor of WFTV(TV) Orlando, Fla., and Al Howard of KTUV(TV) Austin, Tex. (BROADCASTING, Feb. 7, 21). “Arbitron does not have access to enough detailed facts about its competitor's procedures to compare them with ours in detail,” the letter said.

The four key policies and procedures described by Arbitron—which said it had followed them for more than eight years—were: (1) sample-balancing “to minimize differences [in diary response rates] by age”; (2) week-by-week weighting to make sure that “each week of a survey has the same weight as every other survey week”; (3) use of “a pre-defined total survey area for every survey in every market,” with each county treated “as a unique county,” and (4) a policy of open disclosure of information needed for review and analysis.

The Arbitron letter also called attention to a three-year study the company commissioned in the early 1970's, whose results “demonstrated that Arbitron Television audience estimates are actually more precise than even we realized and more reliable than had been predicted by the standard error approximation techniques long used to measure rating reliability.” In addition, the letter said, “Arbitron goes further and invests more in many other areas,” spends \$1 million a year on broadcast research and will “never be satisfied that our procedures can't be improved even further.”

Although the letter did not attempt to explain specific differences, officials of WFTV said Arbitron representatives visited there about two weeks ago with new calcu-

lations done without Arbitron's usual sample balancing. This change, according to a station spokesman, brought the Arbitron figures "about 25% closer" to the Nielsen figures but still left "a large difference that Arbitron could not account for." Arbitron promised to continue its study the WFTV executive said, but in the meantime "we are still at a loss." The station is currently awaiting a scheduled visit on March 18 by Nielsen representatives. They had been set to visit Feb. 22 but requested a postponement.

## Advertising Briefs

**FTC sunshine.** Federal Trade Commission has scheduled its first open meeting this Wednesday (March 16) in compliance with Government in Sunshine Act which took effect last Saturday (March 12). Agenda includes consideration of staff recommendations on electrical contracting and library binding industries, as well as report from FTC general counsel on congressional matters. On Tuesday, FTC plans to take advantage of act's escape clause and will close meeting for discussion of Gulf Oil Corp. consent order.

**Setting things straight.** Federal Trade Commission has called for comments on petition for rule or policy to require corrective advertising whenever health, safety or nutrition claims are found to be false or misleading and advertising campaign lasted for one year (six months if claim major element of campaign). FTC set May 6 deadline for views. Petition was by Institute for Public Interest Representation, Georgetown University Law Center, Washington.

**Law discriminates.** Radio Advertising Bureau has asked Maine Bar Association to alter its media policy, which permits all but broadcast advertising by law firms in that state. In letter, RAB said it was "concerned" that profession such as law, with "sense of justice and fairness," would start new policy on discriminatory basis, and that each law firm should decide which medium it wants to use.

**Taboo.** New York State Public Service Commission has issued rules barring utility companies from using ratepayer money to advertise—in print and in broadcasts—their positions on controversial issues. It also increased restrictions on promotional and institutional advertising. Chairman of commission is Alfred Kahn, proposed for FCC chairmanship ("Closed Circuit," March 7).

**Winners.** Dancer-Fitzgerald-Sample, New York, awarded \$5,000 to two graduate students for their paper on *A New Way to Make Comparisons Among Audiences In Various Media*. William Weilbach, D-F-S chairman had initiated a competition to find new techniques for media research during Association of National Advertisers' annual conference last Oct. 15. Winners were Michael Milne and Imran Currim, both 25 and doctoral students in marketing at Stanford's graduate business

school, who outlined method of measuring various media's effectiveness in informing and persuading consumers.

## Insurance TV spot, 'Time' radio messages win IBS top honors

Foreign entries capture five of 12 commercials awards given annually by Hollywood society

"Monkeys," a simian satire on the way humans behave, was chosen as the best TV commercial in 1976 at the 17th annual International Broadcasting Awards competition sponsored by the Hollywood Radio and Television Society. The commercial was produced for the Blue Cross/Blue Shield of Northeast Ohio for use in one TV market. Carr Liggett Advertising, Cleveland, is the agency, and Asch & Associates, Chicago, the production company.

The radio winner was a series of three commercials for *Time* magazine, produced by Young & Rubicam, New York, and Dick & Bert, Chicago.

Foreign entries took five of the 12 awards in television. England and Japan each won two awards and Brazil one.

### Other television winners:

Live action, 60 seconds, English language: "Nothing," U.S. Office of Education; Grey-North, Chicago; EUE/Screen Gems, Burbank, Calif. Live action, 60 seconds, non-English language: "This Is My Sound," Matsushita Electric Industrial Co.; Hakuodo, Osaka, Japan; Tohokushinsha Film Co., Tokyo. Live action, 30 seconds, English language: "Ingredients," H.J. Heinz, Doyle Dane Bernbach Ltd., London. B.S.B. Associates Ltd., London. Live action, 30 seconds, non-English language: "Last Gas Station," Fiat Automoveis, S.A.; MPM Casabranca Propaganda, Sao Paulo; Espiral Cinema Ltd., Sao Paulo. ID's, 10 seconds or under: "Alpo Small Can," Allen Products Co.; Weightman Advertising, Philadelphia; Mori Kasman Productions, Philadelphia. Animation: "Blue Monday," American Machine and Foundry; Benton & Bowles, New York; Kurtz & Friends, Hollywood. Combination: "Changing Partners," Tokio Marine and Fire Insurance Co.; Dentsu Advertising Ltd., Tokyo; Geiken Productions, Tokyo. Humorous: "Hava," Royal Crown Cola Co. Diet Rite; Leo Burnett, Chicago; Bob Giraldo Productions, New York. Videotape: "Masterpiece," Muscular Dystrophy Association of America; no agency; KPHTV Phoenix. Public Service: "Inattendance," Central Office of Information; Boase Massimi Pollitt, London; Moving Picture Co., London. Series (three commercials): "Ice Nine, Metric Miller, Montage," McDonald's Corp.; Needham, Harper & Steers, Chicago; Wakeford/Orloff, Perterson Productions, Denny Harris, all Los Angeles.

Other radio winners—Musical, 60 seconds: "Anthem," Burger King; J. Walter Thompson, New York; Kelso Herston Enterprises, Nashville. Musical, 30 seconds: "Whad' Ja Do," Oregon Cheddar Cheese Board; Thuemmel Marx & Associates, Portland, Ore.; Griffiths-Gibson Productions, Vancouver, B.C. Humorous, 60 seconds: "King Oscar," Christian Bjelland and Co., King Oscar Sardines; Dailey & Associates, San Francisco; Imagination Inc., San Francisco. Humorous, 30 seconds: "Typical Famous Athlete," Sports Participation Canada; no agency; Listen Audio Productions, Montreal. Open, 60 seconds: "It's Morning," McDonald's Breakfast; Needham, Harper & Steers; Imagination Inc., San Francisco. Open, 60 seconds: "SFX," The Gazette; no agency; Listen Audio Productions, Montreal. Local (one market): "Mt. Shirley," Dayton-Hudson Corp.; Grey Advertising, Minneapolis; Dick & Bert Inc., Chicago. Public Service: "David," N.J. Education Association; Kalish & Rice, Philadelphia; no production company.

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## ABC, by itself in season ratings, tries new shows

**There's 'third season' action  
on all three TV networks**

ABC-TV is continuing its prime-time dominance in the "third-season" national Nielsens, with CBS lodged in second place, a long distance away from the leader, and NBC close to CBS in third place.

The season-to-dates give ABC a 22.1 rating, CBS an 18.7 and NBC an 18.4. That pattern has pretty much held since the first of the year. The Feb. 28-March 6 week showed ABC with a 21.4 rating, CBS with a 17.9 and NBC a 17.8.

Most of the marginal prime-time shows on ABC will be replaced for a few weeks in the third season by new shows that could end up as permanent replacements if they display rating strength. Sid and Marty Krofft Productions' *The Brady Bunch Hour* replaces *The Captain and Tennille* (Monday, 8-9 p.m.) for six weeks beginning March 21. Lorimar's *Eight Is Enough* replaces *Rich Man Poor Man: Book II* (Tuesday, 9-10 p.m.) for six weeks beginning March 22. Nicoll's, Ross's and

West's *Three's Company* replaces *The Tony Randall Show* (Thursday, 9:30-10 p.m.) for five weeks beginning March 24. Martin Starger's *Westside Medical* replaces *Streets of San Francisco* (Thursday, 10-11 p.m.) for four weeks beginning March 24. And Paramount Television's *Future Cop* will run irregularly for five weeks—the first one started Saturday, March 5 (8-9 p.m., in place of *Blansky's Beauties* and *Fish*) and managed only a marginal 16.2 rating and 29 share.

ABC's *Most Wanted* police show began inauspiciously in its new time period (Monday, 9-10 p.m.) with an 18.5 rating and 28 share on March 7. The show it leads into, *The Feather and Father Gang* (10-11 p.m.), sampled at an 18.3 rating and 32 share, second in the time period to a theatrical movie called "The Wind and the Lion" on NBC. (*Most Wanted* finished third in its time period.)

NBC researchers were crowing about the 27.3 rating and 46 share achieved by the two-hour pilot of a proposed new series called *The Man From Atlantis* (Friday, March 4, 9-11 p.m.). NBC has three more two-hour episodes of *Atlantis* to play off (in time periods to be announced), and if they do anywhere near as well as the opener, the series is a cinch to make the fall schedule, probably in 60-minute form, according to NBC sources. The other good bit of third-season news for NBC was that *The Life and Times of Grizzly Adams*, with another solid 21.0 rating and 32 share

on March 2 (8-9 p.m.), has made the grade—the NBC sources say it's an almost certain bet for renewal next fall. The sources also have hopes that the new Raymond Burr newspaper series from Universal, *Kingston: Confidential*, will chalk up survival numbers when it checks in for a multiweek run on Wednesday, March 23 (10-11 p.m.), replacing *Tales of the Unexpected*, which never got off the ground in the Nielsens.

CBS's second-season sitcom, *Busting Loose* (Monday, 8:30-9 p.m.), is holding its own with a 29 share in each of the past two weeks, good for a second-place finish in the time period. CBS's 30-minute weekly variety series, *The Jacksons* (Wednesday, 8:30-9 p.m.), has failed in the Nielsens, CBS sources say, and will be replaced for five weeks later this month by a new 20th Century-Fox Television sitcom called *Loves Me, Loves Me Not*, starring Susan Day (*The Partridge Family*). Fox Television's 60-minute police show, *Nashville 99*, which CBS thinks could make it, will replace another failed variety show, *Sonny and Cher* (Friday, 9-10 p.m.), later this month for a multiweek run.

## Diagnosis-cure of TV violence is urged by Railsback, Moffett

**Representatives say specific  
research and then congressional  
muscle could alleviate problem**

Two congressmen told a Parent Teachers Association gathering in Washington last week that it is time to take action against violence on television.

One way, Representative Tom Railsback (R-Ill.) told the National PTA annual legislative conference Tuesday, would be for Congress to pass a resolution he introduced seeking more research into the relationship between violence on TV and real acts of aggression by children and adolescents.

Mr. Railsback said he is convinced such studies will show a connection between TV and the real thing. Mindful of the First Amendment's guarantee of free expression, Mr. Railsback said the commissioning of studies and hearings by the Congress would be a way of signaling rather than forcing the networks to tone down their programs.

But if the networks ignored the message, Mr. Railsback said, then Congress ought to move into a "second phase." Without being specific, he cautioned: "There comes a time when the basic freedom in the Bill of Rights might have to give way to an overriding public interest" in curtailing objectionable violence on TV.

Mr. Railsback shared the lectern with colleague Toby Moffett (D-Conn.), an



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equally strong critic of TV violence and supporter of the PTA's national campaign to bring about change at the networks and stations. With a reference to the hearings before the House Communications Subcommittee two weeks ago (BROADCASTING, March 7), Mr. Moffett said he doubts resolutions or hearings will make much difference to the networks. "It astounded me to see the networks go before a committee of Congress again . . . and to once again stonewall it," he said.

He called for a "different strategy" in dealing with violence, that would entail (1) Congress seeing to it that commissioners appointed to the FCC are committed to fighting TV violence (he said current FCC Chairman Richard Wiley, in an appearance at a PTA hearing in Hartford, Conn., last month, "sounded like a network executive"); (2) Congress forcing the FCC to increase citizen participation in its proceedings; (3) the networks, as fiduciaries of the public's frequencies, allowing citizen participation on their boards (Congress at least has the right to explore that point with them, he said), and (4) groups such as the PTA organizing concerned citizens at the community level to boycott the most violent shows and sponsors.

More than for action by the federal government, "I see this as an issue for a broad based citizen movement," Representative Moffett said.

## Live Carson called off

A major revolt by the *Tonight* show staff caused Johnny Carson to abandon his plans to do the program live beginning tomorrow Tuesday (March 15).

"Three key members of Johnny's staff told him they just couldn't take the night hours because their family life would be too loused up," said David Tebet, NBC's senior vice president for talent, who's based in Los Angeles. To go live in the East and Midwest, NBC would have had to start the show at 8:30 p.m., Los Angeles time, and run it until 10 p.m. (BROADCASTING, Feb. 28.)

In addition, Mr. Tebet said, some of the proposed guests for the new live format began balking at spending their dinner hours under the hot lights trading quips with Mr. Carson. So the *Tonight* show will not depart from its schedule of Monday-through-Friday tapings at 5:30 p.m., Los Angeles time.

## Wometco's Newark U begins pay service

**'Lenny,' 'Dog Day Afternoon' are among first movie offerings**

The first of a new wave of over-the-air subscription-television experiments has begun in South Orange, N.J., where a few households are now beginning to pick up

six hours' worth of theatrical movies a day.

This system, called BTVision, is being funded by Wometco Enterprises Inc., a Miami-based company that owns broadcast stations, cable systems, movie theaters and vending machines. WBTB-TV Newark, N.J., a UHF station that Wometco has bought, subject to FCC approval, began March 1 to send out a scrambled signal from 8 p.m. to 2 a.m. each day. (During the afternoon and early evening, WBTB-TV runs special-interest programming, such as ethnic shows, religious broadcasts and stock-market tips.) The signal can be unscrambled only by people willing to pay \$12.95 a month for a decoder box and for an antenna specially constructed to receive UHF signals.

"We're just in our initial marketing phase right now," said Milton Lewis, the general manager of the station, who added that other New Jersey communities will be factored in cautiously, "on a step-by-step basis." Mr. Lewis is based in Miami, at Wometco's headquarters. WBTB-TV and BTVision, the company administering the over-the-air subscription experiment, are now owned by Blonder-Tongue Inc., which also manufactures the decoder box that subscribers use to unscramble the signal.

Current programming is restricted to movies that are somewhere in between their theatrical run and their first telecast on network television. Titles being shown this month include "Lenny," "Dog Day Afternoon," "Nashville" and "Alice Doesn't Live Here Any More."

Wometco's plans to include sports events in the over-the-air subscription mix (BROADCASTING, Aug. 30, 1976) are being soft-pedaled right now, Mr. Lewis said, until the experiment branches out from South Orange into other communities in the New York-New Jersey area.

## New look at the top in NBC-TV Sports

**Mulholland assigned to Olympics; Rush promoted to executive VP with Simmons as sports deputy in wake of Lindemann resignation**

NBC took steps last week to bolster its executive strength in the sports sector with three appointments.

Robert E. Mulholland, executive vice president, NBC News, was shifted to sports as executive vice president, Olympics, NBC-TV, a newly created post. Alvin Rush, senior vice president, program and sports administration, NBC-TV, was named executive vice president, NBC-TV, with continued responsibility over NBC Sports and NBC talent and program negotiations. Chester R. (Chet) Simmons, vice president, sports operations, was appointed vice president, sports, NBC-TV.

The changes were triggered in part by

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the resignation of Carl Lindemann Jr. as vice president, sports. Mr. Lindemann had been with NBC for 28 years. NBC denied reports that Mr. Lindemann had elected to leave because of differences with Robert Howard, president of NBC-TV, over the latter's willingness to pay \$85 million for the rights to the 1980 summer Olympic games in Russia. There was also speculation that Mr. Lindemann had been told in advance of Mr. Mulholland's new post and viewed this appointment as an intrusion into his terrain.

An NBC spokesman would say only that "there were things that Mr. Lindemann wanted that NBC was not prepared to give him." He said lawyers representing Mr. Lindemann and NBC were discussing the possibility of an agreement under which the former head of NBC Sports (since 1963) would produce programs for the network.

Mr. Mulholland and Mr. Rush will report to Mr. Howard. Mr. Simmons will report to Mr. Rush.

In his new post, Mr. Mulholland will lead a company task force responsible for preparation and coverage of the 1980 games and a variety of special programs leading up to the Olympics. Mr. Mulholland has been with NBC News for 16 years and was a producer in Chicago, London and Washington. He was named a vice president in 1973 and an executive vice president the following year.

Mr. Rush joined NBC-TV in 1973 as vice president, program and talent acquisition. Earlier he had held executive posts with two talent agencies, MCA and Creative Management Associates, for 17 years.

Mr. Simmons joined NBC as director of sports in 1964 and was advanced to vice president, sports operations, in 1973.

## Trying to get those dirty lyrics off the air

**Multimedia starts drive to ban records with obscenities and profanities from its 12 radio stations and others in same markets**

The Multimedia group radio stations in six markets have begun a new drive to keep records with obscene or profane lyrics off the air—definitely on their own stations and if possible on other stations in those markets. The decision—spearheaded by Wilson Wearn, president of Multimedia Inc., and Bruce Buchanan, vice president of Multimedia Broadcasting Co. and executive vice president of Multimedia Radio Inc.—was reached at a meeting of managers and other executives in Little Rock, Ark., last month.

"On radio, you can't use a brown paper wrapper to cover up. So people have got to be assured they won't hear something patently offensive," explained Richard Downes, program director of KAAZ(AM) Little Rock, who was present at the meeting. It also was decided that Multimedia program directors would attempt to establish a code with other stations in their

markets to ban from air play any record with obscene lyrics. Mr. Downes emphasized that Multimedia stations are not trying to determine values within their communities, but that stations should "ban together" to put a stop to "something that is getting out of hand."

Mr. Downes said the movement came to a head because of questionable lyrics in Rod Stewart's *Tonight's the Night* (Warner Bros.) and the "ooh's and ah's of disco music." The Stewart record had run into trouble before; RKO stations banned it temporarily last fall, until an edited version was released ("Playback," Nov. 1, 1976). "We are by no means blue noses. We are simply reacting to the community," said Mr. Downes.

Stations in the Multimedia group are KAAZ(AM)-KEZQ(FM) Little Rock; KEEL(AM)-KMBQ(FM) Shreveport, La.; WBIR-AM-FM Knoxville, Tenn.; WFBC-AM-FM Greenville, S.C.; WMAZ-AM-FM Macon, Ga.; WAKY(AM) Louisville, Ky., and WUNC(AM) Asheville, N.C.

## Children's fears blamed on TV

**Temple research says many youngsters are paranoid, suggests television is cause**

A new study of children's attitudes, conducted among children and their parents, has been cited by its director as support for the belief that TV violence should be curbed in a "big way," not merely with "a family hour or *Sesame Street*."

Dr. Nicholas Zill, a psychologist who headed the project, also said that FCC's regulation of television was a "disaster area." He made the comments in releasing preliminary results of the study, designed by the Foundation for Child Development and conducted by Temple University's Institute for Survey Research. He could not be reached immediately to elaborate on these views.

Actually, the summary of preliminary findings distributed by the foundation contained few references to television in its 21 pages. Based on interviews with 2,200 children aged seven to 11, and with more than 1,700 of their parents, the study dealt, among other things, with the children's attitudes, values, perceptions and feelings about a variety of subjects.

It found, for instance, that more than two-thirds of the youngsters feel afraid that "somebody bad might get into the house," and one fourth said that when they went outside they were afraid someone might hurt them.

In the only sustained reference to TV, a two-paragraph section headed "Television and Fear," the summary pursued this point. It said:

"What role does television play in stimulating children's fears? The fear that 'somebody bad might get into the house' is so widespread, cutting across all residential, economic and ethnic groups, that the

influence of television is certainly suggested. But there is more direct evidence linking television to children's fears.

"Just under a quarter of the children said they feel afraid 'of TV programs where people fight and shoot guns.' And children who are reported to be heavy TV-watchers—whose parents say they watch four or more hours of television on the average weekday—were twice as likely as other children to report that they 'get scared often.'"

Observers suggested that it was unclear whether heavy TV watching caused the fear—or whether fear of going out made these children heavy TV-watchers. The report summary did not raise this question.

In other references to TV, the summary said in a section on home discipline that "more than half of the children reported that they are allowed to watch television whenever they want and more than a third to watch whatever kinds of programs they want." (Parents apparently are stricter about food than about TV: Less than a third of the youngsters said they were allowed to have snacks and eat whatever they want.)

In reporting kinds of punishment they receive, 45% of the youngsters said they were not allowed to watch TV (this ranked behind being yelled at, spanking and being sent to their rooms). And finally, when asked if there was a famous person they want to be like, "they tended to respond with a person or character they had seen on TV . . . Twenty-eight percent of the youngsters named people like Cher, Marie Osmond, Elvis Presley."

## Programing Briefs

**It's a miracle.** CBS-TV has scheduled documentary on childbirth featuring new microscopic photography. Called *Miracle Months*, documentary is produced by Tomorrow Entertainment/Medcom Co. and will be telecast on Wednesday, March 16 (8-9 p.m. NYT), with American Bankers Association (through Leo Burnett) as major sponsor. CBS show will include "dramatic close-up film" of thumbnail-sized, 40-day-old embryo within its mother's womb.

**Pay bid dropped.** KEMO-TV San Francisco has agreed to withdraw as applicant for over-air pay TV channel in Bay Area, leaving Lincoln Television Inc., San Francisco, which will use encoding and decoding equipment of Pay Television Corp., Manhasset, N.Y., as sole applicant. Settlement agreement is subject to FCC approval.

**You can dance to it.** *Disco '77*, 13-week barter series, has been sold in 19 markets, including WOR-TV New York and KTLA(TV) Los Angeles. Star Bright Distributing, makers of auto-marine- and aviation-care products is sponsor; Vitt Media is syndicator; Marcus Productions is producer. Program is filmed at Pete and Lenny's Discotheque in Fort Lauderdale, Fla.



## Carter gets mixed response on TV for deaf

**ABC suggests conference on closed-captioning problems; NBC questions worth of plan**

ABC has jumped out front in responding to President Carter's request for suggestions as to how the networks might help deaf citizens benefit more fully from television (BROADCASTING, Feb. 21, et seq.). ABC President Frederick S. Pierce pointed to a number of problems standing in the way of a system of closed television-program captioning that would benefit the deaf, but suggested that the Department of Health, Education and Welfare convene a conference of leaders of affected industries to deal with them.

NBC, however, has shown less enthusiasm for the project. Herbert S. Schlosser, NBC president, questioned whether the costs of a closed-captioning system were justified in view of the means available for aiding all but the totally deaf, who constitute a relatively small percentage of those with impaired hearing. CBS took a similar approach.

Mr. Pierce, in his letter to the President, said that ABC "supports the prompt development of a reliable and flexible program captioning system which can be implemented at reasonable cost." The FCC has adopted rules permitting the use of such a system.

The problems that concern Mr. Pierce include those involved in mass-producing a reasonably priced decoder, developing a captioning system that would be compatible with film, without having to transfer the material to tape, and devising the most cost-efficient means of encoding captions. Mr. Pierce also cited copyright and labor union problems in transferring written dialogue to captioning, which uses fewer words than are written in a script.

Mr. Pierce said diverse interests would have to join forces to develop such a system.

Accordingly, he suggested that "a senior official of the federal government—perhaps the Secretary of Health, Education and Welfare, or his representative—convene a conference of leaders from the National Association of Broadcasters, the Electronic Industries Association, Public Broadcasting Service, the television networks, the television program production industry, film manufacturers and processors, manufacturers, labor unions representing technical and creative employes in the television and program production industries, copyright holders and other directly affected interests."

Mr. Schlosser, in his letter to the President, said NBC employs a variety of techniques to aid the hard-of-hearing "with-

out adversely affecting" the value of the programing to the rest of the audience—the use of visual displays of material presented in news programs, of visual devices to accompany bulletins and of visual displays to transmit the results of election returns for instance. He also cited the use of "full-face shots of newscasters ... for the benefit of lip readers."

But he said NBC questions the value of closed captioning, "in view of its limitations." He said he has been advised it is not practical for live or filmed programing or for newscasts.

Furthermore, he said, an analysis based on the 1971 census indicates that all but 335,000 of the 13 million Americans who are hard of hearing could hear television audio if assisted by amplification devices. Those devices, Mr. Schlosser said, "offer an inexpensive and effective solution." He said it is doubtful that a substantial market would develop for captioning attachments which he said cost "\$100 or more."

With those considerations to be weighed, Mr. Schlosser said, there is a question as to whether the costs of a closed-captioning systems are justified.

CBS President John D. Backe made many of the same points, and added a new one—that systems of aiding the deaf to benefit from television are being developed that may be more efficient than the one the commission has authorized. In view of the possibility of better service for the hearing impaired, he said, CBS is interested "in not 'freezing' the state of the art at this juncture."

## ITC says TV imports hurt

The six-member U.S. International Trade Commission has ruled unanimously that color-television imports are hurting the domestic industry, and three of the members also voted that black-and-white TV imports were economically injuring U.S. producers.

The ITC, an independent government agency, will make recommendations to President Carter as to how to remedy the situation. It is expected that ITC will call for higher tariffs, quotas or some combination of import restrictions for up to five years on the color sets, which are imported mainly from Japan.

### Technical Briefs

**Switch.** Computer Image Corp. has sold its video controller product line to DYTEK Industries. Former Computer Image officers, Donald L. Maly, vice president-production operations, and Dennis J. Reinhard, vice president-finance and administration, have joined DYTEK.

**Energy saver.** RCA has introduced color TV receivers designed to reduce energy consumption of 19-inch diagonal color TV sets to power less than 100-watt light bulb, operating about 24% cooler than previous RCA sets. Sets are priced in \$400 range.

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## Griffiths, Conrad and Goodman top RCA salary scale

**Former chairman who resigned in September is second only to his successor in pay**

He hasn't been paid since his resignation as chairman and president last September, but Anthony L. Conrad, nevertheless was RCA's second highest salaried officer in 1976, according to a proxy statement issued by the company last week.

Mr. Conrad's \$202,883 was exceeded only by the \$227,050 salary paid to his successor, President Edgar H. Griffiths. But Mr. Griffiths also received incentive awards, which Mr. Conrad didn't. Mr. Griffiths' came to \$50,000 payable this month in cash and \$100,000 to be paid in cash over the next two years. He'll be eligible for \$135,111 annual retirement benefits at age 65, assuming he continues until then (1986).

Julian B. Goodman, chairman of NBC, was RCA's third highest salaried officer or director at \$199,569 for the year, plus \$33,333 incentive and \$66,667 incentive to be earned out. Assuming continuation to age 65 in 1987, Mr. Goodman will be

eligible for \$125,121 annual retirement benefits paid by the company.

The proxy statement also disclosed the salary set in the new three-year contract Mr. Goodman signed last June ("Closed Circuit," June 14, 1976). It's \$200,000 a year, up from \$180,000 in the old contract. The new one runs to May 31, 1979.

Mr. Conrad resigned last Sept. 16 after disclosing that until a short time previously he had failed to file income tax returns for 1971 through 1975 (BROADCASTING, Sept. 20, 1976, et seq.). The proxy statement said Mr. Conrad took the position on resigning that his resignation was not a waiver of rights under his employment contract but that the RCA board held the contract ended Sept. 16. Mr. Conrad will, however, be eligible for \$80,523 in annual retirement benefits upon reaching age 65 in 1986.

Robert L. Werner, executive vice president and general counsel, received \$162,500 salary, \$33,333 incentive and \$66,667 incentive to be earned out, and is in line for \$74,015 annual retirement benefits at age 65. He also got a new contract at \$175,000 a year from Nov. 1, 1976, to Feb. 28, 1978.

Howard R. Hawkins president of RCA Communications and executive vice president of RCA, received \$135,800 salary in 1976, \$30,000 incentive and \$60,000 incentive to be earned out, and is in line for \$70,862 annual retirement benefits at age 65.

George H. Fuchs, executive vice presi-

dent, industrial relations, received \$125,383 salary, \$30,000 incentive and \$60,000 to be earned out, and will be due for \$72,749 annual retirement benefits. Mr. Fuchs also received a new contract, calling for \$135,000 annual salary from June 1, 1976, to May 31, 1979.

William C. Hittinger, executive vice president, research and engineering, received \$117,050 salary, \$25,000 incentive and \$50,000 to be earned out, with retirement benefits pegged at \$42,795 a year.

The proxy statement also said incentive awards for the years 1972 through 1976 had averaged, annually, \$106,000 each for Mr. Griffiths and Mr. Goodman; \$101,000 for Mr. Werner, \$79,000 for Mr. Hawkins and \$69,000 for Mr. Hittinger.

With his resignation, Mr. Conrad apparently lost options to buy 40,000 shares of RCA common stock at \$24.52 a share. Among other key executives, Mr. Griffiths was shown with—as of Feb. 1—options to buy 64,000 shares at an average of \$25.45, Mr. Goodman 27,000 at \$28.18, Mr. Fuchs 23,000 at \$27.96, Mr. Hawkins 23,000 at \$28.65, Mr. Hittinger 16,000 at \$25.34 and Mr. Werner 5,000 at \$34.50. RCA common was trading between \$28 and \$29 on the New York Stock Exchange last week.

The RCA annual stockholders meeting will be held at 10:30 a.m. May 3 in New York. The proxy statement said proposals to be considered include another effort by Accuracy in Media Inc. to require NBC to employ an "ombudsman" or "viewer's advocate" to insure accuracy and fairness in news and public affairs broadcasts. Similar proposals were overwhelmingly defeated at the 1975 and 1976 shareholders meetings and RCA management recommended that this be defeated too.

Another proposal to come up at the meeting is one by The Grail, Loveland, Ohio, and Sisters of Saint Francis, Rochester, Minn., asking that NBC provide a detailed report on the portrayal of women and racial minorities on its programs. RCA management also recommended against this proposal, saying the requested report "would be expensive and burdensome and serve no useful purpose."

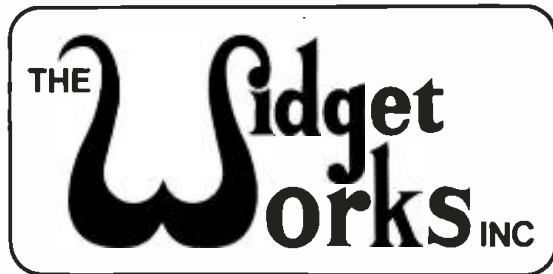
## NBC is center of biggest profit for RCA in '76

**Broadcasting leads other divisions as over-all RCA income climbs 57%**

With sales up 20% to \$955 million for the year and profits ahead 10.4% to \$57.5 million, NBC remained the biggest contributor to RCA's profitability in 1976, the RCA annual report showed last week.

NBC represented 32.4% of RCA's

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profits for the year. That was down sharply from 47.3% in 1975, but only because the commercial electronics division, which accounted for a \$48.3-million loss in 1975, staged a major turnaround and posted a \$7.5-million profit in 1976 while the consumer electronics division was increasing its profit by 65%. NBC's sales—19.8% of total RCA sales—and profits were both at record levels (BROADCASTING, Jan. 24).

RCA had reported earlier that 1976 was its first \$5-billion sales year and also produced a 57% rise in net income, which reached \$177.4 million.

It was also, the report said, NBC's fifth year of continued gains in sales and profits, "achieved despite the mounting cost of prime-time programming and the added expenses of news coverage in a presidential election year."

NBC-TV, the report said, "attained peak sales levels in all program areas, with the greatest increases in prime time, daytime and news. The five NBC-owned television stations achieved record revenue performances. NBC's radio music stations achieved record sales for the second year, and the NBC Radio network also posted gains. The year-and-a-half-old syndicated radio News and Information Service, which incurred a substantial loss, will be phased out by mid-1977."

The report said RCA made progress on and is "continuing to develop" its SelectaVision video disk system, "with

## RCA: sales and net profit by line of business

	1976	1975	1974	1973	1972
<b>Sales and Other Revenue</b>					
Electronics—Consumer Products and Services . . .	\$1,371*	\$1,171	\$1,130	\$1,149	\$1,098
Electronics—Commercial Products and Services . .	689	609	671	644	531
Broadcasting . . . . .	955	796	725	684	611
Vehicle Renting and Related Services . . . . .	780	715	722	677	636
Communications . . . . .	259	234	195	165	137
Government Business . . . . .	368	355	356	381	396
Other Products and Services . . . . .	942	936	828	581	454
Total . . . . .	\$5,364	\$4,816	\$4,627	\$4,281	\$3,863
<b>Net Profit</b>					
Electronics—Consumer Products and Services . . .	\$ 41.8	\$ 25.3	\$ 11.1	\$ 48.0	\$ 57.7
Electronics—Commercial Products and Services . .	7.5	(48.3)	(7.4)	25.8	11.7
Broadcasting . . . . .	57.5	52.1	48.3	47.7	36.0
Vehicle Renting and Related Services . . . . .	41.4	27.4	23.2	19.3	15.4
Communications . . . . .	26.0	31.2	25.7	18.2	13.6
Government Business . . . . .	2.0	3.3	3.7	3.3	3.4
Other Products and Services . . . . .	1.2	19.0	8.7	21.4	20.3
Total . . . . .	\$177.4	\$110.0	\$113.3	\$183.7	\$158.1

\*Figures in millions

Profit information in the above table is after deduction of allocations to the respective lines of business of corporate administrative, marketing, research, interest, and other expenses not charged directly to any of the reported lines of business.

efforts concentrated on lowering the system's prospective price further, extending its playing time and broadening its software program.

"A decision on whether to market the system will be based on a favorable convergence of technical, marketing and economic factors."

In the commercial electronics field, the

report said, RCA "maintained its leadership" in the broadcast station equipment market. "Cameras and video-tape recorders for electronic news-gathering and TV production were the high-priority products. Orders for the lightweight portable TV camera introduced for news-gathering tripled to 350 during the year, putting RCA ahead of any competitor."

# Capital Cities Communications, Inc.

has acquired

# The Kansas City Star Company

The undersigned initiated and assisted in structuring this transaction.

## E. F. Hutton & Company Inc.

March 2, 1977

# The Broadcasting Playlist Mar 14

## Contemporary

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
3	1	<b>Love Theme from "A Star Is Born"</b> (3:03) Barbra Streisand—Columbia	1	1	1	1
1	2	<b>Torn Between Two Lovers</b> (3:40) Mary MacGregor—Ariola America/Capitol	2	3	4	3
2	3	<b>Year of the Cat</b> (4:32) Al Stewart—Janus	3	2	2	2
7	4	<b>Dancing Queen</b> (3:50) Abba—Atlantic	4	4	3	4
13	5	<b>Rich Girl</b> (2:23) Hall & Oates—RCA	8	5	5	5
6	6	<b>Night Moves</b> (3:20) Bob Seger—Capitol	9	7	8	6
9	7	<b>I Like Dreamin'</b> (3:29) Kenny Nolan—20th Century	5	11	6	8
5	8	<b>Blinded by the Light</b> (3:48) Manfred Mann—Warner Bros.	10	6	7	10
8	9	<b>Fly Like an Eagle</b> (3:00) Steve Miller Band—Capitol	7	8	11	7
4	10	<b>New Kid in Town</b> (5:02) Eagles—Asylum	6	10	9	12
14	11	<b>Things We Do for Love</b> (3:32) 10cc—Mercury	11	9	13	9
16	12	<b>Don't Leave Me This Way</b> (3:35) Thelma Houston—Tamla/Motown	12	14	10	11
15	13	<b>Carry On, Wayward Son</b> (3:26) Kansas—Kirshner/Epic	13	12	12	15
10	14	<b>Weekend in New England</b> (3:38) Barry Manilow—Arista	14	13	16	16
12	15	<b>Go Your Own Way</b> (3:34) Fleetwood Mac—Warner Bros.	16	16	14	13
22	16	<b>Maybe I'm Amazed</b> (3:13) Wings—Capitol	17	17	15	14
20	17	<b>Don't Give Up on Us</b> (3:30) David Soul—Private Stock	15	15	17	17
23	18	<b>Hotel California</b> (6:09) Eagles—Asylum	18	18	18	18
24	19	<b>Long Time</b> (3:03) Boston—Epic	22	19	19	19
17	20	<b>Enjoy Yourself</b> (3:24) Jacksons—Epic	19	23	20	23
18	21	<b>Car Wash</b> (3:18) Rose Royce—MCA	21	21	21	22
21	22	<b>Crackerbox Palace</b> (3:52) George Harrison—Dark Horse/Warner Bros.	27	22	22	21
11	23	<b>Hot Line</b> (2:59) Sylvers—Capitol	25	24	24	20
26	24	<b>So Into You</b> (3:19) Atlanta Rhythm Section—Polydor	20	25	23	26
25	25	<b>Isn't She Lovely</b> (6:33) Stevie Wonder—Tamla/Motown	24	20	31	24
38	26	<b>Lido Shuffle</b> (3:40) Boyz n the City—Columbia	23	26	26	31
36	27	<b>I've Got Love on My Mind</b> (4:20) Natalie Cole—Capitol	28	27	28	27
35	28	<b>Trying to Love Two</b> (3:05) William Bell—Mercury	26	28	29	28
27	29	<b>You Make Me Feel Like Dancing</b> (2:48) Leo Sayer—Warner Bros.	29	32	25	33
28	30	<b>Do Ya</b> (3:45) Electric Light Orchestra—United Artists	32	31	30	29
19	31	<b>I Wish</b> (4:12) Stevie Wonder—Tamla/Motown	30	35	27	35
—	32	<b>Southern Nights</b> (2:58) Glen Campbell—Capitol	31	34	32	34
29	33	<b>The First Cut Is the Deepest</b> (3:19) Rod Stewart—Warner Bros.	35	33	33	32
32	34	<b>Say You'll Stay Until Tomorrow</b> (3:30) Tom Jones—Epic	33	37	34	36
33	35	<b>Walk This Way</b> (3:31) Aerosmith—Columbia	39	29	37	30
34	36	<b>Hard Luck Woman</b> (3:29) Kiss—Casablanca	*	36	35	25
30	37	<b>Lost Without Your Love</b> (2:56) Bread—Elektra	34	38	39	37
31	38	<b>Boogie Child</b> (3:30) Bee Gees—RSO/Polydor	36	39	38	38
40	39	<b>After the Lovin'</b> (3:50) Engelbert Humperdinck—Epic	*	30	40	*
37	40	<b>Dazz</b> (5:35) Brick—Bang	37	*	36	*

## Playback <sup>®</sup>

**Abba action.** Abba is making air waves. *Dancing Queen* (Atlantic), current single by the Swedish pop group, moves to four on "Playlist" this week with another single, *Knowing Me, Knowing You*, planned



Abba

for release this month. Some music directors feel disco-style *Dancing Queen* is Abba's best yet. "It's by far the most mass appeal record they've done so far... this one came through better than all their others," says John Sebastian of KDWB(AM) Minneapolis. It's their first success in Charlotte, N.C., too. Beau Matthews of WAYS(AM) offers a reason: "Maybe people are ready for heavily produced sounds instead of the soft sounds we're used to hearing. Abba has a definite sound like nobody else on radio these days." Tom Miller of WNRK(AM) Newark, Del., explains their success this way: "In this age of questionable lyrics, they do clean songs... They've hit the middle ground and can please everyone. It's a nice sound." Australians have "Abba fever" too, according to Atlantic's Arthur Levy. Abba albums sell "ridiculously" there, and other countries share the enthusiasm.

## Country

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
3	1	<b>Torn Between Two Lovers</b> (3:40) Mary MacGregor—Ariola America/Capitol	1	1	1	1
10	2	<b>Southern Nights</b> (2:58) Glen Campbell—Capitol	2	2	2	7
2	3	<b>Heart Healer</b> (2:31) Mel Tillis—MCA	3	4	3	5
1	4	<b>She's Just an Old Love...</b> (2:33) Charley Pride—RCA	4	3	4	2
4	5	<b>Desperado</b> (3:16) Johnny Rodriguez—Mercury	5	6	6	8
13	6	<b>Don't Throw It All Away</b> (3:09) Dave & Sugar—RCA	7	5	5	4
5	7	<b>Say You'll Stay Until Tomorrow</b> (3:30) Tom Jones—Epic	6	7	8	3
6	8	<b>Moody Blue</b> (2:48) Elvis Presley—RCA	8	8	10	10
15	9	<b>Near You</b> (2:21) George Jones & Tammy Wynette—Epic	11	9	7	9
8	10	<b>If Love Was a Bottle of Wine</b> (3:14) Tommy Overstreet—ABC/Dot	9	10	9	14
7	11	<b>There She Goes Again</b> (3:01) Joe Stampley—Epic	10	11	11	11
—	12	<b>After the Lovin'</b> (3:50) Engelbert Humperdinck—Epic	13	12	13	6
17	13	<b>Adios Amigo</b> (3:35) Marty Robbins—Columbia	12	13	12	13
19	14	<b>It Couldn't Have Been Any Better</b> (3:00) Johnny Duncan—Columbia	15	14	15	12
16	15	<b>You're Free to Go</b> (2:40) Sonny James—Columbia	14	14	16	17
9	16	<b>Two Less Lonely People</b> (2:44) Rex Allen Jr.—Warner Bros.	17	17	14	15
14	17	<b>Lucille</b> (3:39) Kenny Rogers—United Artists	16	16	19	16
12	18	<b>The Movies</b> (2:59) Stallor Bros.—Mercury	18	18	17	31
20	19	<b>Ridin' Rainbows</b> (2:40) Tanya Tucker—MCA	19	19	18	22
24	20	<b>Crazy</b> (3:53) Linda Ronstadt—Elektra/Asylum	22	20	20	25
—	21	<b>Easy Look</b> (2:46) Charlie Rich—Epic	20	24	21	20
—	22	<b>I Just Came Home...</b> (3:24) Cal Smith—MCA	21	*	22	24
—	23	<b>She's Got You</b> (3:04) Loretta Lynn—MCA	23	22	*	21
—	24	<b>Sam</b> (3:41) Olivia Newton—John—MCA	24	*	23	*
—	25	<b>Don't Be Angry</b> (3:02) Donna Fargo—ABC/Dot	25	25	25	19

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

## CATV says FCC too strict with no justification

**Cable systems are fighting proposal that would prevent use of navigation frequencies**

Citing another instance of what it views as unnecessary regulation, the cable TV industry has come out against the strictness of FCC proposals aimed at preventing interference from cable systems to aircraft navigation equipment (BROADCASTING, Dec. 13, 1976). The FCC rulemaking proposal would not allow CATV carriers in frequencies used for navigation in the same area.

Both the National Cable Television Association and the Community Antenna Television Association submitted comments at the FCC that said the commission plans were too stringent especially since only one incident of such interference has been reported and, according to the cable comments, did not create a significant safety hazard.

In place of the FCC rules, NCTA submitted a five-point program to be adopted by cable systems which it said, "insures compatibility and protection to critical navigational and emergency frequencies without resorting to the drastic remedy of unnecessarily denying huge portions of bandwidth to certain users."

NCTA's five points are:

- "Each cable television system will maintain at its operating office a list of the carrier frequencies currently in use on the cable system.

- "Each cable system which operates carriers in the 108-118 mhz air navigation band will operate with a minimum carrier offset of 25 khz on those specific frequencies used by air navigation facilities in their area.

- "Each cable television system which operates carriers in the frequency range of 118-174 mhz or 216-300 mhz shall offset appropriate carriers a minimum of 50 khz from the emergency frequencies of 121.5, 156.8 and 243.0 mhz.

- "We support the desirability of leakage monitoring, but further research is necessary to establish what leakage levels are tolerable. We do not feel that adequate standards governing the levels of leakage from cable television systems can be determined at this time. The levels needed to protect voice communications to aircraft have not yet been established. We support a program of further research in this area.

- "The limited frequency channeling plan outlined in [the first three] points . . . is adequate to reduce the probability of interference to an absolute minimum. Hence a comprehensive frequency channeling plan is unnecessary for the purpose of controlling interference and no such plan should be prematurely imposed

or considered in this proceeding."

Other comments filed by cable operators supported NCTA's plan, calling it far superior to the FCC's approach of prohibiting cable from certain bands. The joint comments for Comcast Corp., Cox Cable, New Channels Corp. and Sammons Communications said the government's plan would "leave only 19 possible channels for cable television use—thus rendering obsolete the commission's recently revised channel capacity and access requirements—but such proposal is a rather drastic solution to a problem whose exact parameters have not been defined. In addition, it should be emphasized, as the commission has recognized, that harmful interference may be caused by other communications facilities (e.g., television and FM receivers) operating in these frequency bands."

New Jersey's Office of Cable Television also said the FCC was acting prematurely. "The commission should not be stampeded," the office said, "into promulgating monitoring requirements until all variables have been field tested to the point that there is no alternative but to impose stricter requirements on CATV systems than have been imposed on TV and FM broadcast stations and other industries which may cause interference with air navigation and emergency services where life and property are threatened."

Taking the opposing side was ABC

which claimed that in addition to the possibility of interfering with aircraft services, cable "has a significant potential to degrade over-the-air broadcast services and other public uses of the radio frequencies."

It said it supported the FCC's proposals and that it "has frequently called upon the commission to license cable television systems and repeats the desirability of such a procedure."

Another comment in favor of the FCC's ideas was filed by Aeronautical Radio Inc. and the Air Transport Association of America which advocated that cable systems not be allowed to use frequencies in the aeronautical bands of 74.6-75.4, 108-136 and 225-400 mhz until: (1) adequate regulations and leakage monitoring devices are developed; (2) it is demonstrated that such regulations are enforceable, and (3) the commission is assured that procedures have been established whereby faulty CATV systems can be shut down immediately upon the identification of improper emissions.

The Association of Maximum Service Telecasters used its filing as a chance to call for not only tougher regulation of standards for aircraft interference, but for the FCC to "consider the question of technical standards for cable systems in its entirety, and specifically address the matters" raised earlier in FCC filings by AMST including setting standards for in-

### Ottumwa Cablevision Corporation

has acquired the assets of

Ottumwa TV-FM, Inc.  
Ottumwa, Iowa

The undersigned represented the purchaser in this transaction.

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put signal to noise ratios, ghosting and reflections and color standards.

Reply comments are due at the FCC by April 1.

## It was Warner Cable's best

Warner Cable Corp.'s 1976 operating income rose 84% above the preceding year's total, reaching a record \$11,990,000, on a 35% increase in revenues to \$51,570,000, also a record.

Gustave M. Hauser, chairman and chief executive of the Warner Communications Inc. subsidiary, also said that with its 1976 fourth-quarter results Warner Cable had set new income and revenue records for eight consecutive quarters. Income for the 1976 fourth quarter was up 66% to \$3,310,000 while revenues were up 34% to \$13,480,000.

In the past Warner Cable had reported pretax income but has changed to reporting operating income—that is, pretax income before interest—in accordance with Financial Accounting Standards Board Statement 14, Mr. Hauser said. On the old basis, he said, Warner Cable income was

up 225% from 1975.

Warner Cable operates 138 systems serving approximately 555,000 subscribers. It has some 37,000 pay-TV subscribers.

## Cable Briefs

**Showtime additions.** Cable TV of Puget Sound, Wash., and Gulf Coast TV in Naples-Marco Island, Fla., have signed contracts to offer Viacom International's Showtime pay cable service to their subscribers. Puget Sound system provides basic cable service to 14,200 subscribers, while Gulf Coast serves approximately 20,000.

**What's this?** Pay cable and conventional TV are often adversaries but Home Box Office Inc., New York, used cooperative advertising schedule on WNBC-TV and WOR-TV in New York for four weeks. HBO said two other New York independents (WPIX-TV) and WNEW-TV) refused 30-second spot which stressed uninterrupted motion picture and special program alternatives of HBO as well as improved recep-

tion of all channels provided by cable TV. Campaign, prepared and placed by McGlone, Nightingale, Reingold and Spellman, New York, ended yesterday (March 13). Costs were shared by HBO and 17 companies, operators of cable TV and master antenna system carrying HBO programs.

**Daniels expands.** Daniels Properties Inc., Denver-based cable MSO, manager and broker, has formed division to provide "specialized programming for movie, sports, childrens and certain variety channel concepts, as well as pay-TV specials." Bob Curtiss, formerly of Telemation Program Services Inc., will be in charge of new unit, headquartered in New York.

**Pennsylvania buy.** National Cable Corp. (Len Fowkes, James Trostle, principals), Geneva, Ohio-multiple system operator, has purchased Cambria (Pa.) TV Distribution Co. from Arnie Weakland, Marion Wendekier and others for \$1.8 million. System serves some 6,400 subscribers in Carrolltown-Ebensburg area, passes 11,000 homes with 150 miles of plant. Broker: Daniels and Associates.

# Fates & Fortunes

## Media



Becker

**Ralph E. Becker**, VP, Rust Craft Broadcasting, Pittsburgh, owner of station group, promoted to executive VP and named executive VP, broadcasting, of parent, Rust Craft Greeting Cards.

**Johnna Levine**, director business, affairs, ABC-TV, New York, named director, business affairs for motion

pictures and television. **Anthony S. Farinacci**, director, contracts, ABC-TV East Coast, ap-

pointed director, business affairs there. **Don Ross Bay**, attorney in private practice in Hollywood, and earlier with NBC for 13 years in broadcast standards and law department, named director, broadcast standards and practices, West Coast, ABC-TV.

**John E. Shuff Jr.**, president/publisher, *News-Democrat*, Belleville, Ill., named VP/chief financial officer, Capital Cities Communications, New York. **Ronald J. Doerfler**, senior financial analyst, ITT there, joins Capcities as treasurer. They divide duties of William Kopta, who died last August.

**Ralph Buccì**, corporate treasurer/chief financial officer, Outlet Co., Providence, R.I., owner of station group, elected corporate VP. **Wollaston B. Morlin**, director of information

service, named corporate VP for administrative services.

**George E. DeVault Jr.**, operations VP, Holston Valley Broadcasting's WKPT-AM-FM-TV Kingsport, Tenn., appointed corporate VP/TV station manager. **C. Wallace McNew**, WKPT-TV production manager, promoted to operations manager.

**Nicki Goldstein**, director of operations, Association of Independent Television Stations, New York, appointed VP, operations.

**Charles Edward Bizzell**, local/regional sales manager, WFMY-TV Greensboro, N.C., named executive VP/general manager, WUTR-TV Utica, N.Y.

**L. Rick Richardson**, general sales manager, KORK-TV Las Vegas, named VP/general manager of co-owned KORK-AM-FM there.

**Scott Vaughn**, general sales manager, KGUN-TV Tucson, Ariz., promoted to assistant general manager.

**Kenneth F. Hissong**, operations director, WJAN-TV Canton, Ohio, joins WJNL-TV Johnstown, Pa., as general manager.

**LeVerne E. Brown**, assistant director, WGN-TV Chicago, appointed night manager, WGN-AM-TV.

**Frank J. Scotti**, controller, Stockholm restaurant, New York, named manager of accounting, WBBM-TV Chicago.

**Kenny Belford**, VP/general manager, Oklahoma News Network, Oklahoma City,

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joins co-owned KAFG(FM) there in same capacity.

**David S. Gingold**, from sales department, WMC-TV Memphis, named general manager of co-owned WMC-FM there.

**Richard F. Wright**, station manager, WTAG(AM) Worcester, Mass., elected VP/general manager.

**Sandra E. Willis**, advertising/promotion director, KFVB(AM) Los Angeles, joins KNBC(TV) there as manager of press and publicity.

**John R. Lego**, president, Lego Broadcast Advertising, Denver, joins KERE(AM) there as general manager.

**Robert B. Karr**, VP/general manager, wvLJ(FM) Monticello, Ill., elected secretary/treasurer, co-owned KBIB(AM) Monette, Ark.

**Robert W. Stare**, financial accountant, Group W's KPX(TV) San Francisco, joins co-owned WJZ-TV Baltimore as assistant business manager.

**Frances C. Waybridge**, general manager of Winchester Mall, Rochester, Mich., joins WDEE(AM) Detroit as promotion director.

**Bob Nicklas**, assistant director of news and public affairs, noncommercial WNIU-FM DeKalb, Ill., joins noncommercial WGLT(FM) Normal, Ill., as assistant manager/production supervisor.

## Broadcast Advertising



Leichuk

**Howard J. Leichuk**, VP, media director, N.W. Ayer, New York, elected senior VP.

**K.L. (Jim) Rice**, president/chief operating officer, Hofer, Dieterich & Brown, San Francisco, chairman of its executive committee and member of its board of directors, joins D'Arcy-MacManus & Masius, as managing

director of San Francisco office. **David Geyer**, VP/management supervisor, Della Femina, Travisano & Partners, Los Angeles, named managing director of DM&M's office there. **David Wollert**, copywriter/account executive, Rogers Merchandising, Chicago, and **Donn Carstens**, writer/producer, Beber, Silverstein & Partners, Miami, join DM&M, St. Louis, as copywriters.

**Francis J. Mooney**, VP and director, business and legal affairs, Dancer-Fitzgerald-Sample, New York, named senior VP.

**Jim Carroll**, manager, broadcast budget and cost control, Kenyon & Eckhardt, New York, named VP and manager, broadcast production.

**Susan B. Fireman**, TV producer, Benton & Bowles, New York, named associate manager, creative department which includes responsibility for administration of TV production.

**E. Gregory Smith**, VP, Marsteller, New York, joins Bozell & Jacobs there as VP/account supervisor.

**Robert Harris**, TV/broadcast producer, Weightman advertising, Philadelphia, named VP.

**Richard C. Taylor**, manager of advertising research on Chevrolet account, Campbell-Ewald, Detroit, appointed VP.

**Kristine L. Fairbanks**, media buyer, William Cook Advertising, Jacksonville, Fla., named media director, Caraway-Morgan & Co., Atlantic Beach, Fla.

**Steven L. Hersh**, commercial writer/director/actor, has opened Creative Advertising, Freehold, N.J., full-service agency specializing in production of humorous and spot radio commercials.

**Louis A. Sevorine**, Eastern sales manager; **Arthur L. Kriemelman**, central sales manager; **Frank G. Boehm**, Western sales manager; **Joseph F. Kelly**, Detroit sales manager, and **Arthur L. Sulzburgh**, national sales manager, ABC Radio, named VP's.

**John Yost**, from Dancer-Fitzgerald-Sample, San Francisco, joins J. Walter Thompson there as account representative. **Dale Southam**, from Dailey & Associates there, joins JWT as copywriter.



Ritter

**Alfred P. Ritter**, VP and director of administration, HR Television, New York, named VP and director of broadcast services, responsible for research, sales promotion, production, public relations and sales training departments.

**Andy Coscia**, head of research and sales strategy, Blair Television, New York, named VP, research and sales strategy, Adam Young Inc., New York.

**Lawrence J. Lynch**, program director, Blair Television, New York, named VP.

**Al Dougherty**, general manager, KEEN(AM) San Jose, Calif., named manager of Pro/Meeker's San Francisco office. **Ted Andrews**, manager of Arbitron Radio's Chicago office, named to same post at P/M's office there. **Adrian Becker**, partner in Bob Dore radio representative firm, New York, named senior account executive, P/M there.

**Oiga K. Skopak**, administrative assistant, CBS Television Network Sales, New York, promoted to office manager.

**Jan Eggers**, account executive, Harrington, Righter & Parsons, Los Angeles, named sales manager, Los Angeles gold team. **Jan Kopic**, account executive, named sales manager, Los Angeles blue team.

**Peter Moore**, national sales coordinator, Torbet-Lasker radio representatives, New York, promoted to VP/divisional sales manager. **April Kavanagh**, radio group supervisor, BBDO there, joins Torbet-Lasker as director of research and marketing services. **Shella O'Connor**, from wciU-TV Chicago, joins Torbet-Lasker there as account executive.

**Lynn Christensen**, from Bolton/Burchill,

Chicago, and **Robin Case**, sales assistant, McGavren-Guild there, named McGavren-Guild account executives.

**Bob Weed**, regional sales executive, Radio Advertising Bureau, Northwest, based in Everett, Wash., named VP, regional sales, RAB, Northwest.

**Robert J. Sommerville**, director sales, Association of Independent Television Stations, New York, appointed VP, sales.

**Robert M. Schneider**, assistant to chairman, Xerox Corp., Stamford, Conn., named director of public affairs, responsible for public relations, corporate advertising, television programming and corporate identity program.

**Sturges Dorrance**, assistant general sales manager, KING-TV Seattle, named general sales manager.

**Rolla D. Cleaver**, account executive, KORK-TV Las Vegas, appointed general sales manager.

**John Bibbs**, local sales manager, WMAQ(AM) Chicago, named general sales manager, succeeding Dick Logan, named to same post, co-owned WNBC(AM) New York (BROADCASTING, March 7). **Wally Ranck**, salesman, WMAQ, promoted to national sales manager.

**Donald R. Richards**, local sales manager, WTMJ(AM)-WKTI(FM) Milwaukee, appointed general sales manager, succeeded by **Robert J. McGrath**, salesman.

**Judy Jones**, from Caldwell-Van Ripert advertising, Indianapolis, joins WTHR(TV) there as director of advertising and promotion.

**Hal Trencher**, account executive, CBS Radio Spot Sales, New York, joins co-owned WEEI(AM) Boston as retail sales manager.

**Al Etkin**, director of marketing, Mid-Hudson Leisure, Monticello, N.Y., joins WSUL(FM) there as sales manager.

**William A. Mapes**, station manager, WOWL(AM) Florence, Ala., joins wvNA-FM Tuscumbia, Ala., as sales manager.

**Stephen W. Dant**, senior account executive, wvii-TV Bangor, Me., named account executive, WDTN(TV) Dayton, Ohio.

**Otis S. McNeill**, advertising salesman, Baltimore Afro-American newspaper, joins WBF(TV) there as account executive.

**Victor S. Well**, regional sales manager, Walt Peabody Advertising Service, Columbus, Ohio, joins WCMH-TV there as account executive.

**Scott D. Savage**, sales director, WMAJ(AM)-WXL(FM) State College, Pa., named account executive, KDKA-AM-FM Pittsburgh.

**Richard Washer**, sales manager, KCFI(AM) Cedar Falls, Iowa, joins WIND(AM) Chicago as account executive.

## Programming

**Michael Marden**, director, motion pictures for TV, CBS, Hollywood, appointed director, program development, New York. **Michael Severeid**, executive producer, CBS-TV, Hollywood (son of Eric Severeid, CBS news commentator), named director, miniseries there. **Christine O'Connell Grleron**, program executive, CBS-TV, Hollywood, appointed director, motion pictures for televi-

sion and miniseries, Hollywood. **Mae Helms**, director, feature films, New York, named director, special programs, Hollywood.

**Thomas N. Treloggen**, manager, TV estimating, Warner Bros. Television, Burbank, Calif., named director of estimating and financial control.

**Martin Cohen**, director, finance and administration, CBS-TV Sports, named director of planning and administration.

**Sidney H. Sapsowitz**, controller, Cinema Shares International Distribution, New York, promoted to financial VP/controller for CSID and Cinema Shares International Television.

**Thomas R. DeMaeyer**, VP/general manager, video division, Bell & Howell, Lincolnwood, Ill., appointed general manager, Teletronics International's new post-production facility in Chicago. **Sheldon Riss**, freelance producer, joins Teletronics as sales manager, TV program facilities, New York.

**Charles Michelson**, president of Charles Michelson Inc., Beverly Hills, Calif., named managing director in U.S. of 0/10 Television Network of Australia, representing it in acquisition of U.S. programming.

**Johnny Jones**, production director, KSSS(FM) St. Louis, appointed program director, succeeding **Bernie Hayes**, named community affairs director. **Scott St. James**, air personality, named music director.

**Stan Deutsch**, project manager, Pro-Com, Poughkeepsie, N.Y., named program manager, WSUL(FM) Monticello, N.Y.

**Chris Bailey**, program director, WIFE(FM) Indianapolis, joins WNDE(AM)-WFBQ(FM) there in same post.

**Toula Stamm**, associate producer, WHIO(AM) Dayton, Ohio, promoted to producer.

**Charles (Scoop) Sweeney**, news director, noncommercial KPFT(FM) Houston, joins Zodiac (radio) News Service, San Francisco, as new music director.

**Merrill Reese**, Philadelphia sportscaster, named to assist Charlie Swift on play-by-play for Philadelphia Eagles (football) on WIP(AM) there.

## Broadcast Journalism

**Kevin M. Beattie**, attorney, CBS law department, named director of overseas business affairs, CBS News, London. He succeeds **Mary Lou Jennerjahn** who moves to CBS Television network.

**Donald J. Brydon**, UPI general executive in Chicago, named VP/sales manager of eastern zone, New York. **Robert E. Crennen**, general executive in Dallas, named VP/sales manager of central zone, Chicago. **Richard A. Litfin**, general executive in San Francisco, named VP/sales manager of western zone there.

**Tom Jarriel**, ABC News White House correspondent, named ABC News Supreme Court correspondent. He is succeeded by **Sam Donaldson** at White House. **Gideon Flat**, assistant director of ABC News Film, New York, named director of ABC News electronic news gathering.

**Herb Dudnick**, producer for *NBC Nightly News* in Washington since 1973, named producer for that program in New York.

**Richard Parrish**, sales manager, Oklahoma News Network, Oklahoma City, named general manager.

**Rose Ecomonou**, assignment editor, WMAL-TV Washington, joins WBBM-TV Chicago news team as field producer. **Barbara Benzies**, researcher/production assistant on *Chicago Sun-Times* columnist Irv Kupcinet's *Kup's Show*, joins WBBM-TV as news writer.

**Larry Camp**, producer/anchor, WTLV(TV) Jacksonville, Fla., appointed news director, KTXL(TV) Sacramento, Calif. **Bob Whitten**, former anchorman, KCRA-TV Sacramento, named KTXL co-anchor. **Ron Abernathy**, reporter, KTVK(TV) Phoenix, joins KTXL as assignment editor. **Larry Goodwin**, news director, Theta Cable TV, Los Angeles, appointed KTXL reporter. **Joe Conway**, anchorman/weathercaster, KOLO-TV Reno, moves to KTXL as weathercaster/reporter.

**Jeanne Bauleke**, writer/reporter, WCCO-TV Minneapolis-St. Paul, and **Dan Harrison**, reporter, KTBS-TV Shreveport, La., join KMSP-TV Minneapolis-St. Paul as reporters. **Melenie Soucheray**, KMSP-TV writer/producer, promoted to assignment editor.

**Deborah Caldwell**, news director, WSPB-AM-FM Sarasota, Fla., named reporter, WPTV(TV) West Palm Beach, Fla.

**Chuck Olmstead**, reporter/public affairs program producer, WHAS-TV Louisville, Ky., named anchorman.

**Lori Reingold**, morning newscaster, KRLY(FM) Houston, joins news department at KPRC-TV there.

**Jimmie Morrison**, morning editor, KLIX(AM) Twin Falls, Idaho, promoted to news director.

**Gary Shore**, meteorology instructor, University of Michigan, Ann Arbor, joins Kansas State Network, Wichita, as weathercaster.



**Gold medalists.** Julius Barnathan (r), president of broadcast operations and engineering, ABC, accepts the Marconi Memorial Gold Medal from Jack R. Pople, president of the Veteran Wireless Operators Association and former engineering VP, WOR(AM) New York, at VWOA's 52d annual awards dinner in New York. Mr. Barnathan was honored for "establishing and directing the superb engineering facilities for ABC's telecast of the 1976 Olympic Games from Austria and Canada." Other Marconi gold medals were presented to Geroge Jacobs, director of research and engineering, Board for International Broadcasting, and to Patrick O'Keefe for his service to VWOA.

**Richard Fitzmaurice**, anchorman, KXR(AM) San Jose, Calif., joins KCBS-FM San Francisco as weekend newsmen.

**Lorraine Moore**, reporter/anchor, WRAL-TV Raleigh-Durham, N.C., promoted to assignment editor.

**Joe Spencer**, reporter/photographer, WGHP-TV High Point, N.C., named general assignment reporter, based in Winston-Salem, N.C.

**Kathy Wold**, anchor, KRNA(FM) Iowa City, Iowa, promoted to assistant news director.

## Cable

**Andrew Litsky**, former Jimmy Carter campaign coordinator, joins National Cable Television Association, Washington, as associate director of government relations.

**Donald W. Phillips**, north central regional sales manager, Sylvania Electronics, joins Warner Cable as manager of its system in Kingsport, Tenn.

**Thomas W. Hingson**, manager of Tower Communication Systems Corp., Communications Properties' microwave common carrier system, Columbus, Ohio, named VP of system.

**Rex Ferguson**, operations VP, Ferguson Communications Corp., Henderson, Tex., promoted to executive VP, operations. **Stan Socia**, CATV contractor, Tyler, Tex., joins Ferguson as construction VP. **William F. Williams**, regional manager, promoted to installations VP. Ferguson is CATV service firm specializing in system construction, subscriber installations and turnkey services.

## Equipment & Engineering

**Clair E. (Joe) Searfoss**, from V.M. Corp., Benton Harbor, Mich., joins RCA's distributor and special products division as manager, consumer products merchandising, Deptford, N.J. **Donald W. Ponturo**, division VP, industrial relations, RCA Solid State Division, Somerville, N.J., named staff VP, labor relations, New York. He succeeds **Joseph Siegel**, named division VP, industrial relations for RCA Service Co.

**Howard Prosser**, circuits research section manager, Zenith Radio, Chicago, appointed director of electronic research and systems, switch division of Oak Industries, Crystal Lake, Ill.

**Thomas B. Jones Jr.**, sales engineer, Multronics, Columbia, Md., promoted to sales manager. Multronics manufactures AM phasing systems.

**Robert O. Donahue**, chief engineer, WJZ-TV Baltimore, joins WMAR-TV there as VP/director of engineering.

**Larry Pozzi**, engineering manager, KBHK-TV San Francisco, returns to KRON(TV) there as chief engineer, replacing **Lee Berryhill**, retired.

**Mark E. Jividen**, assistant chief engineer, WMNI-AM-FM Columbus, Ohio, appointed chief engineer.

**Thomas G. Osenkowsky**, chief engineer, WOWW(AM) Naugatuck, Conn., appointed to same post, WAVZ(AM)-WKCI(FM) New Haven-Hamden, Conn.



Lynn Willoughby, chief engineer, WGMA(AM) Hollywood, Fla., named to same post, WNOE-AM-FM New Orleans, succeeding J. Fred Riley, resigned.

## Allied Fields

**Frederick Neuwirth**, from Tishman Realty & Construction Co., New York, joins ABC there as director of real estate and construction.

**E. Robert Lissit**, formerly producer of ABC's *Good Morning, America*, New York, joins Office of Telecommunications Policy, Washington, to study federal use of audio visual material and to propose methods of making more efficient use of that material.

**Hugh Ferry**, director, corporate research, Columbia Pictures Industries, Inc., New York, has resigned to head his own company Hugh C. Ferry, Inc. Yorktown Heights, New York, specializing in communications and entertainment research.

**Sheila Huff**, director of administration, Custom Audience Consultants, Washington, appointed VP. **Jim Dolan**, senior research analyst, named account executive.

**Nancy Behrns**, coding supervisor, Rabin marketing research services, Chicago, promoted to project supervisor.

**Constance C. Anthes**, public relations manager, Arbitron, New York, promoted to manager of communication.

**M. Scott Johnson**, associate in Washington communications law firm, Glaser & Fletcher, has become partner in firm, now Glaser, Fletcher & Johnson.

**Drewrey McDaniel**, acting director, School of Radio-Television, Ohio University, Athens, appointed director, succeeding **Roderick Rightmire**, who requested reassignment to teaching.

**James J. Wyza**, associate media director, Arthur Meyerhoff Associates, Chicago, joins Nielsen Station Index there as client/service executive.

**Walter Armbruster**, executive VP, D'Arcy-MacManus & Masius, St. Louis; **Jerrell Shepherd**, president and owner, KWIX(AM)-KRES(FM) Moberly, Mo., and ABC Sports named 1977 Missouri Honor Award winners by University of Missouri-Columbia School of Journalism in recognition of "distinguished ser-

vice" and "continued excellence" in journalism.

**G.G. Suder**, VP of marketing in southwestern Ohio for Sports Unlimited, Detroit, joins Queen City Communications—WLW Cincinnati, as VP/general manager of VIP Ltd., newly established merchandising arm of WLW(AM). VIP is primarily involved in wholesale travel and other interrelated programs and products involving radio and sports personalities at WLW.

## Deaths

**Betty McCowan**, 62, media director, Leslie Advertising, Greenville, S.C., died March 1 at Greenville Memorial hospital after long illness following heart attack. She joined Leslie in 1969 after 18 years with Henderson Advertising there as media manager.

**William D. Boutwell**, 77, founder and chairman, Boutwell-Crane-Moseley Associates, publishing consultant, New York, died after heart attack March 4 at New York University hospital. He helped organize Association for Education by Radio, now National Association of Educational Broadcasting. He is survived by wife, Olga, and daughter, Jane.

# For the Record

As compiled by BROADCASTING for the period Feb. 28 through March 4 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.—aerial. 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

■ Kansas City, Mo.—Buford Television of Missouri Inc. seeks ch. 62 (758-764 mhz); ERP 1320 kw vis., 97.4 kw aur., HAAT 650 ft.; ant. height above ground 1039 ft. P.O. address: Box 957, Tyler, Tex. 75710. Estimated construction cost \$1,688,000; first-year operation cost \$316,910; revenue \$2,004,910. Legal counsel McKenna, Wilkinson & Kittner, Washington; consulting engineer Jules Cohen & Assoc. Principals: Geoffrey R., Gerald B. (32.89% each) and Robert P. Buford (32.83%), all brothers. Remaining stock is divided among Hudson Collins, Charles Bowker and Ross P. Buford Trust. Buford family owns; KLTV(TV) Tyler, KTRE(TV) Lufkin, both Texas; KXON(TV) Mitchell, S.D.; KF5M-TV Fort Smith, Ark.; has applications for TV's at Minneapolis, Cincinnati and Baltimore, and has CATV systems in Indiana. Ann. March 2.

■ Memphis—Delta Television Corp. seeks ch. 24 (530-536 mhz); ERP 2569 kw vis., 213.6 kw aur., HAAT 1016.3 ft.; ant height above ground 1059 ft. P.O. address: c/o John A. Serrao, 3 E. 54 St., New York 10022. Estimated construction cost \$2,337,675; first-year operating cost \$1,517,215; revenue \$1,200,000.

Legal counsel Stein, Harper & Miller, Washington; consulting engineer John A. Fergie. Applicant is 80% owned by Petry Television Inc., rep. firm and by Arthur E. Muth and Martin F. Connelly (10% each). Mr. Connelly is president and 26.5% owner of Petry. Mr. Muth is executive vice president and 18.4% owner. Petry owns no other stations. Ann. March 2.

### TV action

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: WHCT-TV Hartford, Conn. (BMPCT-7677), Aug. 15.

### AM action

■ Elkton, Ky., Todd County Enterprises—Broadcast Bureau granted 1070 khz, 250 w-D. P.O. address: Box 572, Elkton 42220. Estimated construction cost \$32,825; first-year operating cost \$32,000; revenue \$40,000. Principals: James H. and Elizabeth A. White (55%), et al. Mr. White is high school guidance counselor and part-time employe at WRUS-AM-FM Russellville, Ky. Mrs. White is language arts teacher. (BP-19,819). Action Feb. 11.

### AM license

■ Broadcast Bureau granted following license covering new station: WRRR Fredericksted, St. Croix, V.I. (BL-14,230), Feb. 18.

### FM applications

■ Grass Valley, Calif.—Nevada County Broadcasters seeks 92.1 mhz, .290 kw, HAAT 980 ft. P.O. address: 3350 Watt Ave., Sacramento, Calif. 95821. Estimated construction cost \$9,750; first-year operating cost \$6,975; revenue not given. Format: MOR. Principal: Carroll E. Brock, who has various business, real estate and energy exploration interests. Mr. Brock is also applicant for FM's at Healdsburg and Redding, both California and AM at Grass Valley. Ann. March 4.

■ Santa Clara, Calif.—Santa Clara College seeks 89.1 mhz, 10 w. P.O. address: c/o George F. Giacomini Jr., Santa Clara 95053. Estimated construction cost \$7,811; first-year operating cost \$3,300. Format: educational. Applicant is private college, Mr. Giacomini, dean of students. Ann. March 4.

■ Marshfield, Mo.—Webster County Broadcasting Co. seeks 104.9 mhz, 3 kw, HAAT 120 ft. P.O. address: Box 586, Marshfield 65706. Estimated construction cost \$26,677; first-year operating cost \$6,700; revenue

\$12,000. Format: C&W. Principal: Earl A. Steinert Jr., accountant with real estate and investment interests. He owns KEMM(AM) Marshfield. Ann. March 4.

■ Sulphur, Okla.—Lula M. Stone seeks 100.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 233 Rose St., Greenville, Miss. 38701. Estimated construction cost \$37,000; first-year operating cost \$50,000; revenue \$60,000. Format: variety. Principal: Mrs. Stone is housewife with no other broadcast holdings. Ann. March 4.

■ Mechanicsburg, Pa.—West Shore Broadcasting Co. seeks 93.5 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 38, Carlisle, Pa. 17013. Estimated construction cost \$72,000; first-year operating cost \$100,000; revenue \$75,000. Format: contemporary. Principals: George F. (90%) and Davide A. Gardner (10%), father and son. They also own WEEO(AM) Waynesboro, Pa., and WANR(AM) Toledo, Ohio. They also have ownership interest in cable TV systems. Ann. March 4.

### FM action

■ Crookston, Neb., Rosebud Educational Society—Broadcast Bureau granted 96.1 mhz, 57 kw, HAAT 508 ft. P.O. address: St. Francis Mission, St. Francis, S.D. 57572. Estimated construction cost \$92,750; first-year operating cost \$61,000; revenue: none given. Format: Native American, Lakota. principal: Applicant is non-profit corporation governed by trustees, and is outgrowth of Indian reservation (BPH-9993). Action Feb. 23.

### FM licenses

■ Broadcast Bureau granted following licenses covering new stations: WCRN Charlotte Amalie, St. Thomas, V.I. (BLH-7193), Feb. 15; WFTA Fulton, Miss. (BLH-7157), Feb. 15; \*WDSO Chesterton, Ind. (BLED-1594), Feb. 15; \*WLNK Columbus, Miss. (BLED-1601), Feb. 15; \*WLRH Huntsville, Ala. (BLED-1595), Feb. 15.

## Ownership changes

### Applications

■ KLRB(FM) Carmel, Calif. (101.7 mhz, 630 w)—Seeks assignment of license from Monterey Bay Area Media Inc. to Carmel Communicating Co. for \$450,-

000. Seller is principally owned by L.E. Johnson Jr., his father, L.E. Johnson Sr., and William M. Oates, none of whom has other broadcast interests. Buyers are Frederick L. Vance, William E. Moore and Jay C. Adair. Mr. Vance formerly owned KHOS(AM) Tucson, Ariz. Mr. Moore was formerly with Avery-Knodel, station rep, and Mr. Adair is San Francisco manager of Meeker Co., another rep. Ann. Feb. 14.

■ WKKJ(FM) Green Cove Springs, Fla. (92.7 mhz, 3 kw)—Seeks assignment of CP from Clay County Broadcasters to Mel-Lin Inc. for \$99,170.15. Seller is James A. Wilson, who has no other broadcast interests. Buyers are Lawrence R. Picus (90%) and Willie J. Martin (10%), owners of WPDQ(AM) Jacksonville, Fla. Mr. Picus also owns 40% of WAPX(AM) Montgomery, Ala. Ann. Feb. 28.

■ WQYK-FM St. Petersburg, Fla. (99.5 mhz, 100 kw)—Seeks assignment of license from Sun Coast Radio Inc. to Suncoast Stereo Corp for \$788,500 plus \$200,000 covenant not to compete. Seller is Marshall W. Rowland, who also owns WCMG(AM)-WQIK(FM) Jacksonville, Fla., and is 50% owner of applicant for new FM at Jensen Beach, Fla., and one-third owner of applicant for AM at Lawrenceburg, Tenn. Buyer is wholly owned by Lake Huron Broadcasting Co., owner of WKNX(AM) Saginaw, Mich., and KENR(AM) Houston. Huron also owns licensee of KRBE(FM) Houston. Principals in Huron are: William J. Edwards (56.7%) and Howard H. Wolfe (43.3%). Ann. Feb. 14.

■ WLOQ Winter Park, Fla. (103.2 mhz, 3 kw)—Seeks assignment of license from Home Security Broadcasting Co. to Litchfield Broadcasting Corp. for \$210,000 plus additional \$165,000 paid by R. W. Rounsaville Stations. Buyer is Herbert P. Gross, 100% owner of KLFM-AM-FM Litchfield and one-third owner of WGGR(FM) Duluth, both Minnesota. Rounsaville, which is trading its WCIN(AM) Cincinnati for Home Security's WLOF(AM) Orlando, Fla., is paying additional sum for WLOQ as part of trade. Rounsaville, which owns WNBE(AM) Winter Park-WBJW(FM) Orlando, will sell WNBE to comply with FCC duopoly rule. Rounsaville also owns WMBR(AM)-WAIV(FM) Jacksonville, Fla.; WDAE(AM)-WAVV(FM) Tampa, Fla., and WVOL(AM) Berry Hill, Tenn. Ann. March 4.

■ KFLO(AM) Shreveport, La. (1300 khz, 500 w-D)—Seeks assignment of license from James E. Reese to Nor-Max Broadcasting Co. for \$210,000. Seller is James E. Reese, who formerly owned WOKJ(AM)-WJMI(FM) Jackson, Miss., WBOP-AM-FM Pensacola, Fla., and WTUG(AM) Tuscaloosa, Ala. (27.27% each), and WGCN(AM)-WTAM(FM) Gulfport, Miss. (27). Sale of KFLO relieves Mr. Reese of any broadcast interests. Buyers are John J. Shields (51%) and A.T. Moore (49%). Mr. Shields owns one-third of KGMR-AM-FM Jacksonville, Ark. Mr. Moore is Shreveport radio technician and 20% owner of CP for KLUK(FM) Atlanta, Tex. Ann. Feb. 28.

■ WPMP(AM)-WPMO(FM) Pascagoula-Moss Point, Miss. (AM: 1580 khz, 1 kw-D; FM: 99.1 mhz, 26 kw)—Seeks transfer of control of Crest Broadcasting Co. from estate of Hugh O. Jones (50.36% before; none after) to Sarah S. Jones and others (8.49% before; 58.85% after). Consideration: none. Transfer represents resolution of estate of Mrs. Jones's late husband. After transfer, holdings of principals will be: Mrs. Jones 28.5%, James O. Jones II 15.25% and Mabel J. Turnbough 15.05%. Ann. Feb. 14.

■ WQMS(FM) Hamilton, Ohio (96.5 mhz, 50 kw)—Seeks assignment of license from Trinity Broadcasting of Detroit to Queen City Communications for \$650,000, including \$25,000 covenant not to compete. Seller is principally owned by Joseph and Dan Ninowski, who also own WBFG(FM) Detroit. Principal in buyer is Jay C. Thompson. Queen City bought WLW(AM) Cincinnati last year. Ann. March 4.

■ WKTN-FM Kenton, Ohio (98.3 mhz, 2.6 kw)—Seeks assignment of license from Ohio Radio Inc. to Radio General Ltd. for \$200,000. Seller, Annette W. Reider, president, owns WLKR-AM-FM Norwalk, WRWR(FM) Port Clinton, both Ohio. Buyer has 13 stockholders, Robert D. MacVay (21.06%), Keith P. (18.03%) and Paul J. Gensheimer (15.15%). Principals: Mr. MacVay owns 22.94% of KLIK(AM)-KJFF(FM) Jefferson City, Mo. Mr. Keith Gensheimer owns 17% of WBUK(AM) Portage, Mich. His father, Paul J., is retired engineer. Ann. March 4.

■ WGCD(AM) Chester, S.C. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Dispatch Broadcasting Co. to Southern Piedmont Broadcasting Co. for \$250,000. Seller is owned by Joe S. Sink Sr. and estate of Fred O. Sink, also with ownership interest in

WPYB(AM) Benson, N.C. Buyers are Robert R. Hilker, William R. Rollins and others. Messrs. Hilker and Rollins own Suburban Radio Group, licensee of WCGC(AM) Belmont, WEGO(AM)-WPEG(FM) Concord, WSVN(AM) Valdese, WZKY(AM) Albemarle, all North Carolina; WJJJ(AM) Christiansburg, WVVV(FM) Blacksburg and WHHV(AM) Hillsville, all Virginia. WZKY has been sold, subject to FCC approval, to Rich Pauley Communications Inc. for \$230,000 (BROADCASTING, Feb. 7). Ann. March 4.

■ WECO(AM) Wartburg, Tenn. (940 khz, 1 kw-D)—Seeks transfer of control of Morgan County Broadcasting Co. from W.R. Carrigan (50% before; none after) to Sandy Lavender and others (50% before; 100% after). Consideration: \$85,500. Principals: Mr. Carrigan also owns WEQO(AM) Whitley City and WFXV(AM) Middlesboro, both Kentucky with other principals. Other than Miss Lavender (15% after transfer) principals are Carl Stump (35%), Clyde Darnell (35%) and Gary Darnell (15%). Correction of earlier item. Ann. Feb. 14.

■ KOLE(AM) Port Arthur, Tex. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Gulf States Broadcasting Co. to Northstar Broadcasting Inc. for \$500,000 plus \$100,000 covenant not to compete. Sellers are Robert D. Hanna (one-third) and Joseph P. Driscoll (two-thirds). Mr. Hanna also owns 49% of KRAM(AM) Las Vegas. Buyer is wholly owned by Leighton Enterprises Inc., Aiver G. Leighton president and 67.9% owner. Other principal is John Moline (13.78%). There are six other stockholders owning less than 5% each. Buyers also own KCLD-AM-FM St. Cloud, Minn.; KOUR-AM-FM Independence; and KNLA(AM)-KRLS(FM) Knoxville, both Iowa. Ann. March 4.

■ KBUH-AM-FM Brigham City, Utah (AM: 800 khz, 250 w-D; FM: 107.1 mhz, 3 kw)—Seeks assignment of license from Community Broadcasting Co. to Brigham City Broadcasting Co. for \$130,000. Seller is Darrel K. Burns, who also owns KRNS-AM-FM Los Alamos, N.M., and KGIW(AM)-KALQ(FM) Alamosa, Colo. Buyers are Royce E. (51%) and Daryl D. Wills (49%), brothers. Mr. Royce Wills formerly owned 15% of KFNF(AM) Shenandoah, Iowa. His brother is chiropractic physician. Ann. March 4.

#### Actions

■ WQDE(AM) Albany, Ga. (1250 khz; 1 kw-D)—Broadcast Bureau granted assignment of license from Southland Radio Inc. to Dave Mack Broadcasting Co. Inc. for \$300,000. Principal in seller is James L. Wiggins, who also owns WYNR-AM-FM Brunswick, Ga., and WQDI(AM) Homestead, Fla. Principals in buyer are Davis B. McGriff and his wife, Virgi. Mr. McGriff is general manager of WQDE (BAL-8886, BALRE-3144). Action Feb. 16.

■ KWNA(AM) Winnemucca, Nev. (1440 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Northwest Radio and Television Corp. to D. Ray Gardner for \$115,000. Seller is owned Leon C. Boner (73.3%) and Jimmy C. Boner (24.4%) who have no other broadcast interests. Buyer also owns KELK(AM) Elko, Nev. (BAL-8827, BALRE-3104). Action Feb. 15.

■ WWEZ(FM) Cincinnati (92.5 mhz, 11 kw)—Broadcast Bureau granted assignment of license from Sudbink Broadcasting Inc. to Truth Publishing Co. for \$2 million. Seller is group broadcaster with WLYF(FM) Miami and WFUN(AM) South Miami, Fla.; WPCH(FM) Atlanta and WAVO(AM) Decatur, Ga.; WLAK(FM) Chicago; WEZW(FM) Wauwatosa, Wis., and WLIF(FM) Baltimore. (Sale of the last to Cox Broadcasting Corp. for \$3.9 million is pending FCC approval.) Principals in seller are Robert and Margaret Sudbink. Buyer is owned by John F. Dille Jr. (53%) and Walter R. Beardsley (47%), who own Elkhart (Ind.) Truth and bought WCKY(AM) Cincinnati last year from Post-Newsweek for \$3.6 million. Truth also owns WTRC(AM)-WYEZ(FM) Elkhart. Mr. Dille and his son, John Dille III, also own WCUI(AM) Grand Rapids, Mich., and WMEE(AM)-WMEF(FM) Fort Wayne, Ind., and have recently purchased, subject FCC approval, WYON(FM) Grand Rapids (BAPLH-201, BALST-338). Action Feb. 28.

■ KEFC(FM) Waco, Tex. (95.5 mhz, 3.1 kw)—Broadcast Bureau granted assignment of license from Joy Broadcasting to Sunburst Productions for \$160,000. Principals: Seller is owned by Charles E. Maddux, who has no other broadcast interests. Buyer is owned 25% each by Mark Robertson, his father Henry W. Robertson, Steve Bartlett and Robert C. Sullivan. Buyers are business and professional men in and

around Dallas and Waco, and have no other broadcast interests (BALH-2356, BASCA-789, BALST-335). Action Feb. 14.

■ WCWC-AM-FM Ripon, Wis. (AM: 1600 khz, 5 kw; FM: 95.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Greycote Inc. to Denovocom Inc. for \$325,000 plus \$100,000 covenant not to compete. Seller is owned by Ralph D. Bice, who has no other broadcast interests. Buyer is owned by Walter Richey and his wife, Paula, attorneys in Minneapolis who have no other broadcast interests. (BAL-8888, BALH-2411, BALRE-3147). Action Feb. 16.

## Facilities changes

#### TV applications

■ WZTV Nashville—Seeks CP to change ERP to max. 896.5 kw vis., 173.9 kw aurt; change trans. location and HAAT 1002 ft. Ann. March 4.

■ WLVA-TV Lynchburg, Va.—Seeks CP to change ERP to 240 kw vis., 24.5 kw aurt; change trans. location; change type trans.; type ant. and HAAT 2344 ft. Ann. March 4.

#### TV actions

■ KGTQ-TV Fayetteville, Ark.—Broadcast Bureau granted CP to change ERP to 427 kw; max. ERP 661 kw; ant. height 890 ft.; change trans. location approximately 550 ft. S.E. of present site; change type trans.; change type ant.; make changes in ant. structure (increase height) (BPCT-4923). Action Feb. 15.

■ KHOF-TV San Bernardino, Calif.—Broadcast Bureau granted mod. of license covering decrease in ERP to 269 kw; Max. ERP 1120 kw; ant. height 2340 ft. (BMLCT-824). Action Feb. 15.

■ \*WLIW Garden City, N.Y.—Broadcast Bureau granted CP to change ERP to 562 kw; max. ERP 2580 kw; ant. height 380 ft. (BPET-527). Action Feb. 18.

■ KXMB-TV Bismarck, N.D.—Broadcast Bureau granted mod. of CP to change ERP to 288 kw; max. ERP 316 kw; ant. height 1580 ft. (BMPCT-7664). Action Feb. 15.

#### AM applications

■ WXVI Montgomery, Ala.—Seeks CP to increase daytime power to 5 kw; install DA-2; change trans. location and studio location. Ann. March 3.

■ KHCS Phoenix—Seeks CP to change studio location; increase daytime power to 1 kw; add nighttime power with 250 w; change trans. location. Ann. March 3.

■ KROE Sheridan, Wyo.—Seeks CP to increase power to 500 w. Ann. March 3.

#### AM action

■ KXL(AM) Portland, Ore.—Broadcast Bureau granted mod. of license covering change in studio location to S.E. 82d and Sunnyside Road, Portland and operate trans. by remote control from studio location (BRC-3887). Action Feb. 18.

#### FM applications

■ \*KUNC-FM Greeley, Colo.—Seeks CP to change trans. location; install new trans.; install new ant.; change TPO; ERP: 50 kw (H&V) and HAAT 572 ft. Ann. March 4.

■ WJMI Jackson, Miss.—Seeks CP to install new trans.; change TPO and ERP: 100 kw (H&V). Ann. March 4.

■ KPLA Plainview, Tex.—Seeks CP to change trans. location; install new ant.; install new ant.; make changes in ant. system (increase height); change TPO, ERP: 100 kw (H&V) and HAAT 439 ft. (H&V). Ann. March 4.

■ KSAQ San Antonio, Tex.—Seeks CP to change trans. location; install new ant.; make changes in ant. system (increase height); change TPO and HAAT 501 ft. (H&V). Ann. March 1.

#### FM actions

■ KLBS-FM Los Banos, Calif.—Broadcast Bureau granted CP to redescribe trans. location as E. Miller Ave., .2 mile east of N. Mercy Springs, Rd., Los Banos; install new trans.; make changes in transmission line; ERP 2.6 kw; ant. height 125 ft.; remote control permitted (BPH-10,342). Action Feb. 2.

■ KOSI-FM Denver—Broadcast Bureau granted CP

to install new trans.; install new ant.; make changes in ant. system (increase height); max. ERP 100kw(H); 64 kw(V); ant. height 790 ft. (H&V); remote control permitted; conditions (BPH-10,310). Action Feb. 14.

### FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KLCL Lake Charles, La., Feb. 23; WNTQ Syracuse, N.Y., Feb. 17; WNCI Columbus, Ohio, Feb. 18; WWKT-FM Kingstree, S.C., Feb. 16; \*KCSN Northridge, Calif., Feb. 22; \*WMNR Monroe, Conn., Feb. 23; \*WUJC University Heights, Ohio, Feb. 23.

## In contest

### Case assignment

■ Twin Falls, Idaho, **cable TV proceeding**: Magic Valley Cable Vision Inc. (Doc. 21,106)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ John H. Conlin as presiding judge and scheduled hearing for May 24. Action Feb. 23.

### Procedural rulings

■ \*Birmingham, Demopolis and Montgomery, Ala., **TV proceeding**: Alabama Citizens for Responsive Public Television and Alabama Educational Television Commission (AETC), competing for ch. \*10 in Birmingham, ch. \*41 in Demopolis and ch. \*26 in Montgomery (Doc. 20,675-6)—ALJ Leonore G. Ehrig set certain procedural dates and scheduled hearing for Sept. 26. Action Feb. 28.

■ Jensen Beach, Fla., **FM proceeding**: Robert A. Jones, Raymond A. Kassis and Paul J. Lewis (Florida Gospel Network), Jensen Beach Broadcasting Co. Inc., Robert L. Lord and Marshall W. Rowland (Lord & Rowland Radio) and HLG Inc., competing for 107.1 mhz (Docs.-20,996-9)—ALJ Thomas B. Fitzpatrick canceled May 2 hearing, changed certain procedural dates and rescheduled hearing for May 23. Action Feb. 24.

■ Marshfield, Mass., **FM proceeding**: Marshfield Broadcasting Co. Inc. seeking 95.9 mhz (Doc. 21,016)—ALJ Thomas B. Fitzpatrick canceled April 4 hearing and continued without date; directed Marshfield to file motion for summary decision by March 30. Action Feb. 23.

### Initial decision

■ WLCY-TV Largo, Fla., **facilities change proceeding**: WLCY-TV Inc. (Doc. 19,627)—ALJ Byron E. Harrison granted application to increase antenna from 500 to 1,495 ft. in supplemental initial decision. Effective in 50 days unless appealed or commission orders review. Ann. March 3.

## Complaints

■ Total of 1,812 broadcasting complaints from public was received by commission during January, increase of 35 over December. Other comments and inquiries to Broadcast Bureau for January totaled 1,797, increase of 285 over previous month. Commission sent 1,196 letters in response to comments, inquiries and complaints.

## Fine

■ KONA-FM Pasco, Wash.—Broadcast Bureau notified licensee of apparent liability for \$1,000 because operating logs for various dates could not be located during course of inspection. Action Feb. 16.

## Other actions

■ WNAN(AM) Selma, Ala.—Broadcast Bureau dismissed renewal application, canceled license and deleted call letters. Action Feb. 16.

■ WRXX Centralia, Ill.—rescinded January 24 grant for renewal of license and returned renewal application to deferred status pending commission resolution of

# Summary of Broadcasting

## FCC tabulations as of Dec. 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,464	7	26	4,497	39	4,536
Commercial FM	2,798	1	74	2,873	153	3,026
Educational FM	844	0	26	870	73	943
Total Radio	8,106	8	126	8,240	265	8,505
Commercial TV	720	1	7	728	37	765
VHF	513	1	3	517	6	523
UHF	207	0	4	211	31	242
Educational TV	241	3	12	256	8	264
VHF	92	1	8	101	2	103
UHF	149	2	4	155	8	161
Total TV	961	4	19	984	45	1,029

\*Special temporary authorization

\*\*Includes off-air licenses

programming proposals. Action March 3.

## Allocations

### Actions

■ Placerville, Calif.—Broadcast Bureau proposed assignment of FM ch. 221A (reassigned from Grass Valley, Calif.) and substitution of ch. 232A at Grass Valley. Action was response to petition by Hangtown Broadcasters. Comments are due April 11; replies May 2. Action Feb. 23.

■ Benton, La.—Broadcast Bureau assigned ch. 221A as community's first FM. Action was response to petition by Blossman Associates Inc. Effective April 15. Action March 2.

## Translator

### Application

■ Garfield county, Colo.—Seeks ch. 67 with 100 w rebroadcasting KBTW(TV) Denver. Ann. March 4.

## Cable

### Applications

■ Following operators of cable TV systems requested certifications of compliance, FCC announced Feb. 22 (stations listed are TV signals proposed for carriage):

■ Westover TV Cable Co., for Monogah, W. Va. (CAC-08050): Requests certification of existing operations.

■ Shasta Cable TV, 329 N. Mount Shasta Blvd., Mount Shasta, Calif. 96067, for Siskiyou, Calif. (CAC-08051): KOTI Klamath Falls; KOB, KMED-TV Medford, both Oregon; KPIX, KBHK-TV San Francisco; KIXE-TV, KRCR-TV Redding; KHSL-TV Chico; KTVU Oakland; KTXL San Francisco, all California.

■ Canandaigua Video Corp., Box 311 Werk Ave., Liberty, N.Y. for Hopewell, Manchester, Victor, all New York (CAC-08052-4): WOR-TV, WPIX New York; WROC-TV, WHEC-TV, WOKR, WXXI Rochester; WSYR-TV, WNYS-TV, WTVH Syracuse, all New York.

■ Cable Associates Inc., for East Petersburg, Pa. (CAC-08055): Requests certification of existing operations.

■ Rollins Cablevision, for New Castle, Newark, Elsmere, Wilmington, Newport, all Delaware (CAC-08056-7,61-3): WNJS Camden, N.J.; WOR-TV New York; WTTG Washington.

■ Teleprompter Florida CATV Corp., for Plantation, Fla. (CAC-08059): Requests interim authorization, for existing operations.

■ Big Spring Cable TV Inc., for Magnolia, Ark. (CAC-08060): Requests certification of existing operations.

### Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Brookhaven Cable TV Inc., for Brookhaven, Lake Grove, both New York; Tricounty Cable Television Co., for Salem City, N.J.; Armstrong Utilities Inc., for Mercer, Pa.; Nor Cal Cablevision Inc., for Paradise, Calif.; E-Z Vision Inc. for Rusk, Tex.; Oyat Vision, for Pine Ridge, S.D.; Douglas Television Co., for Gila, Payson, both Arizona; Southwest CATV, Inc., for Pharr, Tex.; Valley Cable TV, for McAllen, Tex.; Valley Microwave Transmission Inc., for Edinburg, Weslaco, Donna, Mercedes, La Feria, all Texas; Alice Cable Television Corp., for San Diego, Calif.; Forest City TV Cable Corp., for Browndale, Pa.; Hurley Cable TV Inc., for Hurley, Bayard, Central, Grant, all New Mexico; Sammons Communications Inc., for Logansport, Ind.; Hampton Roads Cablevision Co., for Newport News, Va.; City of Cawker City, Kan., for Cawker City, Kan.; Vista Cable Inc., for Brookston, Chalmers both Indiana; Nation Wide Cablevision Inc., for Kitsap, Wash.; Summit Cable Services, for Winston-Salem, Lexington, Davidson, Thomasville, all North Carolina.

■ Pine Bluff Ark, Pine Bluff Cable Television, Inc.—CATV Bureau granted applications for certificates of compliance to add signals of WHBQ-TV Memphis, WTCG Atlanta, and KBMA-TV Kansas City, Mo., to its cable television system at Pine Bluff, Ark. (CAC-07052). Action Feb. 18.

■ Aurora, Hoyt Lakes, Biwabik and White township, all Minnesota, Cable Communications Systems Inc.—CATV Bureau granted certificates of compliance to begin cable television operations at four locations (CAC-06941-44). Action Feb. 28.

■ Altoona, Allegheny township, Blair township, Frankstown township, Juniata township, Logan township, Duncansville, Bellwood, Hollidaysburg, Antis township, all Pennsylvania, Warner Cable of Altoona—CATV Bureau granted applications for certificates of compliance for its existing operations at Altoona and to substitute signals of WOR-TV New York, and WPIX New York, for signals of WTTG Washington and WPGH-TV Pittsburgh, on referenced systems, each of which is certified for latter two signals (CAC-06314-23). Action Feb. 28.

■ Certain unincorporated areas of Albemarle county, Va., Virginia Television Company—CATV Bureau granted application for certification of proposed cable television operations in certain unincorporated areas of Albemarle County, Va.; condition (CAC-6712). Action Feb. 28.

### Other action

■ Commission directed Pocahontas Cable TV Inc., for Pocahontas, Ark., and Newport TV Cable Inc., for Newport, Diaz, Campbell Station and Tuckerman, all Arkansas, to comply with network programming non-duplication protection rules. Order involved carriage of KAIT-TV Jonesboro, Ark., ABC affiliate. Action Feb. 23.

### In contest

■ Escondido, Calif. **cable TV proceeding**: TM Communications Co. (Doc.-20,970)—ALJ Reuben Lozner rescheduled evidentiary hearing for June 20 and canceled April 25 admissions hearing. Action March 1.

# Professional Cards

<p><b>ATLANTIC RESEARCH CORP.</b>  <b>Jansky &amp; Bailey</b>  <b>Telecommunications Consulting</b>            Member AFCCE            5390 Cherokee Avenue            Alexandria, Virginia 22314            (703) 354-3400</p>	<p><b>EDWARD F. LORENTZ &amp; ASSOCIATES</b>  <b>Consulting Engineers</b>            (formerly Commercial Radio)            1334 G St., N.W., Suite 500            247-1319            Washington, D. C. 20005            Member AFCCE</p>	<p><b>A. D. Ring &amp; Associates</b>  <b>CONSULTING RADIO ENGINEERS</b>            1771 N St., N.W. 296-2315            WASHINGTON, D. C. 20036            Member AFCEE</p>	<p><b>COHEN and DIPPELL, P.C.</b>  <b>CONSULTING ENGINEERS</b>            527 Munsey Bldg.            (202) 783-0111            Washington, D.C. 20004            Member AFCCE</p>
<p><b>CARL T. JONES ASSOCS.</b>            (Formerly Gautney &amp; Jones)  <b>CONSULTING ENGINEERS</b>            2990 Telesar Ct., Suite 405            (703) 560-6800            Falls Church, Va. 22042            Member AFCCE</p>	<p><b>LOHNES &amp; CULVER</b>  <b>Consulting Engineers</b>            1156 15th St., N.W., Suite 606            Washington, D.C. 20005            (202) 296-2722            Member AFCCE</p>	<p><b>A. EARL CULLUM, JR.</b>  <b>CONSULTING ENGINEERS</b>  <b>INWOOD POST OFFICE</b>  <b>BOX 7004</b>  <b>DALLAS, TEXAS 75209</b>            (214) 631-8360            Member AFCCE</p>	<p><b>SILLIMAN, MOFFET &amp; KOWALSKI</b>            711 14th St., N.W.            Republic 7-6646            Washington, D. C. 20005            Member AFCEE</p>
<p><b>STEEL, ANDRUS &amp; ADAIR</b>            2029 K Street, N.W.            Washington, D.C. 20006            (301) 827-8725            (301) 384-5374            (202) 223-4664            Member AFCCE</p>	<p><b>HAMMETT &amp; EDISON, INC.</b>  <b>CONSULTING ENGINEERS</b>  <b>Radio &amp; Television</b>            Box 68, International Airport            San Francisco, California 94128            (415) 342-5208            Member AFCEE</p>	<p><b>JOHN B. HEFFELFINGER</b>            9208 Wyoming Pl. Hilland 4-7010            KANSAS CITY, MISSOURI 64114</p>	<p><b>JULES COHEN &amp; ASSOCIATES</b>            Suite 400            1730 M St., N.W., 659-3707            Washington, D. C. 20036            Member AFCCE</p>
<p><b>CARL E. SMITH</b>  <b>CONSULTING RADIO ENGINEERS</b>            8200 Snowville Road            Cleveland, Ohio 44141            Phone: 216-526-4386            Member AFCEE</p>	<p><b>VIR N. JAMES</b>  <b>CONSULTING RADIO ENGINEERS</b>  <b>Applications and Field Engineering</b>  <b>Computerized Frequency Surveys</b>            345 Colorado Blvd.—80206            (303) 333-5562  <b>DENVER, COLORADO</b>            Member AFCCE</p>	<p><b>E. Harold Munn, Jr., &amp; Associates, Inc.</b>  <b>Broadcast Engineering Consultants</b>            Box 220            Coldwater, Michigan 49036            Phone: 517-278-7339</p>	<p><b>ROSNER TELEVISION SYSTEMS</b>  <b>CONSULTING &amp; ENGINEERING</b>            250 West 57th Street            New York, New York 10019            (212) 246-3967</p>
<p><b>JOHN H. MULLANEY</b>  <b>CONSULTING RADIO ENGINEERS</b>            9616 Pinkney Court            Potomac, Maryland 20854            301 - 299-3900            Member AFCCE</p>	<p><b>MERL SAXON</b>  <b>CONSULTING RADIO ENGINEER</b>            622 Hesklas Street            Lufkin, Texas 75901            634-9558 (AC 713) 632-2821</p>	<p><b>HATFIELD &amp; DAWSON</b>  <b>Consulting Engineers</b>  <b>Broadcast and Communications</b>            906 - 36th Ave.            Seattle, Washington 98122            (206) 324.7860</p>	<p><b>MIDWEST ENGINEERING ASSOCIATES</b>  <b>Consulting Engineers</b>            6934 A N UNIVERSITY PEORIA ILLINOIS 61614            (309) 692-4233            Member AFCCE</p>
<p><b>DAWKINS ESPY</b>  <b>Consulting Radio Engineers</b>  <b>Applications/Field Engineering</b>            P.O. Box 3127—Olympic Station 90212  <b>BEVERLY HILLS, CALIF.</b>            (213) 272-3344</p>	<p><b>MATTHEW J. VLISSIDES, P.E.</b>  <b>STRUCTURAL CONSULTANT</b>  <b>TOWERS, ANTENNAS, STRUCTURES</b>  <b>Studies, Analysis, Design Modifications,</b>  <b>Inspections, Supervision of Erection</b>            7601 BIRFORD DRIVE McLEAN, VA 22101            Tel (703) 356-9504            Member AFCCE</p>	<p><b>C. P. CROSSNO &amp; ASSOCIATES</b>  <b>CONSULTING ENGINEERS</b>            P. O. BOX 18312 (214) 321-9140            DALLAS, TEXAS 75218</p>	<p><b>L. SCOTT HOCHBERG &amp; ASSOCIATES</b>  <b>NON-COMMERCIAL RADIO APPLICATIONS - DESIGN</b>            Box 25304, Houston, Texas 77005            713-523-7878</p>

## Service Directory

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## RADIO

### HELP WANTED MANAGEMENT

**Station-Salesmanager for Ohio.** "Super country sound." Automated FM in medium market. Must build and lead separate sales staff and develop station promotions. Salary plus excellent commission. Excellent future with growth company. Send resume to Box B-129, BROADCASTING.

**Sales Manager** for established radio station in major Midwestern market. Seeking mature executive to train, administer and motivate sales staff. Good working conditions, fringe benefits, EOE employer. Send resume, references to Box C-5, BROADCASTING.

**My client has a great daytimer** in a small market in the Northeast. Community image is excellent. Programming is the talk of the town. Sales good but not great. Boss wants them Great! If you are a sales manager who is creative, ambitious and is capable of carrying most of the sales load, look into this. Excellent remuneration. If chemistry mixes with boss's, possible piece of action. Only those who fill above and are ready to settle, apply. Please. All replies confidential. Box C-45, BROADCASTING.

**Station Manager for long established AM-FM** Great Lakes area. Must be aggressive sales motivator. Community involvement a must. Will hire right person at once or up to 60 days. Possible opportunity husband-wife team. Send resume Box C-85, BROADCASTING.

**General Manager for major black-oriented station.** Sales, programming, FCC, plus heavy community involvement a necessity. All replies confidential. Equal Opportunity Employers. Resume and salary to Box C-124, BROADCASTING.

### HELP WANTED SALES

**Major market midwest daytimer** needs sales manager. Excellent opportunity for top income. Box C-32, BROADCASTING.

**Combo-sales, early Announcing, News, Production.** Only good, deep voice, smooth reading. Single, Northeast. Box C-97, BROADCASTING.

**Looking Person With Record** of Sales Management. Combination AM-FM in Eastern North Carolina. Management team member. EOE. Reasume to Box C-115, BROADCASTING.

**Salesperson—experienced, proven** for one of Montana's best stations. Thirty years of solid growth. 5 kw, fulltime, CBS. EOE. Earn \$18,000 per year. Box C-116, BROADCASTING.

**Sunny, warm and exciting south Texas.** 5000 watt AM and soon FM looking for two aggressive self starters who want to work and make money. Half million pop market, top biller, rated No. 1 seventeen years. 20% commission, draw arranged, health and life ins., gas allowance, live where oranges and grapefruit grow. KRIO Radio, Box 3097 Mc Allen, TX, 78501. 512-686-5454.

**Executive sales position** available with KXTV effective immediately. Experienced individual required. Job requires a thorough background at national level either as station national sales manager or national representative sales manager or sales rep. Applicant without this experience but with extensive local TV sales experience would be considered. Working knowledge of BIAS computer is desired but not a requirement. Equal Opportunity Employer. Contact: Jack Clifford, KXTV-Channel 10, P.O. Box 10, Sacramento, CA 95801 916-441-2345.

**Sports Active Station** seeks young, aggressive play-by-play/sports director/salesman. Will run sports department, work active account list. Rush tape and resume to Steve Turner Station Manager, KDKD AM-FM, P.O. Box 448, Clinton, MO 64735 or call 816-885-6141.

**Experienced Salesperson** For No. 1 contemporary station in Gainesville, Florida. Must be an aggressive, self-starter. Contact Elsie Mercer, WGGG, 904-376-1234.

## HELP WANTED SALES CONTINUED

**Florida East Coast.** \$18,000.00 potential first year commission at our 100,000 watt leading regional contemporary station for one experienced, successful and proven sales person. Good list with growing company. Definite future management opportunity. Guaranteed draw up to six months plus car expenses. Interested? Call Jim Lord or Randolph Millar 305-464-1400 or write WOVV P.O. Box 3192 Ft. Pierce, FL 33450.

**Aggressive, self starter types** needed to join group-owned AM/FM Buffalo, New York sales team. Experience helpful but not essential—contact Mike Plunstead, General Manager, or Ken Dodd, General Sales Manager, WWOL, 716-854-1120. WWOL, an equal opportunity employer.

**Midwest Family station** seeks bright problem solving sales person on the way up. Strong on creativity with ability to write and sell campaigns. Our 13 station group offers career opportunity for eventual management and working ownership. WYFE/WKKN, 1901 S. Shaw Rd., Rockford, IL 61111.

**Afraid?, of competitive selling,** then don't waste our time. Looking for two professional time sales persons. Age or sex no consideration; production is! Good company benefits—room to grow. E.O.E. Send resume to Robert Boutin, Drawer FF, Edna TX 77957. 512-782-3515.

**Expanding Weekly Newspaper** seeks energetic salesperson. Radio and/or newspaper experience, will train right person. 609-447-4311 or write Box 349, Newport, WA 99156.

**Sales Manager** for new Country Music FM at beautiful Lake Tahoe. Must be self-starter, well organized, and not afraid of cold calls. Chance for advancement with growing company. Excellent opportunity for ambitious young person or a nice place to settle down for a hard working old pro. Guarantee: \$700 per month, paid health insurance. E.O.E. Send resume to Eric Hauenstein, c/o P.O. Box 4227, Mesa, AZ 85201.

**Midwest, FM Soul** is looking for experienced Salesperson to join area's top sales team. Golden opportunity for a self-starting professional to grow with growing station in Nation's 11th largest city. At least one year's experience in middle-large market a must. If you're willing to give 120% you may be the one for us. Contact GM at 317-923-1456.

**Custom Jingle House** seeks station connections for mutual sales assistance. Fast ammo for your next pitch. No clubs. No strings. PMW Box 947 Bryn Mawr, PA. 19010 215-525-9873.

**Aggressive AM/FM** taking sales applications. Top opportunity in ideal family community. Base, commission, travel, insurance, stock plan and advancement opportunities. All inquiries answered. Send resume to R. Swanson, Apache Broadcasting Corporation, P.O. Box 1005, Hastings, NE 68901. EOE/MF.

**Sales Manager Wanted** for Southern New England radio station. Must be agency experienced. Excellent opportunity. Liberal benefits ... salary negotiable. Send resume to P.O. Box 309, Windsor, CT 06095.

**Salesperson Needed For Thriving Wisconsin** AM-country/FM-rock station. Solid 5 figure potential. Only aggressive people need apply. Experience helpful but not necessary. EOE. Training provided. Call Neil or Chris 414-324-4441. No collect calls.

**New Station Needs Sales Manager** in Eastern KY, small market. Must have at least two years commercial sales experience, must be dependable and willing to work. Desire applicants from KY, WV, and surrounding states, but all other applicants will be considered. Send resume and salary requirements first letter to Box 194, Warfield, KY 41267.

## HELP WANTED SALES CONTINUED

**Sconnix has purchased** four new stations and needs sales and sales management people. Live in New England, have major responsibility, good starting list, guarantee plus commission should make you \$15,000-\$20,000. Management capability for future expansion important. We are looking for professionals. Excellent opportunity for those very good in their field to work with successful, young aggressive growing group. Professional stations, working conditions excellent, the country beautiful, and the money good. Start April 15. Send complete resume with track record. Scott McQueen, Sconnix Group Broadcasting, Parade Road, Laconia, NH.

### HELP WANTED ANNOUNCERS

**Maryland Small Market Station** has announcer opening. Also, part time sales opportunity. Box B-80, BROADCASTING.

**Morning drive Announcer/Chief Engineer** for well established Mid-Atlantic non-directional daytime C&W. Fine opportunity. Salary commensurate ability. Send resume, requirements to Box B-108, BROADCASTING.

**4 or more years experience?** Handle both country and rock? Ability to move up to Program Director? We need you. Box B-194, BROADCASTING.

**Combo—early announcing,** interest or some sales experience, news, production. Only deep, good voice, smooth reading. Single, Northeast. Box C-98, BROADCASTING.

**Classical Music Announcer—Producer** for Midwest University-based public FM. Responsibilities include weekday air shifts, program production and some supervision of students. Requirements: Degree, FCC third endorsed, two or more years' experience, good on-air delivery. Available: April, 1977. Salary: open. Send references with resume. Box C-104, BROADCASTING.

**Country Radio Personalities.** People-to-People Radio. Mid-South. Male or Female Welcomed. Strong production helpful. Box C-120, BROADCASTING.

**KIRO (Seattle) Newsradio host.** Three years on-air experience required. Operate audio board; prefer production/news gathering abilities. Bill Wippel, News Director 206-624-7077. EOE.

**Wanted a full time radio announcer** to host night time Rock Show for KNPT AM & FM located at Newport in the center of the Beautiful Oregon Coast. One of Oregon's finest Salmon Fishing and Tourist Recreational Areas. Salary commensurate with experience. Send resume Attn: Bob Spangler, P.O. Box 1028, Zip Code 97365.

**Oklahoma area 1st phone jock** needed for weekends on KOMA. Tapes/resumes to Tom Birch, PO Box 1520, Oklahoma City, OK 73101. EOE.

**KPOW-AM Powell** is now taking applications. First Tickets only. Write Program Director, KPOW, Box 968, Powell, WY 82435.

**Experienced announcer** with production capabilities for country station. Send tape and resume to George Roberts, WAXX/WEAU-FM Box 47, Eau Claire, WI 54701.

**WFMB top rated C&W** in Illinois, capital city, looking for morning and evening jocks. Good opportunity for person on the way up. Call 217-528-3033, PD or GM. EOE

**WIRL needs** a strong 7-midnight rock personality. Superior working conditions. If you're creative, bright, dedicated, and talented, with decent pipes, send tape, resume, salary: Bill McCluggage, WIRL, Box 3335, Peoria, IL 61614. No Calls! Equal Opportunity Employer.

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**HELP WANTED ANNOUNCERS  
CONTINUED**

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**MOR Personality Station** has two immediate openings for experienced communicators, good production is a must. Be a big fish in our pleasant little pond. We offer you an excellent future with our chain and good money. Rush your tape and resume to Paul Wagner, WRMT, PO Box 283 Rocky Mount, NC 27801.

**Beautiful Music Station** in Illinois' second largest radio market is looking for a staff announcer. Must have smooth voice and reading ability, production experience, and third endorsed. Send letter, resume, and tape to: John Neal, WSIV AM&FM, 28 S. 4th St., Pekin, IL 61554.

**Experienced Adult Personality/Communicator** heavy on MOR and information. Brand new stereo voice in vacation area near New York City. Writing and verbal creativity a must. Send air check and resume immediately to Program Manager, WSUL, 250 Broadway, Monticello, NY 12701.

**PM Drive Personality** sought by Cont/MOR. Must be serious professional with 3 years experience or more. Tapes and resumes to: WTON, Box 1085, Staunton, VA 24401. EOE.

**Wanted ... Announcer** for afternoon shift. Strong on production. Send tape and resume to WYTI Radio, PO Box 430, Rocky Mount, VA 24151.

**Illinois top rated C & W** station looking for female or male DJ for air shift. Experience preferred. Excellent opportunity with good Co. benefits. Send tape and resume to General Manager, 820 Myers Bldg., Springfield, IL 62701. EOE.

**Smooth CW announcer**—Virginia small market. Some production; sales if desired. Ideal rural community to settle, raise family away from big-city hustle. Excellent benefits and stability with top-rated station. Call John Fox, weekdays, 10:30-5, 804-292-4146.

**Top rated East Coast C&W** will soon have an opening for a mid-day man. Mature voice & delivery—we want a personality to join a professional team. Call 804-420-1050.

**Immediate Opening** in Southeast market of 150,000 for heavyweight contemporary morning personality. Good production a must. Three weeks paid vacation, good benefits. All new facilities. Good bucks for right person. EOE Box 238, Lynchburg, VA 24505.

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**HELP WANTED TECHNICAL**

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**Chief engineer. Excellent** working conditions, automation. Stereo, audio. Creative and willing to handle the total plant. Midwest. Box Z-161, BROADCASTING.

**Chief engineer for Florida** station to handle all aspects of technical installation, operation and maintenance. Experience with directional antennas essential. Good pay and benefits. Send resume to Box A-185, BROADCASTING.

**Asst. Chief Engineer** for midwest network affiliate. Prestigious group broadcaster. Position requires FCC 1st. Experienced with transmitter and studio maintenance. RCA equipment. Capable of administering technical staff. An Equal Opportunity Employer. Send resume to Box A-254, BROADCASTING.

**Experienced Chief Engineer** for three small market radio stations located in Northwestern Ohio. Position requires FCC 1st. Some air work or sales helpful. Send resume to Box B-170, BROADCASTING.

**Chief Engineer Wanted** for Midwest daytimer. Must have complete engineering experience including proofs, maintenance, etc. Must be stable and mature. \$13,500.00 to start plus fringe benefits. Send complete resume, Box C-22, BROADCASTING.

**Maintenance Engineer** for major network O & O. Should know stereo, DA's, STL, Remote Control, Audio and RF. Willing to train hard working beginner Chief Engineer. An Equal Opportunity Employer. Send complete resume to Box C-67, BROADCASTING.

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**HELP WANTED TECHNICAL  
CONTINUED**

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**Chief Engineer** must know AM directional FM stereo, studio maint. Group operator in deep south. Will oversee engineering in three other mkts. EOE resume to Box C-70, BROADCASTING.

**Chief Engineer**, experienced, California. 3 power, 2 pattern AM, remote FM stereo, automation, 2 STL-S, SCA. Perfect climate in the beautiful wine country, 40 miles from San Francisco. T. Young KVON-KVYN, 707-252-1440.

**Hands On Chief Engineer** for Southwest Public UHF. First phone. Good Maintenance background and supervisory experience necessary. Application deadline March 23. Write or call: J. Dryden, KRWG TV, New Mexico State University, Box 3J, Las Cruces, NM 88003. Phone 505-646-2233. EOE.

**Chief Engineer**—Wanted for FM Stereo station. Experience necessary. Salary negotiable. Contact G.M.—WAAL-FM P.O. Box 997, Binghamton, NY 13901. 1-607-772-8850.

**Cleveland, Ohio**, WGAR looking for qualified engineer. Experience in digital, audio, maintenance, and RF required. Send resume and salary requirements to Robert Reymont, 9446 Broadway Road, 44147. An Equal Opportunity Employer.

**Chief Engineer-experienced** and qualified AM/FM Stereo. Contact Walt Roberts, WNCO, Ashland, OH. 419-289-2605. EOE.

**Kentucky-AM/FM** looking for engineer. Some announcing. Will help train the right person. Call Jim Ballard. 606-248-5842.

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**HELP WANTED NEWS**

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**News person wanted** for Midwest AM-FM local news dept. Box Z-130, BROADCASTING.

**Our News Department is No. 1**, and we intend to remain there. An upcoming opening will require a person who won't accept mediocrity, and has a track record to prove it. Our friendly Midwest city needs another ace. Can you handle it? Box B-130, BROADCASTING.

**State Network needs** ambitious, hard-hitting reporter. Must have ample reporting experience, quality voice and professional ability to produce tight, actuality-filled newscast. Northeastern US. Send resume to Box C-96, BROADCASTING.

**Accuracy and Hard work** are the key words for this northern New England small market news director's position. Fifty hours over 30 days. First year salary \$12-300. Complete details of your experience and abilities including earnings history first letter. Car, third phone required. Box C-99, BROADCASTING.

**News person for award-winning** New Mexico 50 kw. Experience and ability to gather and deliver local/regional news. Send tape to Dyan King, KBCQ, Box 670, Roswell, NM 88201.

**KOMA Oklahoma City** seeks experienced, mature, entertaining news personality. Tapes/resumes to: Tom Birch, KOMA P.O. Box 1520, Oklahoma City 73101. EOE.

**News Director for outstanding** Montana news operation. Large area, excellent facilities, fulltime 5 KW, by Glacier National Park. EOE. Jerry Black, KSEN, 120 Pine Avenue, Shelby, MT 59474.

**Looking for qualified newscaster**, preferably with radio experience for small market station in Southwest. Address replies with full information to Russ Beckman, KTAN Box 1566, Sierra Vista, AZ 85635. Equal Opportunity Employer.

**WBBO, Augusta, GA** has an immediate opening for a News Reporter/Announcer. Send non-returnable tape and resume immediately to the General Manager, Box 2066, Zip 30903. An Equal Opportunity Employer.

**Sports Director Wanted**. Very active KY station. PBP all sports. Light board shift. Tape, resume, pic to: Jim Casto, WDHR, Pikeville, KY 41501. Beginners considered. EOE. NO CALLS.

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**HELP WANTED NEWS  
CONTINUED**

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**Ambitious, Hard-hitting** reporter, unending curiosity, dedication to excel. Not afraid to work or step on toes. Can tell Joe Lunchbucket what he wants and needs to know clearly. Advancement opportunity. RTNDA award-winning news dept. Doug Breisch, WIZM Z-93, La Crosse, WI. 608-782-0650. A Mid-West Family Station.

**Sports Director**. One of America's four great radio stations wants person to do play-by-play on 125 football, basketball, baseball, hockey games annually plus do a number of sports shows that include heavy use of actualities. Total commitment to sports broadcasts is vital. Impeccable personal and professional recommendations required. Salary is negotiable. Profit-sharing and other benefits. Community voted All-American City. Send complete resume, tapes, recommendations to Mike Diem, WJON Broadcasting Company, St. Cloud, MN 56301. EOE.

**Newsperson—WOAI Radio** has opening for reporter-editor. Sports background preferred. Tapes to: John Barger, GM, WOAI Radio, 1031 Navarro, San Antonio, TX. 78205. E.O.E.

**Director of News**, public affairs wanted for central Virginia AM. Send resume, tape, requirements, Box 5085, Charlottesville, VA 22903.

**Experienced Newsperson** and Public Affairs Director wanted for southwest Virginia AM. Send tape, resume and salary requirements to Box 838, Richlands, VA 24641.

**Midwest AM-FM Station**, medium market with local news emphasis, is looking for an aggressive broadcast journalist. This job offers a challenge for either the broadcast veteran or the person looking for their first opportunity in radio. Four year college degree required. Send tape, resume and salary requirements by March 24 to: Personnel Department, Box 688, Dubuque, IA 52001. EOE.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Bus Mgr/Bkpr**. Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box A-60, BROADCASTING.

**New England prep school** seeks teacher of psychology, psychology-Spanish, or mathematics with college or commercial radio experience. Begin Fall 1977. Teach regular course load and advise student FM station. Room, board included. Salary competitive. Equal opportunity/affirmative action employer. Resume to Box B-173, BROADCASTING.

**Mass Media Department** seeks Instructor, Assistant Professor to teach Broadcast Journalism, Radio-Television Production. Should have Ph. D. or near with professional or teaching experience. Send resume to Dr. Bernard Russi, Mass Media, Marietta College, Marietta, OH 45750. An equal opportunity employer.

**Broadcast Engineering Instructor**: The Annandale Campus of Northern Virginia Community College is seeking an individual to assume the teaching and administrative responsibilities for the Broadcast Engineering Technology Program. The objective of this program is to prepare students for FCC 1st Class licensing and/or continued studies in a BS or BA degree program in radio or TV Broadcast Engineering. This position requires a BS or BA degree in Broadcast Engineering or related field and a background in electronics and/or broadcast servicing, maintenance and operational procedures. This background may have been in the private sector, military, or educational field. Applications from qualified minorities are earnestly solicited. Send resume to: Personnel Office, Northern Virginia Community College, 8333 Little River Turnpike, Annandale, VA 22003. EOE.

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**SITUATIONS WANTED MANAGEMENT**

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**Jock, PBP, Sales**, sales manager, station manager, general manager. Understanding. Experience. A proven leader. 20 years know-how. Looking for permanent top spot. Let's talk. Box A-238, BROADCASTING.

**An unbeatable combination**: MBA; BS in Broadcasting; experience in media research and systems management; strong electronics background. Seeking middle management position with group or larger station. I can do the job. Box C-4, BROADCASTING.

### SITUATIONS WANTED MANAGEMENT CONTINUED

**General Manager: Experienced**, professional, capable, stable. 11 years in present medium market GM position handling every detail of efficient, profitable operation for absentee owner. Strong sales, sales management, administrative background. Age 42. Box C-6, BROADCASTING.

**GM seeks** small market AM/FM. Let's make \$ for both of us. 19 years all phases radio. Box C-13, BROADCASTING.

**Need A Seasoned Pro?** Could be I'm your man ... 20 years in broadcasting, 15 years owner-manager in competitive market. Experienced in all phases ... first phone ... call 606-549-5093 or write Box C-34, BROADCASTING.

**Combo Chief Engineer**, program director and salesman looking for small market operations or station manager position. Box C-44, BROADCASTING.

**Looking for a challenge.** Broadcast executive with 8 yrs. prime time in licensee-management perspective thru family-owned independent radio-TV-cable chain. Know the business from top to bottom; specialize in black, Spanish, disco & FM stereo radio; TV talk show experience; solid sales and operations. Live by Quality Control & FCC Regs. All considered, Florida preferred. Box C-53, BROADCASTING.

**General Manager's Position Wanted:** 20 yrs. experience in all phases of radio. Sales and programming oriented. 35 yrs. old—very reliable. Seeking new challenges and owner who wants to put his station in very capable hands. My record speaks for itself. Box C-64, BROADCASTING.

**General Manager: currently** sales manager, medium market. Strong sales background. Prefer Minnesota or Wisconsin. Box C-109, BROADCASTING.

**General Manager Heavily** involved local, agency sales wants new challenge, full responsibility. Box C-118, BROADCASTING.

**Solid pro, experience** all phases radio. Good announcer. BS degree Broadcasting, 3rd endorsed, ready to move up to management, (OM or better) creative, thorough, hard working. Box 34254, Memphis, TN 38134.

**Sales Manager desires** a better major market opportunity. 26, 5 years major market experience. Call nights, 717-675-4016.

**Award Winning Major** market and network program director wants to consult for your station. Reasonable fee. Paul Mitchell, 215-638-9425.

**AOR Sales Manager**, five years experience. Wants to relocate as AOR Station Manager. Prefer West. Contact David C. Singer, Box 4, Sandie Park, NM 87047. 505-281-1285.

**Available Now**—Experienced, successful radio station full-charge manager. Experienced as major market news director, program director, top quality MOR air personality in small and major market—then RAB trained sales, sales manager, and for the past 2 years, highly successful station manager with the highest sales and increases in 24 years of station. Wife is also experienced broadcaster with bookkeeping full-charge, traffic, copy and air. One or both depending on what you have. Major, metro, or small, GM, GSM, major PD—what ever, but it has to be South of the Mason-Dixon Line—the weather got us! Mid-30's, degreed and sharp—Hurry, 616-627-7907.

**We are a two-man** broadcasting team with combined experience of over 28 years in management, sales, programming, music, and air work. We would like to come to work for you immediately. Call and talk with us. Ralph Dailey and Ed Ray 503-343-2430.

### SITUATIONS WANTED ANNOUNCERS

**DJ, 3rd phone**, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**Intelligent midwest announcer** looking for new experience in interview-talk radio. Friendly but not gabby, Entertaining, D.J.-Announcer experience. 3rd endorsed. Box A-274, BROADCASTING.

### SITUATIONS WANTED ANNOUNCERS CONTINUED

**Country announcer/music director.** Looking. Experienced. Third. Box B-101, BROADCASTING.

**Experienced DJ.** 3rd-class phone, tight board, good voice, not a screamer, also sports play-by-play and commercial production. Will relocate. Box B-179, BROADCASTING.

**Sportscaster—5 years** major market radio-TV experience wants sports position in top-30 market. Excellent investigative reporting, features, PBP. Box C-7, BROADCASTING.

**Dependable announcer with** experience. Looking for station to grow with in medium market. Personality oriented but will work any format. Box C-27, BROADCASTING.

**I've learned with the best.** Six years solid broadcasting experience includes KCKN AM-FM. Seeking MD/and/or Jock position at responsible station in Madison, Wis. area. Country preferred, but will consider all formats. Box C-78, BROADCASTING.

**DJ, 24, single**, FCC 3rd endorsed, assoc. member AMS, willing to work and help your station. Will go anywhere but prefer East. Box C-101, BROADCASTING.

**DJ, 25, 3rd endorsed**, some commercial experience, college, seeks adult contemporary, T40 AOR, etc. Will relocate. Resume, tape. Frank Cavaliere, 31-38 74th St. Jackson Heights, NY 11370. 212-446-8694.

**Northeast Adult Top/40** Personality, 1 year Small Market, 3rd Endorsed. Norman, 212-629-1169.

**Good pipes, looking** for placement in small market. 3rd endorsed. College degree. Hard working. Send for tape and resume. Bob Hamilton, 4826 High Meadows Terrace, Racine, WI 53406.

**Fully skilled jock**, 3rd endorsed, 3 years experience, seeks free-form, jazz, progressive, or classical in major/medium markets. Resume, tape. Cary, 516-791-9349, evenings only.

**Looking for employment in S.E. USA.** Prefer small or med. market, MOR progressive rock, Top 40, or out-law country. J. W. Harvey, 32117 Annapolis, Wayne, MI 48184. Phone: 313-729-1279.

**New York surrounding states.** Top-40 Nightman, worked Coca Beach Market 1 year. 3rd Endorsed, 212-629-1169.

**DJ 3rd endorsed**, college experience MD. MOR. Top 40. News, production exper. Anywhere. Tony 401-467-9131.

**Young pro**, 23, 5 years experience in medium and major markets. Family in broadcasting. Loved radio since age 2. Loyal and dependable. Very good voice. Top programming potential. Looking for Top-40/Adult contemporary position. Joe Caravello, 12217 Renwick, St. Louis MO 63128. 314-849-2929.

**1st phone**—Broadcast Grad—Some experience. Can write—talk—sell. Greater Chicago area. 312-736-2306. Tom Clark, 4716 W. Byron, Chicago, IL 60641.

**Creative DJ.** Five years experience. Have done rock, jazz progressive formats. Good production. 2nd phone. Will relocate. Have tapes and resumes. Jeremy Savage, 714-755-7808. 227 27th St., Del Mar, CA 92014.

**DJ Announcer**—newscaster-writer. BS in Communications. 2 years experience. Aggressive, bright, innovative. Will relocate. Rick, 716-227-1095.

**Fully skilled jock**, 3rd endorsed, 3 years experience, seeks free-form, jazz, progressive, or classical in major/medium markets. Resume, tape. Cary, 516-791-9349, evenings only.

**Experience, first phone, DJ.** News, production. Michael B. Ryan, 4731 Muir St., San Diego Ca 92107. 714-224-2336.

**Versatile announcer**, strong voice, bright personality looking for large or medium market. Experienced PD, MD, country, rock, MOR, production, news, college PBP. 3rd endorsed. Willing to relocate. 312-741-4081.

### SITUATIONS WANTED ANNOUNCERS CONTINUED

**Personality jock:** Over 3 years experience. Contemp. or Top 40 only. Tight board and good production. Call: Mike before noon 314-642-8959.

**Good, capable announcer** seeking medium market. 3 yrs. experience, 1st ticket, dependable. Can do MOR or rock well. Jeff 612-636-3633.

### SITUATIONS WANTED TECHNICAL

**Eight years in** broadcasting. Past four years as chief in medium and major markets. Experienced in directional FM stereo. Studio maintenance. Automation. Ed Jurich, 11177 N. Kendall, Apt. H206, Miami, FL 33176. 305-271-4687.

**Board/production man**, some announcing, willing to learn maintenance. 1st ticket. 3 yrs. experience. Some in metro NYC area. Wants work within 100 mi. of NYC or large Northeast market. F. Glaz, 8671 19 Avenue, Bklyn, NY 11214.

**18 years C.E.** thoroughly experienced in AM, directional all powers, FM stereo, automation, proofs, construction. Prefer Southwest. 637 N. Waverly Place, Escondido, CA 92025.

### SITUATIONS WANTED NEWS

**Female sports director**, MA, 3 yrs. major college PBP, talk-show host, good production. 3rd endorsed. Single. Ready to join your sports staff now. Anywhere. Box A-230, BROADCASTING.

**News Director-Digger** strong interviews. Cramped in small market. Need growth opportunity in larger market. Box A-270, BROADCASTING.

**Wonder Woman.** One year NYC O&O newscaster-writer; some AP Audio; two years reporting New Jersey station; two years print; one year cable TV. Seek media/PRI/Advvtg spot. Northeast. Box A-275, BROADCASTING.

**News Director** of top small to medium market seeks job as reporter in top 100 market. Prefers the West, but willing to go anywhere. Looking for a station where I can progress upwards. Created a news department in a city which previously had no electronic journalism. Will graduate in May Magna Cum Laude with a degree in Telecommunications. Reply Box B-196, BROADCASTING.

**Young NIS Journalist.** Willing to relocate for good news job. Big buck not necessary. Box C-12, BROADCASTING.

**Four years experience** in commercial AM-FM News. Three years in CATV News. Writing, reporting, professional delivery. Young, married and ready for a larger market. Happy in mid-west but will relocate. Box C-50, BROADCASTING.

**Sportscaster, 5 years** experience, seeking medium-major market with PBP. 25, married, college, versatile. Outstanding PBP, airchecks available all sports. Box C 105 BROADCASTING.

**Qualified, experienced, industrious** degreed journalist seeking position in medium market. Long term. Let's talk: 408-243-7075.

**News writer with** 3 years experience, including public affairs and production. Open to established and growing markets. 3rd endorsed. Call Stan Froelich. 212-526-1831, day/night.

**Hard-nosed, serious**, experienced, literate news director, commentator, journalism B.A. seeks post. 216-454-4150.

**Announcer/News**—Mornings for over two years, hosted talk show with interviews, news, been PA Director, MD, and chief engineer (1st Phone). Jonathan Warner. 201-992-0802.

**Dedicated newsman available** for medium-major markets. Decade of experience as street reporter, editor, anchor, writer. 602-326-2895.

**Aggressive, Creative Sportscaster** with four year's major college experience. PBP all sports, news, interviewing. Interested in building you a top notch program. Radio/TV. Chet Wright, 1629 Inwood, South Bend, IN 46614. 219-291-4602.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Aggressive, first phone** production person desires new challenge. Creative producer; commercials, promos and specials. Added extra—tight on-air engineer. Excellent references. Prefer Northeast, but will relocate. Box A-269, BROADCASTING.

**Medium market caliber** top 40 jock ready to program. Have learned from the best. Box A-280, BROADCASTING.

**10 Years Network** Sports Experience Producer Writer Field-reporter seeking position growing station. Box C-36, BROADCASTING.

**BA Broadcasting Purdue**, 1st Phone, 29, six years radio, wants to teach radio. Box C-43, BROADCASTING.

**Attention Mr. Contemporary** GM. Are your ratings down but you know your sound is good? Maybe your packaging needs work. Together we can plan and implement a polished format keyed to your desired audience, complete with promotions and production. If you're shopping for a PD, I'd like to talk to you. Box C-92, BROADCASTING.

**WANTED. Rewarding Challenge.** Creative, dedicated professional. Former ABC, major market and award winning program director. Paul Mitchell. 215—638-9425.

**Creative Production**—copy man. If it can be produced, I can produce it. Can make you money with my spec spots. Let me play them for you. Call me, Dave Simmons, or call my General Manager 309—342-3161.

**Promotion Person.** Young, bright, ready! Exp. in all aspects of radio. Good ideas. If you want a hard worker, let's talk. Major mkt. preferred. Don Cohen 704—526-2102 mornings or 4947-12 Central, Charlotte, NC 28205.

**Personality Traffic Reporter-Pilot**, with own aircraft. Eighteen years broadcasting experience. Professional, informative, entertaining. I've seen more wrecks than the emcee at the Mother-in-Law-USA pageant. Call today, I'll move in any direction till my hat floats. Bill Jenkins, 615—889-1947.

**Black Program Director**, 10 years experience, 3rd endorsed. Has leadership ability. Tape and resume available. C. Kelly, 4918 Tennessee St., Jacksonville, FL 32209.

**Experienced, mature**, creative copywriter/production man seeks position with production company or station. Over 50 voices. Automation & announcing experience. Permanent position west of Rockies only. 714—822-7202.

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**TELEVISION**

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**HELP WANTED MANAGEMENT**

**Business Manager**—Group needs radio/television business manager for Rhode Island station. Accounting degree plus managerial experience and expertise are basic requirements. Equal Opportunity Employer. Reply Box C-20, BROADCASTING.

**ENGINEER III**—Public Television Network. Ability to perform difficult duties in maintaining, repairing and operating electric equipment such as: operating and making major repairs on video tape recorders, color cameras, intercom and audio systems and other equipment associated with the production, distribution and presentation of Public Television Broadcasts. Assume responsibility for the proper repair and maintenance of equipment and observation of Federal rules and regulations. Schedule and supervise less experienced engineers in the repair of the more complex equipment. Evaluating audio and video signals and filing daily quality reports; perform video and audio sweep measurements and performance measurements on studio systems.

Merit Requirements: Certificate in electronics or related course; 2nd Class License as issued by the FCC for studio work and 2 years of full time paid employment in operating, maintaining and/or repairing complex electronic equipment. Strong background in solid state and digital electronics.. CONTRACT—RENEWABLE. Contact: Personnel Office, Iowa Public Broadcasting Network, PO Box 1758, 515—281-4566, Des Moines, IA 50306. An Equal Opportunity Employer.

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**HELP WANTED SALES**

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**Major Market Network TV** affiliate/west coast sales service/traffic/operations supervisory opportunity: Responsibilities Include (1) Coordinating all commercial orders, logs and makegood activity on a fully computerized system and (2) Supervising personnel responsible for above. Must be highly organized and efficient on detail and follow-through, and be able to work under extreme pressure. Sales service experience necessary, supervisory experience preferred. All replies will be kept confidential. An equal opportunity employer. Apply to Box C-9 BROADCASTING.

**Experienced Production Salesperson** wanted. Top 10 market. Complete knowledge of inner workings of government/private industry essential. EOE. Box C-14, BROADCASTING.

**Seeking Mature**, experienced, television advertising and marketing executive who would like to associate with a totally unique business venture in San Diego market. This business will combine the untapped commercial potential of cable television with the best business aspects of broadcasting. This person must not be afraid of new concepts or insurmountable tasks. Must be a tireless, organized self-starter who is willing to roll up his sleeves and start from scratch. Income commensurate with background and productivity: Salary+. Send resumes and photos to: Box C-46, BROADCASTING.

**Local Sales** in top 70 market. Group owned. Very little agency work. Can look forward to fast promotion. Sales list will do \$18-20/yr. Box C-48, BROADCASTING.

**Group broadcaster seeks** National Sales Coordinator to be based in NYC and work with rep. agencies and stations to build sales. Agency or research experience desirable. Experience and salary requirements to Box C-61, BROADCASTING.

**Advertising Salesperson** for VHF Network Television Station. Minimum of 6-months media sales experience. Excellent potential. Equal Opportunity Employer. Send resume to Box C-93, BROADCASTING.

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**HELP WANTED ANNOUNCERS**

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**TV Sports Director**...aggressive news station wants an involved active sports director. Commentaries and features a must. Contact Tom Moo, News Director, WTVW, Evansville IN 812—422-1121. EOE EMPLOYER.

**Talk show host or hostess** for top-rated 50 kilowatt middle market MOR. Must be a knowledgeable, articulate conversationalist. This person should also have a good voice and a patient personality. College education desirable, experience and broad-based background helpful. Applicant must be able to communicate well and handle controversial issues fairly. Several hours will be spent on the air daily. Send tape and resume to: Talk Show, Eastman Radio, One Rockefeller Plaza, New York, NY 10020. EOE.

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**HELP WANTED TECHNICAL**

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**Ready for advancement?** California broadcast equipment maker looking for radio or TV transmitter operating and maintenance people, with first class phone and minimum 3 years experience. Customer service-dealing daily with broadcasters, chief engineers and consultants before and after sales, making proposals, and working with our field sales force. Minimum travel. Salary open. If you have engineering experience and are looking for more challenging work, please mail resume with salary history in full confidence to Box A-194, BROADCASTING.

**Transmitter Supervisor** for a new VHF satellite TV station operating at full power in Michigan's Upper Peninsula. Transmitter experience required. Equal Opportunity Employer. Write Box A-281, BROADCASTING.

**Director—Experienced directing** fast paced Newscasts. Also board work, audio and video. Major southeast market. We are an equal opportunity employer. Send resume and salary requirement to Box B-93 BROADCASTING.

**Operating engineer** with first class FCC license. Great Lakes area. Send resume and salary requirements. Equal Opportunity Employer. Box B-126, BROADCASTING.

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**HELP WANTED TECHNICAL  
CONTINUED**

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**Maintenance engineer** with first class license for aggressive TV station in major midwest market for heavy maintenance on TCR-100 and/or Sony recorders in large ENG operation with computerized editors. Also, TV Transmitter Supervisor ready for complete responsibility for outstanding operation of remote controlled TT30FL. Equal Opportunity Employer. Salary excellent. Send resume Box C-18, BROADCASTING.

**Maintenance Engineer** for Florida Network affiliate. First class license and actual maintenance experience on state of the art equipment required. Equal Opportunity Employer. Send resume and salary requirements to Box C-49, BROADCASTING.

**Broadcast Engineer—Southeast** UHF. License and minimum 2 years experience in operation and maintenance of quad VTRs, color cameras, and UHF transmitters. Competitive salary and benefits. Box C-117, BROADCASTING.

**Chief Engineer** major market UHF station. All aspects studio and transmitter operations. EOE. Reply to Box C-123, BROADCASTING.

**Experienced TV operations & maintenance** engineers. FCC 1st License required. Resume KIRO, Third & Broad, Seattle, WA 98121 EOE.

**Chief engineer** for Western Montana VHF commercial station. Must be strong maintenance engineer with transmitter, VTR and studio equipment experience. Small staff requiring personal attention to maintenance. Located in growing university community in beautiful mountainous area. Equal opportunity employer. Send resume and salary requirement to Pete Friden, Station KPAX-TV, P.O. Box 4827, Missoula, MT. 59806, or call 406—543-7106.

**Television Technical Engineer** with first class FCC license and minimum 3 years experience. ABC affiliate, RCA equipment. Send complete resume to: Wayne Semple, WAND-TV, PO Box 631, Decatur, IL 62525. EOE.

**Maintenance/Installation Eng.** Join leading public broadcast VHF/FM operation. Latest ENG, time code editing, Quad, helical VTR's plus new studio to install. Min. 5 years state of the art video electronics. Good salary. Call Dir. of Eng., 904—354-2806, or write WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer. MF.

**Studio maintenance supervisor** needed at once to maintain studio equipment. PC 70 VR 1200, CDL 1260 switcher, etc. Must be experienced. EOE. For information call collect Russ Summerville, WNDU-TV, 219—233-7111.

**Broadcast (TV) Engineers** for employment in the Middle East. Five to seven years of heavy maintenance and A.S.C. B.S.C. or equivalent required. Experience with IVC 7000 cameras and Thomson equipment preferred. Please send copies of resume and certificates to: Beta Service Intl, Shelard Tower, Suite 1340, Minneapolis, MN 55426.

**Studio maintenance engineer.** Full-time installation, maintenance and modification of top line studio and film cameras, videotape machines, switchers, editors, ENG equipment, microwave and transmitter equipment. First class license and actual maintenance experience required. Contact CE at 517—755-8191.

**Chief all phases.** Immediate opening, expanding in New Jersey. Min 5 years experience required. Salary 18-25K. Call station management 201—325-2925. E.O.E.

**Maintenance engineer** with first class FCC license for equipment maintenance at a Western New York television station. Experience with RCA television broadcast equipment required. Call Chief Engineer at 716—773-7531. Equal Opportunity Employer.

**Opening master control** and video tape operator/technician. Minimum 3 years experience in commercial TV station engineering operations. First class license required and EOE employer. Call or write T. Arthur Bone, 25 Catamore Blvd., East Providence, RI 02914. 401—438-7200.



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**HELP WANTED TECHNICAL  
CONTINUED**

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**Video City Inc.** needs video engineer to handle location shooting in warm South Florida. Single and multiple camera systems. Phillips experience desirable. Resume to Larry Krupa, 12100 N.E. 16th Ave., North Miami, FL 33161.

**Broadcast TV Maintenance Engineers** for the Middle East, 25K plus housing. 5 years equipment maintenance experience. Tech. School diploma or degree. Submit resume to: Beta Service International, Suite 1340, 600 South County Rd. 18, Minneapolis, MN 55426.

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**HELP WANTED NEWS**

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**E.O.E. number one** station in top 50 southeast wants experienced enterprising reporter who can shoot SOF and edit; and experienced SOF cameraperson/editor who can report. Both must be fast moving and turn out two to three professional stories a day. If you need training, do not apply. Resume and references required. Salary \$175.00. Box A-256, BROADCASTING.

**Top rated news** operation is seeking an experienced News Director. Must be an excellent reporter, assignment editor, with some on air experience. Need a person that commands respect. 100+ market station in the Southeast. Salary open. An EOE. Reply to Box C-25, BROADCASTING.

**News Director.** For Medium Market, network affiliated radio-television operation. Must have previous television news director experience. This is a progressive news organization which has enjoyed continued ratings growth. Film, tape and live field equipment. An equal opportunity employer. Box C-35, BROADCASTING.

**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.

**Six months experience** in Electronic News Broadcasting. Equal Opportunity Employer. Send resume to Box C-90, BROADCASTING.

**TV Weathercaster**—East Coast market looking for experienced weathercaster. Friendly, engaging personality a must. An Equal Opportunity Employer. Send resume and photograph to Box C-91, BROADCASTING.

**Top rated Southeast** 100+ market looking for a weekday anchor—6 & 11. Progressive operation. Salary open. EOE. Reply, Box C-110, BROADCASTING.

**Have opening for Meteorologist.** Must have clear and personable delivery of weather. TV experience required. 100+ Southeast market. Salary open. EOE. Reply Box C-111, BROADCASTING.

**Minimum of one years** experience in producing and writing television news programs. Must also have a degree in Mass Communications or Journalism, or a total of three years working in a television news operation. Anchor work, street reporting and directing desirable. Equal Opportunity Employer. Send resume to Box C-119, BROADCASTING.

**WFTV is looking** for a solid, experienced journalist to anchor on weekends and report during the week. If you can cut it in a competitive market, send a resume along with samples of your street and anchor work on 3/4 inch cassette to: Bob Jordan, WFTV, Box 999, Orlando, FL, 32801. Only experienced applicants will be considered.

**Position for an experienced Weathercaster/Reporter.** Send resume and tape to Eric Rabe, News Director, WTAJ-TV, 5000 6th Avenue, Altoona, PA 16602. An Equal Opportunity Employer.

**Broadcast Journalist**—To teach broadcast journalism, basic news writing and mass media courses. Expertise in a related area, such as public relations, criticism, editorial writing, or photojournalism helpful. Salary and rank negotiable. Field and/or classroom experience, Ph.D preferred. Applications accepted to April 11, 1977. Send resumes to: Affirmative Action Committee, Office of the Academic Vice President, Drawer R, William Paterson College of NJ, Morrison Hall, 300 Pompton Road, Wayne, NJ 07470. An equal opportunity employer.

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**HELP WANTED NEWS  
CONTINUED**

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**Person with radio and TV** experience to gather, write, edit news stories pertaining to agriculture and its impact on consumers. Radio news, film shooting and editing, and ENG experience. Prefer someone from Southwest. Audio tape, small snapshot photo, and resume to Bill Hoover, Information Director, Texas Farm Bureau, Box 489, Waco, TX 76703. Telephone 817-772-3030.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Production/Operations Manager.** Need experienced, creative individual who can also handle people well. Good growth opportunity for right person. An Equal Opportunity Employer. Reply to Box B-165, BROADCASTING.

**Experienced Commercial TV Producer/director** for Top Ten market station. Emphasis on commercial production with some station directing involved. Must fully understand TV creative techniques and have thorough knowledge in operation of modern equipment. Experienced only need apply. EOE. Box C-11 BROADCASTING.

**Promotion Director** for medium market Mid-West Network Affiliate. This will be a one-person operation. Ideal position for current assistant Promotion Director. Capable of creating on-the-air promotion, radio and newspaper campaigns. Station currently expanding coverage. Promotion minded group ownership. An Equal Opportunity Employer. Send resume with salary requirements to Box C-83, BROADCASTING.

**Producer-Director** with minimum of three years experience. Background in all phases of production required. Equal Opportunity Employer. Send resume to Box C-94, BROADCASTING.

**Cinematographer** with minimum of three years experience shooting and editing 16mm film for television. Combined experience in news cinematography and documentary production preferred. Equal Opportunity Employer. Send resume to Box C-95, BROADCASTING.

**Weekend Producer/3-Day Week Reporter** wanted by top 40 V in Florida. Must have minimum 2 years experience, be prepared to relocate at own expense. Salary requirements and resume in first letter. No tapes. We are an equal opportunity employer. Box C-100, BROADCASTING.

**Program Director, Film Buyer.** Major cable and Pay cable firm seeking experienced film buyer. Should have station program buying background. NYC location. Replies confidential. Box C-108, BROADCASTING.

**Experienced Highly Creative TV Production Director/Production Manager** for large NW market. Must be experienced in all phases of commercial production plus ability to work closely with agencies. Emphasis on creativity. EOE. Resume and salary requirements. Box C-114, BROADCASTING.

**Programming/Production Pro** to help supervise total station look. Must know promotion and local commercial production. Contact Darrel Cunningham, Station Mgr., KAIT-TV, Box 790, Jonesboro, AR 72401. 501-932-4288.

**Producer-Director** with minimum 2 years experience in all phases of production. Seeking mature person with growing ability. Send resume and references to: T.J. Vaughan, Vice President, Programming and Operations, WAND-TV, P.O. Box 631, Decatur, IL 62525. An Equal Opportunity Employer.

**Outstanding Promotion Position.** Television Corporation needs a dynamite Promotion Manager. Experience in print, on-air and management. Send resume and tape to Jack Everette, Midwest Television, 509 So. Neil St., Peoria, IL 61820.

**Writer-producer needed** for VHF public TV station in Midwest university town. College degree plus two years experience required. \$9,360 to start with excellent fringe benefits. Affirmative Action, Equal Opportunity Employer. Job description and further information available. Write: Don Swift, 52 E. Gregory Drive, Champaign, IL 61820.

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**SITUATIONS WANTED MANAGEMENT**

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**I want to anchor!** Top Ten market talk-show host and anchorman desires solid anchor position. Young, Exciting, Intelligent Box B-29 BROADCASTING.

**General, national, regional, local Sales Mgr** available in thirty to ninety days. Excellent, reliable, sincere record. Box B-186, BROADCASTING.

**TV Program Manager,** top fifty market, seeks greater responsibility and increased earning opportunity. Program knowhow, light operation, excellent record. Box C-122, BROADCASTING.

**Award-winning Black woman, B.A.,** with seven years preparation in top 20 market seeking position in public affairs administration. Wide experience in news, production, talk, promotion. Excellent references. Call 301-366-4550.

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**SITUATIONS WANTED SALES**

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**Experienced TV Network Executive** seeks sales position, PR placement or station representation work—willing to relocate. Excellent references Radio-TV. Box C-52, BROADCASTING.

**ABC! CBS! NBC!** Please hire me, you won't be sorry! Box C-82, BROADCASTING.

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**SITUATIONS WANTED ANNOUNCERS**

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**Experienced Female Sportscaster** seeks assistant sports director position. Lifetime in sports with strong print, sales and competitive background. Creative, aggressive, and energetic. Tape/references available. 312-251-5428; 3139 Walden Lane, Wilmette, IL 60091.

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**SITUATIONS WANTED TECHNICAL**

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**General Sales Manager** in medium market seeking relocation. Creative, young and an effective quality competitor. Strong major market experience in sales and management. Self-starter with proven record of success in achieving revenue objectives. Box B-50 BROADCASTING.

**1st Phone Major Market experience**—Family man—Ambitious Self Starter. Experience: Master Control to Vt Editing, Box B-68, BROADCASTING.

**Dir. of Eng.** seeks growth opportunities with group of large facility. 18 years TV/AM/FM, college, Ch. Eng., Group Executive exp. Southeast preferred, any location considered. Available for interview NAB. Box C-86, BROADCASTING.

**Broadcast Technician (Black)** Vietnam veteran, with FCC First, seeks position. Some radio and TV experience. Judkins, 703-370-9846.

**Radio Engineer/DJ** 1st phone wants work in TV. Try me—I'll learn. Box 63 Wadena, MN 56537.

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**SITUATIONS WANTED NEWS**

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**TV News Director** immediately available for medium market in the East or number two slot in major market. Mature, dependable, results oriented and sensitive to community issues. Box A-244, BROADCASTING.

**Experienced Reporter,** Dynamic, creative, strong journalism background including Masters Degree cand. Seeks position as TV reporter, will consider anchor. Top references, VTR & resume. Box C-79, BROADCASTING.

**Intelligent, creative young woman** wants to relocate. Experienced as news anchor/reporter and host/producer of talk show. Has worked with ENG. 713-845-5611. Box C-81, BROADCASTING.

**TV Sports Director** in top 40 market with extensive film production background and major college play by play experience. Desires move up. Tape and resume on request. Box 84, BROADCASTING.

**Reporter/photographer** with anchor experience wants to advance. 4 year broadcaster. Superb writing, editing and film. Box C-121, BROADCASTING.

**News photographer: Aggressive** and experienced in filming, editing 16mm. Seek to learn ENG. Strong electronics interest. Film and VTR available. Call 616-538-7744. J.L. Keener, 642 SW 36th, Wyoming, MI 49509.

### SITUATIONS WANTED NEWS CONTINUED

**Science-Weather Reporter.** VTR, top references. 30, good appearance, delivery. Don Paul, 212-869-1166. 275 Hoyt St., Ft. Lee, NJ 07024.

**Versatile reporter,** Top 20 market, looking to move. Experienced producer, assignment editor. Young, Missouri MA. Call 206-525-5552.

### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Award-winning Producer/Director,** now production manager of major market station, looking for programming or major production position. Experienced in all phases of sports, news, and commercial areas. Experience includes management positions at major group stations. Excellent references and background. Box C-71, BROADCASTING.

**Producer/Director:** BA Radio/TV/Film. Over 3 years cable experience, studio and remote, switching, audio, lighting, etc. Assist in department management. Also broadcast camera experience. Seeks entry into broadcasting, willing to work up from production assistant or similar position. Will relocate for right opportunity. Box C-87, BROADCASTING.

**Creative Directing** or studio and remote production, i.e.: (film, Eng.) 3 yrs experience, commercial, educational and Cable, seeks position Northeastern US. Steve Sattler, 269 Capitol Ave., Meriden, CT 06450.

### WANTED TO BUY EQUIPMENT

**Want to purchase** used stereo automation system. Automatic logging optional. Please supply details of equipment, when purchased, and price asked. Box A-195, BROADCASTING.

**Gates FM-10H** transmitter, stereo generator not needed. Frank C. Carman, KLUW, Box 389, Salt Lake City, UT 84110.

**Used Automation Wanted.** Also controllers and carousels. No Junk. Contact Broadcast Specialties, 206-577-1681, Longview, WA.

### FOR SALE EQUIPMENT

**Film Processor,** Good condition. Houston Fearless mini with tanks and mixer. T. Frank Smith, Jr., KRIS-TV, PO Box B40, Corpus Christi, TX 78403.

**TV tower and line** for sale: stainless G-4, 400 foot tower now supporting 7,000 pound RCA antenna. Guy cables and saddles included. Fully galvanized and painted and less than seven (7) years old. Also, 25 sections of RCA 6-inch transmission line, bullets and hangers, \$22,500. Contact M.D. Smith, IV, Manager, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801 or phone 205-539-1783.

**Build your own TV and radio production equipment.** Easy, inexpensive plans covering audio consoles to chroma key and time base correctors. \$1.00 brings our catalog listing over 100 projects. Don Britton Enterprises, PO Box G, Waikiki, HI 96815.

**2-Akai VTS-150B** complete ENG systems, excellent condition \$4500 each. 1-Akai spare camera for VTS-150B system also excellent \$2200. We can supply the TBC and put you on the street with ENG for less than \$25,000. Call us now. GRV Systems Inc., 2370 Vinton St., Huntington, WV 25701. 304-525-2633.

**Eastman Model 285** no. 1766, only 52 hours since new. \$5900.00 will take part trade. International 13843 NW 19th Avenue Miami, FL 33054. 1-305-681-3733.

**PCP-90 Camera,** base station and Ampex 3000 recorder. In daily operation for major station, being replaced. Call 202-686-5895.

**New, Used Automation.** Many types in stock. Schafer, Gates, I6M, CDC. Prices start \$5500. Spotmaski 3-Deck, new \$1425. Contact Broadcast Specialties, 206-577-1681.

**Portable Microwave System**—Communications Carries Inc. Model MCT-11A Transmitter/Receiver Freq A02 (12.725-12.750 GHz) output power. 1/2 watt 2' trans dish, 4' rec. dish Prodelin one year old. Call Jim Dovey 203-747-6891.

### FOR SALE EQUIPMENT CONTINUED

**Jameson Compac 16/8 Processor,** MacBeth TD-504 Densitometer, Oscar Fisher 30 Gallon Jet Mixer, other equipment. Production Supervisor, WXXI-TV. Box 21, Rochester, NY 14601. 716-325-7500.

**New, used automation.** Many type in stock. IGM 500 Gates SP 10, Schafer and more. Prices start \$5500. Sportmaster 3-Deck, new \$1425. Contact Broadcast Specialties, 206-577-1681

**For Sale** (1) AKAI VTS 150-B Eng system camera and recorder complete with carrying case. Excellent condition. \$5000. (1) RCA TK-42 color camera with cable, Houston Fearless motorized pedestal, monitor and controls - \$5,000. Contact Luster King—phone 618-253-7921.

**Gates "President" 8** channel console, good condition, \$2,300. Maze Corporation. 205-956-5800.

**Collins 5KW transmitter,** 830-E. Stereo. Perfect. Tuned and tested your frequency. \$8,900. 601-362-2790 after 5. J. Boyd Ingran, PO Box 2154, Jackson, MS 39205.

**UHF TV Transmitter**—12 KW by GE. Call 815-964-4191 or 815-965-9600.

**Switcher**—American Data ADC 556 with Chroma Key. Call 815-965-9600 or 815-964-4191.

**Spare Color Tubes** for TK-26 film chain camera (no optics) and TK-26 CCU. Best offer. Call 815-964-4191 or 815-965-9600.

**RCA Switchers**—two Custom RCA PMS 10 Switchers for both production and operations use, incl. rack equipment and cable. call 815-964-4191 or 815-965-9600.

**Audio—Ampex 601** 2-track with two amp/speakers. Four SHURE 565 dual-impedance mics, mic stands, 500' mic cable, RCA studio monitor-speaker. Call 815-965-9600.

**IVC 1 VTR Machines**—one 879C, one 760, with TRI Editor. Low hours. Call 815-964-4191 or 815-965-9600.

**UHF Transmitter**—30 KW GE television transmitter call 815-964-4191 or 815-965-9600.

**(2) RCA TR-22** Quads, high band Color VTR machines, with Monitors, rack equipment, manuals. Call 815-964-4191 or 815-965-9600

**(22) Motorola MV30 Transmitters;** (33) Motorola MV30 Receivers; (10) Motorola MV20 Transmitters; (19) Motorola MV20 Receivers. These units are in excellent condition and can be purchased as complete system or as individual components. American Microwave & Communications, Inc., 105 Kent Street, Iron Mountain, MI 49801

**(3) RCA TK-42** Color Cameras, with cam heads, ccu's, remotes, racks, approx. 600' camera cable. Two have RCA/Houston Fearless TD-9B-C motorized pedestals, one with RCA/Fearless tripod and dolly. With RCA color monitor, manuals. Call 815-964-4191 or 815-965-9600.

**CBS dynamic presence equalizer,** Model 4500 New. Improve your sound \$495 312-956-1548.

**Two Schafer 1200,** Schafer 800, Two IGM 500, CDC Sequential. All reconditioned, new reels, new carousels, and more. Contact Broadcast Specialties, 206-577-1681, Longview, WA.

**3 High Band RCA TR-22 Video** Tape Machines. 1 RCA TVM-1 Microwave System. Including dishes and 200 ft. of hookup cable. Contact Bill Brister, C.E. WGNO-TV, 504-522-6211.

**Schafer Automation Systems.** 800 Stereo, 3 Ampex AG-445B2, stereo carousel, mono single play cart, racks \$8,000. 902 w/96 position, interface cards, cables for 5 Ampexes, 7 cart/carousel. Price new \$13,000. Yours for \$6,500. Schafer International 5801 Soledad Mtn. Rd. La Jolla, CA 92037. Tel: 714-454-1154.

**TR-4,** Hi-banded, 2 heads, TR-22, 3 heads, 2 new. Bernie Sasek, KMEG-TV, 712-277-3554.

### FOR SALE EQUIPMENT CONTINUED

**Public Sale of used equipment.** Repossessed under Article 9 of the Uniform Commercial Code. The following repossessed items of Television Broadcasting Equipment will be sold for cash only "As Is-Where Is", as one lot at a Public Sale that will be held at 10:00 AM on April 1, 1977 in the offices of Frank C. Brophy, Attorney at Law, First National Bank Plaza, Phoenix, AZ 85003, 602-254-1169: Used RCA TTU-30A UHF Channel 21 Transmitter, RCA TPU-30J Pylon Antenna, Transmission Line completely installed for operation. Miscellaneous studio, test and audio equipment. A detailed listing of equipment and information as to where it may be examined can be obtained from RCA Corporation, Building 2-6, Camden, NJ 08102.

**RCA 250-K AM** transmitter, good condition with two Xtlals at 1490KC. Just removed from service. Make excellent stand-by transmitter. Best offer. Call 614-383-1131.

**Four RCA RT-7A** Tape Cartridge Playbacks with one RCA BA-7A Recorder. One RCA RT-7B and one RCA BA-7B Recorder. Make offer. Call 614-383-1131.

### 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.

**Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Knockers!** A great set of funny recorded bits for your show. Sample. Fuller, 44304 Olina Kaneohe, HI 96744.

**Amateur singers wanted** for new record company. Call 212-247-8500. Demo fee required.

### MISCELLANEOUS

**Bumper Stickers,** \$86.00 per 1000. Fluorescent. Save on larger quantities. Write for samples. RuleAForm, Box 355, Sea Girl, NJ 08750.

**Cable Television Survey.** 46-page practical guide on "how to" determine subscriber response to local origination and other services. Field-tested, proven, economical. Send \$25 to: Dennis Jadlot, Program Director, St. Joseph Cablevision, 1106 S. Belt, St. Joseph, MO 64507.

### INSTRUCTION

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin Feb 14. Student rooms at each school.

**REI 61 N. Pineapple Ave.,** Sarasota, FL 33577. 813-955-6922.

**REI 2402 Tidewater Trail,** Fredericksburg, VA 22401. 703-373-1441.

**FCCLicense.** Study for the FCC First Class radio-telephone license and earn college credit. Write for our catalogue. Columbia College, 925 North La Brea Avenue - Hollywood, CA 90038 213-851-0550.

**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.

**Cassette recorded First** phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, St. Louis, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213-379-4461.

**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.

## INSTRUCTION CONTINUED

**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).

**1st class FCC**, 6 wks, \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications. 11488 Oxnard St., N. Hollywood, CA 91606.

**A.T.S. 152 W. 42 St.**, NYC. 212-221-3700. Vets benefits. A 16-year track record of success.

## RADIO

### Help Wanted Management

My Client has a Daytimer in a small market in the Northeast. Community image is excellent. Programming is the talk of the town. Sales good but not great. Boss wants them great! If you are a sales manager who is creative, ambitious and is capable of carrying most of the sales load, look into this. Excellent remuneration. If chemistry mixes with boss's, possible piece of action. Only those who fill above and are ready to settle. All replies confidential. Please apply Box C-45, BROADCASTING.

### RADIO MANAGER WMBD AM-FM

Must be strong in sales, programming, and audience promotion. Positive thinker and a motivator. Equal Opportunity Employer. Send resume to:

Mr. William L. Brown  
Vice President and General Manager  
WMBD AM-FM-TV  
212 Southwest Jefferson Street  
Peoria, Illinois 61602

### DISTRICT MANAGER RADIO EQUIPMENT/SYSTEMS SALES

The Cetec Broadcast Group, one of the industry's largest producers of equipment/systems for radio is interested in appointing a District Manager to sell products directly to radio broadcasters in Kentucky, Tennessee, Mississippi and Alabama.

The person we are looking for should have a strong background in radio station management, sales, and equipment operation.

Expenses, compensation, and benefit plans will be discussed with qualified candidates.

Send your resume to Andy McClure, National Sales Manager  
Cetec Schafer Automation  
Cetec Jampro Antenna  
Cetec Sparta Audio/Transmitters

## Cetec Broadcast Group

The Broadcast Divisions of Cetec Corporation



75 Castilian Drive Goleta, California 93017  
Telephone: (805) 968-1561

## Help Wanted Sales

### SALESMAN WANTED

Illinois only. Strong self-starter for medium-market, top-rated 50kw FM. Send all information first letter. Box C-63, BROADCASTING.

**Small market chain** in West/Southwest needs two salespersons with management potential. Can be men or women at these Equal Opportunity Employment stations. Hurry resume, photo and tape with first reply to 5865 Camino Escalante, Tucson, AZ 85718.

## BROADCAST MARKETING SPECIALISTS

To accommodate a continuing growth pattern, RCA Broadcast Systems is seeking professional specialists in three areas of marketing operations:

- **Broadcast Systems Sales.** Experience in television station operations and engineering, and/or sales experience in radio, television or related technical fields. BSEE or equivalent is required.
- **Broadcast Systems Bid Specialists.** To prepare bids and proposals in response to detailed customer specifications and requirements. Good technical knowledge of broadcast and teleproduction studio systems and AM-FM, TV, RF systems. BSEE or equivalent required.
- **Field Technical Specialists.** Experience should cover maintenance and/or operation of cameras, video tape machines or RF products. Technically-oriented specialists willing to travel and expand their knowledge. BS or equivalent required.

Excellent compensation and related employee benefits.

If you qualify, send your resume and salary requirement, in confidence, to: Mr. M. H. Kessler, Mgr. Empl., Dept. B-314, RCA Corporation, Bldg. 3-2, Camden, NJ 08102.

We are an equal opportunity employer F/M.

# RCA

## Help Wanted Technical

### DIRECTOR OF ENGINEERING WPEN/WMGK-FM PHILADELPHIA

Right person can become Technical Director of 14-station group owned by Greater Media, Inc.

Must be good administrator, planner, negotiator and have heavy hands on experience with and vast knowledge of studio, tower, antenna design & construction, D.A.'s, Stereo, STL, Diplexing, PDM, custom audio techniques, FCC rules, regs. & apps. FCC first, a must.

Great opportunity to join a group with a heavy commitment to technical excellence.

Send resume, references and compensation requirements to:

Larry Wexler  
General Manager  
WPEN/WMGK  
2212 Walnut Street  
Phila., PA 19103  
Equal Opportunity Employer M/F

## Help Wanted Technical Continued

**We need YOU...if you're a  
FIELD SERVICE TECHNICIAN or ELECTRICAL  
ENGINEER!**

**—Happily, we've got growing pains—**

IGM, at the forefront in manufacture of automation components and systems for radio and other fields, can offer you a challenging and interesting opportunity, with a good future.

Submit resumes at our booth, NAB Show, Washington, Shoreham 538.

Or mail to:

**IGM** a division of NTI, Inc.  
4041 Home Road  
Bellingham, WA 98225

## Situations Wanted Management

### EXPERIENCED GM

Self-starter, innovator, motivator. Ten years experience as GM of major midwest market contemporary station. My specialty is building ratings and revenues through creative promotion and alert management. Replies confidential. Box C-77 BROADCASTING.

### EXPANDING GROUP BROADCASTER

Management Consultant formerly associated with leading Radio/TV consulting firm is seeking an executive relationship with expansion oriented broadcaster. Extensive experience with station appraisals; including financial and market analyses. B.A., M.B.A., Top References. Reply in Confidence To Box C-106, BROADCASTING.

**26 yr. broadcast pro** seeks mgt. sales, news, sports and/or announcing position in Metro to small mkt. SE preferred, married & school aged children. Lou Shabott, 892 E. Walnut St., Jesup, GA 31545 912-427-7826.

## Situations Wanted Announcers

### CAN YOUR STATION USE ONE OF AMERICAS TOP ANNOUNCERS/ NEWSMEN?

After 30 years broadcast experience under another name, over 200 national and network commercials, 100 motion pictures and TV shows of every kind, 15 solid years of solid News and Special Events background, and 5+ years top-level management, I'm ready to settle down permanently in a medium-to-large Good Climate market on Staff, Special Assignment, or News Anchor spot. I can do it all for you; radio or TV or both. Money secondary to good living, working conditions. Coleman George, Box 271, 1610 Argyle Ave., Hollywood, Calif. 90028.

**Versatile & reliable pro**, with 15 years of major market Radio & TV experience in talk, music, news & sports programming. Consider all markets & locations. Why not the best?!! Call (201) 744-0137 or Box C-89, BROADCASTING.

## Situations Wanted Technical

**Director of Engineering**—Chief Engineer, major facility-Technical/Sales position with major equipment manufacturer. 15 years experience. All phases AM-FM engineering, design, installation, antennas, proofs, studio, transmitters to 50 kw, AM, FM, Stereo, SCA. Excellent troubleshooter, meticulous workman, stable family man. SBE senior engineer certification, currently earning 20K. Excellent references. Available at NAB for interview. Box C-80, BROADCASTING.

## Situations Wanted News

**Recently discharged USAF Pilot**, B.S. Radio, TV, Film, first phone, looking for start in Radio or TV news. Sharp, dependable, mature but no previous experience. Will relocate for chance to prove myself. Contact R. Cude (817) 261-2677, 1309 Killian, Arlington, Texas 76013.

## Help Wanted News Continued

# Media Relations

Sears, Roebuck and Co. has an opening in its national headquarters, Chicago.

### THE JOB:

Writing corporate news, handling media inquiries and assisting the national news director.

### REQUIREMENTS:

Minimum 3-5 years experience; business-financial helpful.

Please submit resume with salary requirement to:

Professional Employment Director  
Headquarters Personnel D/707-2

**SEARS, ROEBUCK and CO.**  
Sears Tower  
Chicago, Illinois 60684


an equal opportunity employer m/f

# Sears

## Help Wanted Programing, Production, Others

### WIOD, MIAMI

(SFX under—surf, sun, professional creative environment) is seeking a Production Director! (Music punctuation point faded to uptempo adult contemp cut under throughout). Must have voice, creative writing experience, ability to direct some great personalities in doing award winning spots, and desire to go through soundtrack albums for beds. Samples and resume. no calls. to Alan Anderson, Program Director, WIOD/AIA, Box 1177, Miami, 33138. An equal opportunity employer (jingle out).




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(203) 637-5740

Robert L. Owens, President  
(formerly VP and General Manager  
of ARBITRON) See us at NAB

## Help Wanted News

**Morning news anchor**, Big Ten play-by-play football, plus high school basketball. Send news and play-by-play air checks and resume to News Director, KSTT, P.O. Box 3788, Davenport, IA 52808.

## TELEVISION

### Help Wanted News

**News reporters** with possibilities of co-anchoring or full anchoring in southern market. All applications considered in confidence. The need is urgent. Resume required. We are an equal opportunity employer. Send to Box C-102, BROADCASTING.

### WEATHER COMMUNICATOR

If you know weather and features like a Meteorologist and can *communicate* with *personality* and *simplicity* send me your resume. Midwest net. aff. EOE.  
Reply Box C-59, BROADCASTING

### NATION'S BEST WEATHER

You would think in a market with the best weather conditions in the nation that it is not important to have a weathercaster. We thought that, and we were wrong. KCST-TV, San Diego, a Storer Station, is looking for a weathercaster with proven, measurable performance. Unique style and very graphic presentation required. Desirable if candidate can serve as Science and Environmental Reporter, as well. Live and work in the recreational dream spot of Southern California. Beautiful beaches, beautiful mountains, and beautiful in-between. Send videocassette, resume, and salary requirements to: P.O. Box 11039 San Diego, Calif. 92111.

We are an Equal Opportunity Employer

### Help Wanted Sales

### MANAGER SALES DEVELOPMENT

Medium size California Market network affiliate TV station is expanding sales efforts to include Sales Development Manager. To qualify must have television sales experience. Will work directly with Management, and assignments will have top priority. Presentations will be to clients and agencies direct. Should be familiar with TvB and related research material from rating books as well as market studies. Successful completion of initial assignments could lead to further promotion within two TV station owned company. Starting salary-draw \$15,000 per year plus expenses and multiple fringe benefit plan. If qualified and interested, send complete resume to Box C-116, BROADCASTING.

AN EQUAL OPPORTUNITY EMPLOYER M/F

### Help Wanted Announcers

**Sports reporter** or co-anchor capable of anchoring sports segments and adequately covering sports activities in market needed. All applications considered in confidence. Resume needed. Send to Box C-103, BROADCASTING.

### Help Wanted Programing, Production, Others

### PROGRAM DIRECTOR/ FILM BUYER

Major cable and Pay cable firm seeking experienced film buyer. Should have station program buying background, N.Y.C. location. Replies confidential,  
Box C-108, BROADCASTING

### Situations Wanted Management

**Major-Market TV Sta Mgr** seeks mid-size market GM position. News, pgm, research, promo and sales. BG with top references. Super bottom-line history. Replies confidential. Box B-70, BROADCASTING.

### Situations Wanted Programing, Production, Others

**News Producing** and Directng team. Presently employed in Medium East Coast market wanting to move west. Over 15 years experience. Don't be afraid to respond because your operation is small. Salary open, opportunity important. Reply  
Box C-113, BROADCASTING

## Management Consultants

### RADIO, PUBLISHING, PR

20 year pro, all phases, GM of eight radio stations. Knows that spending big \$\$ is not the only formula for success. Robert A. Manning & Associates, 9963 Nieman Rd., Overland Pk., KS. 913-492-6491.

### Drama



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
**Lum & Abner Distributors**  
1001 SPRING  
LITTLE ROCK, ARK. 72202  
Phone (501) 376-9292

### Free Golf, Car Rental

### FLORIDA FREE GOLF

Completely furnished deluxe condominium apartments for two. \$50 per day January 13-April 21 with greens fee included at nearby top-rated Deer Creek C.C. Rent-A-Car available through Apex-Courtesy Car Rental. WE FEATURE FORDS.

Write or Call.

**VILLA LAGO APARTMENTS**  
3910 Crystal Lake Drive  
Pompano Beach, Fla. 33064 (305) 782-3400  
SOORY, NO PETS

### Buy-Sell-Trade



**CHARGE-A-TRADE**  
Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. **FREE BOOKLET**

AVAILABLE • CALL TOLL FREE

800-327-5555(except Florida)

3081 E Commercial Blvd Ft Lauderdale Fl 33308 (305)491 2700  
FT LAUDERDALE • MEMPHIS • ORLANDO • N.Y. • ATLANTA • GREENVILLE, S.C. • COCOA BEACH

### Wanted To Buy Stations

### SUBSTANTIAL PRINCIPAL

Looking for fulltime AM or Class B FM in Top 50 Market.

BOX C-107, BROADCASTING

### VETERAN BROADCASTERS SEEKING

FIRST STATION

Florida, Georgia, Alabama  
All replies confidential  
BOX C-88, BROADCASTING

**Community minded** professional seeks small radio station under \$125,000 with development potential. Financially qualified. Prefer Western location, but will consider others. Strictest confidence assured. Will reply.

BOX B-42, BROADCASTING

## Wanted To Buy Stations

### AM/AM-FM STATIONS

Recent developments allow me to re-enter broadcasting with 1 or more stations. Looking for AM or AM-FM stations. Minimum size market acceptable 100,000 population. Brokers will be protected.  
 Information required 1st contact:  
 Market size: Competition in market.  
 Complete financial information last 3 years.  
 Price—Cash or Terms.  
 Photos—studios and tower sites.  
 Type of equipment, age and condition.  
 Rate card, station promotional information  
 Management information and if willing to stay  
 ALSO looking for:  
 Experienced management willing to move with good income and future.  
 Replies to:

John M. Dunn & Company  
 P.O. Box 2905  
 Evansville, Indiana 47737  
 Telephone (612) 422-6601

## For Sale Stations



# CHAPMAN ASSOCIATES®

nationwide service

### STATIONS

STATION	CONTACT	PHONE
MW Sm Daytime \$180K \$80K	Alan Jones	(312) 354-3340
Fla. Met Fulltime \$630K Cash	Joe Gratz	(813) 877-1800
NE Maj Fulltime \$650K \$189K	Art Simmers	(617) 837-6711
SE Sm Profitable \$215K \$63K	Bill Chapman	(404) 458-9226
SW Met Daytime \$145K \$42K	Bill Hammond	(214) 243-6043
W Sm AM/FM \$250K \$73K	Ray Stanfield	(213) 363-5764

To receive offerings of stations within the areas of your interest, write to  
 Chapman Company, Inc.  
 1835 Savoy Drive  
 Atlanta, Ga. 30341

We have an exceptional offering on one of the most secure and profitable Black stations ever before available. Its AM, Day, the Southeast. Its coverage keeps it dominant. 318—865-8668 or 221-5464. John Mitchell & Associates, P.O. Box 1065, Shreveport, LA 71162.

### STATION BROKER

Station brokerage firm is adding one person to its staff for Midwest location. Broadcast and financial background is desired.  
 Box C-112, BROADCASTING



Brokers & Consultants  
 to the  
 Communications Industry

THE KEITH W. HORTON COMPANY, INC.

1705 Lake Street • Elmira, New York 14902  
 P.O. Box 948 • (607) 733-7138

LARSON/WALKER & COMPANY  
 Brokers, Consultants & Appraisers  
 Los Angeles Washington

Contact:  
 William L. Walker  
 Suite 508, 1725 DeSales St., N.W.  
 Washington, D.C. 20036  
 202-223-1553

## Instruction

### WANT TO RUN A TV OR RADIO STATION?

If so, perhaps you should enroll in the Master's degree program in Broadcast Administration offered by the School of Public Communication at Boston University.

This program is designed to prepare students for careers in broadcast general management, marketing, programming, news and public affairs, finance, production, government and community relations, and new venture management. Management techniques, values, and ethics are studied. There are opportunities for frequent contact with professional broadcasters from Boston's thirty-seven stations, advertising agencies, and production houses.

Here's the program:

Semester I	Semester II	Semester III
Broadcast Management I	Broadcast Management II	Analytic Project
Broadcast Economics	Broadcast Regulation	Financial Management
Financial Accounting	Broadcast Research	management elective
Quantitative Methods	Marketing Management	general elective

Applications may be obtained from Ms. Donna Krivis, Admissions Officer, School of Public Communications, Boston University, 640 Commonwealth Ave., Boston 02215 (617) 353-3481.

## For Sale Stations Continued

**Dominant fulltime AM** in medium mid-west market available at 7x cash flow. Opportunities like this do not become available often. Superior coverage ... superior ratings ... superior market position in every way. Long history of excellent earnings. Outstanding staff completes this most exceptional opportunity. At the \$1,450,000 cash asking price the multiple is a mere 7x cash flow. Cash is preferred over terms. Please include financial qualifications or references first letter. No brokers. Box C-74, BROADCASTING.

Smith Cooper Associates

CABLE TELEVISION • PAY TV  
 Management • Marketing • Engineering  
 Financial Studies • System Analysis  
 Division of Associated Utility Services, Inc.  
 510 Kings Highway North, P.O. Box 3220  
 Cherry Hill, NJ 08034 • (609) 482-0057

- AM/FM within 25 miles of Meridian, Miss. \$225,000. Small down payment.
- Class "C" stereo in Miss. 1,182,000 population in .05 MV/M coverage area. Terms.
- AM/FM in Miss. Small town. Sales about \$120,000. \$168,000 cash.
- AM/FM in southern Indiana. Small town. Coverage area about 140,000. Real estate.
- Fulltime AM within 60 miles of Washington, D.C. Small town. \$400,000. 29% down. Billing about \$200,000.
- 3,000 Watt FM in small West Tenn. town. The only station in county. \$80,000. \$10,000 down to qualified buyer.
- AM/FM in central Tenn. \$280,000. Terms.
- Great daytimer within 40 miles of Charlotte, N.C. Good real estate. \$300,000. Terms.
- Highpower daytimer within 50 miles of Knoxville. Night cable TV outlet. \$295,000. A good buy. Terms.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES  
 615—894-7511

MEDIA BROKERS  
 APPRAISERS

RICHARD A.  
**SHAHEEN**  
 435 NORTH MICHIGAN • CHICAGO 60611

312-467-0040



### BROADCASTING'S CLASSIFIED RATES

- 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, Business Opportunities, and Public Notice advertising requires display space.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

No telephone copy accepted. Audio tapes, transcriptions, films or VTR's are not forwardable, but are returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.

# Stock Index

Stock symbol	Exch.	Closing Wed. March 9	Closing Wed. March 2	Net change in week	% change in week	1976-77		PIE ratio	Approx. shares out (000)	Total market capitalization (000)		
						High	Low					
ABC	N	39 1/2	39 3/8	+ 1/8	+	.31	42	19 7/8	16	17,625	696,187	
CAPITAL CITIES	CCR	49 3/8	49 3/8			.00	55 3/4	42 1/4	12	7,739	382,113	
CBS	N	56 3/4	56 1/2	+ 1/4	+	.44	60 1/2	46 3/4	11	28,313	1,606,762	
COX	N	28	29 1/4	- 1 1/4	-	4.27	37 3/4	28	8	5,872	164,416	
GROSS TELECASTING	GGG	14 3/4	14 5/8	+ 1/8	+	.85	14 3/4	10	8	800	11,800	
KINGSTIP COMMUN.	KTVV	0	4 1/8	- 1/8	-	3.03	4 7/8	2 1/4	7	461	1,844	
LIN	O	18 3/4	18 3/8	+ 3/8	+	2.04	18 3/4	9 5/8	9	2,615	49,031	
MOONEY	O	2 1/8	2 1/8			.00	3 7/8	1 3/4	3	425	903	
RAHALL	O	14 3/4	14 3/4			.00	17	4 1/2	22	1,281	18,894	
SCRIPPS-HOWARD	SCRP	0	33			.00	33	20 1/2	8	2,589	85,437	
STARR*	SBG	M	4 1/2	4 1/2		.00	5	2 1/4		1,202	5,409	
STORER	S8K	N	24 1/2	24 1/4	+ 1/4	+	1.03	26 3/8	12 3/4	6	4,876	119,462
TAFT	TFB	N	29	29 1/2	- 1/2	-	1.69	33 3/8	23 1/4	8	4,070	118,030

TOTAL 77,868 3,260,288

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	4 1/2	4 3/8	+ 1/8	+	2.85	4 3/4	2	8	1,265	5,692
AVCO	AV	N	14 7/8	14 1/4	+ 5/8	+	4.38	16 1/2	4 1/2	2	23,792	353,906
JOHN BLAIR	BJ	N	15 7/8	14 7/8	+ 1	+	6.72	15 7/8	5	8	2,407	38,211
CHRIS-CRAFT	CCN	N	5 1/4	5 5/8	- 3/8	-	6.66	7	4 1/2	6	4,395	23,073
COMBINED COMM.	CCA	N	22 1/4	21	+ 1 1/4	+	5.95	22 1/4	12 5/8	8	6,644	147,829
COWLES	CWL	N	13	13 1/8	- 1/8	-	.95	13 1/4	6 1/8	16	3,969	51,597
DUN & BRADSTREET	DNB	N	27 1/8	26 3/4	+ 3/8	+	1.40	33 3/4	24 5/8	15	26,544	720,006
FAIRCHILD IND.	FEN	N	9 7/8	9 7/8			.00	11 1/2	6 1/8	10	5,708	56,366
FUQUA	FQA	N	10 3/8	10 3/4	- 3/8	-	3.48	12 3/8	4 1/2	7	8,844	91,756
GANNETT CO.	GCI	N	35	35 3/8	- 3/8	-	1.06	41	32 7/8	17	21,629	757,015
GENERAL TIRE	GY	N	26 3/8	27 1/8	- 3/4	-	2.76	28 3/8	17 5/8	6	21,954	579,036
GLOBE BROADCASTING**	GLBTA	O	3 5/8	3 3/4	- 1/8	-	3.33	3 7/8	1 1/2		2,783	10,088
GRAY COMMUN.	D	9 3/4	10 1/4	- 1/2	-	4.87	10 1/2	6	5	475	4,631	
HARTE-HANKS	HHN	N	28	28 1/2	- 1/2	-	1.75	28 7/8	17 1/8	12	4,383	122,724
JEFFERSON-PILOT	JP	N	30	30 3/4	- 3/4	-	2.43	32 1/8	25 5/8	11	24,079	722,370
KAISER INDUSTRIES	KI	A	16 1/4	15 5/8	+ 5/8	+	4.00	18 3/4	8	11	28,119	456,933
KANSAS STATE NET.	KSN	D	5 5/8	6	- 3/8	-	6.25	6	3	11	1,716	9,652
KNIGHT-RIDDER	KRN	N	34 1/4	33 1/2	+ 3/4	+	2.23	39	28 7/8	11	8,305	284,446
LEE ENTERPRISES	LNT	A	24 3/4	25 7/8	- 1 1/8	-	4.34	26 7/8	13	12	5,010	123,997
LIBERTY	LC	N	18 7/8	19	- 1/8	-	.65	19	9 1/2	7	6,762	127,632
MCGRAW-HILL	MHP	N	17 1/2	17 1/2			.00	17 5/8	12 3/4	11	24,626	430,955
MEDIA GENERAL	MEG	A	18 3/4	18 3/4			.00	19 7/8	14 1/4	8	7,292	136,725
MEREDITH	MDP	N	18 3/8	18 3/4	- 3/8	-	2.00	19 7/8	10 1/4	5	3,067	56,356
METROMEDIA	MET	N	29 1/8	28 7/8	+ 1/4	+	.86	29 7/8	15	8	6,745	196,448
MULTIMEDIA	MMED	O	24 1/2	23 1/2	+ 1	+	4.25	24 1/2	14 1/4	12	4,390	107,555
NEW YORK TIMES CO.	NYKA	A	16 1/8	15 7/8	+ 1/4	+	1.57	18 1/2	11 1/2	13	11,206	180,696
OUTLET CO.	OTU	N	23	21 1/2	+ 1 1/2	+	6.97	23	12 7/8	7	1,440	33,120
POST CORP.	PDST	O	18 1/2	18 1/4	+ 1/4	+	1.36	19 1/4	8	7	878	16,243
REEVES TELECOM**	RBT	A	2 1/2	2 5/8	- 1/8	-	4.76	2 7/8	1 1/8		2,376	5,940
ROLLINS	ROL	N	18 7/8	20 3/4	- 1 7/8	-	9.03	27 3/8	18 7/8	11	13,404	253,000
RUST CRAFT	RUS	A	12 1/8	11 1/4	+ 7/8	+	7.77	12 1/8	5 5/8	9	2,291	27,778
SAN JUAN RACING	SJR	N	8 3/4	8 5/8	+ 1/8	+	1.44	10 1/4	7 1/4	6	2,509	21,953
SCHERING-PLOUGH	SGP	N	39 1/8	38 5/8	+ 1/2	+	1.29	59 3/4	38 5/8	14	54,047	2,114,588
SONDERLING	SDB	A	10	9 7/8	+ 1/8	+	1.26	10 7/8	9 7/8	5	1,096	10,960
TECH OPERATIONS**	TD	A	2 3/4	2 7/8	- 1/8	-	4.34	4 3/4	2 1/8		1,344	3,696
TIMES MIRROR CO.	TMC	N	20 1/8	21 7/8	- 1 3/4	-	8.00	23 3/4	18 1/4	11	33,911	682,458
WASHINGTON POST CO.	WPO	A	22	22 3/4	- 3/4	-	3.29	44 1/4	21 3/4	11	9,019	198,418
WDMETCO	WDM	N	11 3/8	11 5/8	- 1/4	-	2.15	13 1/4	8 7/8	7	8,623	98,086

TOTAL 397,047 9,261,935

## Cablecasting

ACTON CORP.	ATN	A	3 7/8	4	- 1/8	-	3.12	4 1/2	1 1/8	13	2,640	10,230
AEL INDUSTRIES**	AELBA	O	3 5/8	3 3/8	+ 1/4	+	7.40	4	3/4		1,672	6,061
AMECO**	ACO	O	1/2	1/2			.00	1 3/4	3/8		1,200	600
AMERICAN TV & COMM.	AMTV	O	22 1/2	21 3/4	+ 3/4	+	3.44	23 1/4	13 1/2	16	3,369	75,802
ATHENA COMM.** *	O		1 1/8	1/8			.00	1/2	1/8		2,125	265
BURNUP & SIMS	BSIM	O	3 5/8	3 3/4	- 1/8	-	3.33	6 1/2	3 1/4	33	8,319	30,156
CABLECOM-GENERAL	CCG	A	9 3/4	9 3/4			.00	9 7/8	4 1/8	9	2,562	24,979
CABLE INFO.	O		3/4	3/4			.00	1 1/4	1/4	4	663	497
COMCAST	O		4	4 1/8	- 1/8	-	3.03	4 1/8	1 7/8	11	1,708	6,832
COMMUN. PROPERTIES	COMU	O	4 1/8	4 1/8			.00	4 1/2	1 7/8	413	4,761	19,639
COX CABLE	CXC	A	20 7/8	20 3/4	+ 1/8	+	.60	20 7/8	13	20	3,563	74,377
ENTRON	ENT	O	1 3/4	1 3/4			.00	2	1 1/2	.2	979	1,713
GENERAL INSTRUMENT	GRL	N	19 3/4	19 1/8	+ 5/8	+	3.26	21	8 1/4	22	7,178	141,765
GENEVE CORP.	GENV	O	8	8 1/4	- 1/4	-	3.03	10	6 1/2	53	1,121	8,968
TELE-COMMUNICATION**	TCOM	O	3 1/4	3	+ 1/4	+	8.33	5 1/4	2 7/8	46	5,281	17,163
TELEPROMPTER**	TP	N	7 3/4	7 3/4			.00	9 3/8	5 3/4		16,646	129,006
TIME INC.	TL	N	35	35			.00	38 3/4	32	12	20,192	706,720
TOCOM	TOCM	O	3	2 3/4	+ 1/4	+	9.09	3 1/4	1 5/8	11	617	1,851
UA-COLUMBIA CABLE	UACC	D	16	16			.00	16 3/4	9	13	1,700	27,200
UNITED CABLE TV**	UCTV	D	4 3/8	4 3/8			.00	4 5/8	1 5/8		1,879	8,220
VIACOM	VIA	N	14 1/2	14	+ 1/2	+	3.57	14 1/2	7 7/8	15	3,707	53,751

TOTAL 91,882 1,345,795

Stock symbol	Exch.	Closing		Net change in week	% change in week	1976-77		P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
		Wed. March 9	Wed. March 2			High	Low						
<b>Programming</b>													
COLUMBIA PICTURES	CPS	N	9 1/2	9 3/4	-	1/4	-	2.56	11 1/4	4 1/2	7	6,748	64,106
DISNEY	DIS	N	38 1/8	38 1/4	-	1/8	-	.32	63	38 1/8	16	31,917	1,216,835
FILMWAYS	FWY	A	10	9 3/4	+	1/4	+	2.56	10 1/4	5 1/4	8	2,397	23,970
FOUR STAR			7/8	7/8				.00	1	1/4	9	667	583
GULF + WESTERN	GW	N	14 3/4	14 7/8	-	1/8	-	.84	26 7/8	14 5/8	3	45,162	666,139
MCA	MCA	N	36 3/4	37 1/2	-	3/4	-	2.00	41 1/2	25	7	17,974	660,544
MGM	MGM	N	17 1/2	18 1/8	-	5/8	-	3.44	18 5/8	12 7/8	7	13,102	229,285
TELETRONICS INTL.	O		6 1/4	6	+	1/4	+	4.16	9 5/8	3 3/4	9	837	5,231
TRANSAMERICA	TA	N	13 7/8	14	-	1/8	-	.89	15 1/8	8 1/4	8	65,148	903,928
20TH CENTURY-FOX	TF	N	10	10 5/8	-	5/8	-	5.88	15	8 3/4	7	7,583	75,830
WARNER	WCI	N	28 1/2	27 1/4	+	1 1/4	+	4.58	29 1/4	17 1/2	26	16,752	477,432
WRATHER	WCO	A	5	5				.00	5 1/8	3 1/8	13	2,244	11,220
									TOTAL			210,531	4,335,103

### Service

BBDO INC.	BBDO	O	26	24 3/4	+	1 1/4	+	5.05	26	16 3/4	9	2,513	65,338
COMSAT	CO	N	34 3/4	34	+	3/4	+	2.20	34 3/4	23 7/8	7	10,000	347,500
DOYLE DANE BERNBACH	DOYL	O	18 1/4	17 1/4	+	1	+	5.79	18 3/8	8 7/8	7	1,816	33,142
FOOTE CONE & BELDING	FCB	N	14 7/8	15 1/8	-	1/4	-	1.65	15 3/4	10 1/4	7	2,304	34,272
GREY ADVERTISING	GREY	D	18	19 1/4	-	1 1/4	-	6.49	19 1/2	6 7/8	7	729	13,122
INTERPUBLIC GROUP	IPG	N	33	31 3/8	+	1 5/8	+	5.17	33	16 3/8	8	2,387	78,771
MARVIN JOSEPHSON	MRVN	D	13	12 1/4	+	3/4	+	6.12	14	6 3/4	6	1,871	24,323
MCI COMMUNICATIONS	MCIC	O	1 7/8	1 7/8				.00	3 3/8	1 1/4	38	19,985	37,471
MOVIELAB	MOV	A	1 3/4	1 7/8	-	1/8	-	6.66	2 5/8	1	7	1,409	2,465
MPO VIDEOTRONICS	MPO	A	7 1/8	8	-	7/8	-	10.93	8 3/4	2 3/8	4	537	3,826
NEEDHAM, HARPER	NDHMA	O	11 5/8	11 5/8				.00	11 5/8	5 5/8	6	823	9,567
A. C. NIELSEN	NIELB	D	20 3/4	21 1/8	-	3/8	-	1.77	24 5/8	16 3/4	12	10,762	223,311
DGILVY & MATHER	OGIL	O	31 1/4	30 3/4	+	1/2	+	1.62	33 1/4	17	8	1,805	56,406
J. WALTER THOMPSON	JWT	N	16	15 3/4	+	1/4	+	1.58	17 7/8	7 7/8	8	2,649	42,384
									TOTAL			59,590	971,898

### Electronics/Manufacturing

AMPEX	APX	N	7 7/8	7 3/4	+	1/8	+	1.61	9 1/4	4 3/4	13	10,885	85,719
ARVIN INDUSTRIES	ARV	N	16 3/4	17 1/2	-	3/4	-	4.28	18 3/8	9 5/8	5	5,959	99,813
CCA ELECTRONICS	CCA	O	5/8	1/8	+	1/2	+	400.00	5/8	1/8	3	897	560
CETEC	CEC	A	2 1/8	2 1/8				.00	2 3/4	1 1/4	11	2,244	4,768
COHU, INC.	CDH	A	3 1/8	3 1/8				.00	3 5/8	2	28	1,617	5,053
CONRAC	CAX	N	24 3/8	24 1/2	-	1/8	-	.51	29 1/8	20	7	1,428	34,807
EASTMAN KODAK	EASKD	N	73 1/2	75 1/8	-	1 5/8	-	2.16	116 3/4	72 3/8	19	161,347	11,859,004
FARINON ELECTRIC	FARN	O	8 1/2	8 3/4	-	1/4	-	2.85	11 1/2	7	10	4,267	36,269
GENERAL ELECTRIC	GE	N	50 3/4	50 3/8	+	3/4	+	.74	58 3/4	46	12	184,581	9,367,485
HARRIS CORP.	HRS	N	32 3/8	31 3/4	+	5/8	+	1.96	37 7/8	26 5/8	13	12,216	395,493
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	D	1 5/8	1 7/8	-	1/4	-	13.33	3 1/8	3/4		2,701	4,389
MICROWAVE ASSOC. INC	MAI	N	23 1/2	23 3/8	+	1/8	+	.53	23 3/4	13 3/4	11	1,320	31,020
3M	MMM	N	51	50 7/8	+	1/8	+	.24	66 1/2	49 3/8	17	115,265	5,878,515
MOTOROLA	MOT	N	46 1/8	45 3/8	+	3/4	+	1.65	57 3/4	41 1/4	18	28,353	1,307,782
N. AMERICAN PHILIPS	NPH	N	32 5/8	33 1/4	-	5/8	-	1.87	35 7/8	19 7/8	8	12,033	392,576
OAK INDUSTRIES	OEN	N	14	12 3/4	+	1 1/4	+	9.80	14	7 1/4	12	1,639	22,946
RCA	RCA	N	28	27 5/8	+	3/8	+	1.35	30	18 7/8	12	74,728	2,092,384
ROCKWELL INTL.	ROK	N	33 3/8	33 1/2	-	1/8	-	.37	34 3/8	23 3/8	9	32,300	1,078,012
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	17	18 1/8	-	1 1/8	-	6.20	21	10 1/4	11	1,668	28,356
SONY CORP.	SNE	N	9 3/8	9 1/2	-	1/8	-	1.31	9 7/8	7 1/4	20	172,500	1,617,187
TEKTRONIX	TEK	N	57 5/8	57 3/4	-	1/8	-	.21	67	44 1/4	14	8,671	499,666
TELEMATION	TMT	D	5/8	1/2	+	1/8	+	25.00	1	1/4	1	1,050	656
VARIAN ASSOCIATES	VAR	N	17	17 1/2	-	1/2	-	2.85	18 7/8	12	12	6,838	116,246
WESTINGHOUSE	WX	N	17 5/8	17 3/8	+	1/4	+	1.43	19 1/8	13	7	87,508	1,542,328
ZENITH	ZE	N	24 3/4	24 1/2	+	1/4	+	1.02	38 1/4	23 5/8	12	18,818	465,745
									TOTAL			954,003	36,972,986
									GRAND TOTAL			1,790,921	56,148,005

### Standard & Poor's Industrial Average

111.4      111.7      -3

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.  
Yearly high-lows are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

\*Stock did not trade on Wednesday, closing price shown is last traded price.  
\*\*No P/E ratio is computed, company registered net loss.  
\*\*\*Stock split.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.



## The happiest days for Garry Marshall

Garry Marshall is probably the hottest writer-producer in television, but it's not apparent from watching him slouch around his ramshackle offices in one of the old clapboard buildings on Paramount Pictures' Hollywood lot.

But unlike other successful producers such as Norman Lear and Grant Tinker, Mr. Marshall hasn't gone off to form his own production company because, as he puts it, "power doesn't interest me. Going home and spending a lot of time with my family interests me." So Mr. Marshall produces *Happy Days* and *Laverne and Shirley*, the number-one and number-two highest-rated series in television, and the new Nancy Walker sitcom, *Blansky's Beauties*, all under the aegis of Paramount. By sheltering himself under Paramount's corporate umbrella, "I free myself from all the administrative details," he says.

Mr. Marshall's success has given him the freedom to turn his chunk of acreage on the Paramount lot into something of a cottage industry for his family and friends. His father Tony, a former New York producer of radio programs and industrial films, is now a producer on Mr. Marshall's shows. "He does all the paper work," says the junior Marshall.

Penny Marshall, Garry's sister, plays the Laverne half of *Laverne and Shirley*. Another sister, Ronny, is an associate producer. "She knows all about contracts," Mr. Marshall says, "because she was a union rep at Screen Actors Guild for a number of years." Bob Brunner, a good friend of his from the 1950's when they both worked for the *New York Daily News*, is now one of the lead writers of *Happy Days*. And one of the key supporting players on *Laverne and Shirley* is comedian Phil Foster, who gave Garry Marshall his first break in show business.

These and other veterans, plus a staff of fiercely loyal young people, allow Mr. Marshall to focus most of his attention on broad creative supervision of his shows.

During the production season, his day is pretty much spent moving from the *Happy Days* set to the *Laverne and Shirley* set to the *Blansky's Beauties* set (often, because he's an exercise nut, he straps on roller skates to cover the considerable distance between the buildings) to check out the various stages of progress of each of the episodes, from rehearsal to run-through to final filming.

Over hamburgers in the noisy Paramount commissary several weeks ago, Mr. Marshall began talking about his philosophy. "I do upbeat shows," he says. "Even



Garry Kent Marshall—executive producer of three Paramount Pictures Television comedies on ABC-TV: *Happy Days*, *Laverne and Shirley* and *Blansky's Beauties*; b. New York, Nov. 13, 1934; BA, journalism, Northwestern University, 1956; private, U.S. Army, 1956-58; on sports copy desk, *New York Daily News*, 1958-60; writer, *Tonight* show (Jack Paar), 1960-61; with partner Jerry Belson, wrote number of comedy series, specials and two theatrical movies, 1962-70; executive producer, *The Odd Couple* series, 1970-75; executive producer, *Happy Days*, 1974-present, and *Laverne and Shirley*, 1976-present, and *Blansky's Beauties*, 1977-present; m. Barbara Wells, March 9, 1963; children: Lori, 13; Kathi, 9, and Scotti, 8.

when we get a little serious, we'll end on a positive, uplifting note.

"The whole theme of *Laverne and Shirley* is that these two girls have nothing, but they're going to make it. They're underdogs, but I sympathize with the underdog—I understand the problems of lower-class people."

Although his background couldn't be considered lower class, Mr. Marshall was brought up in the Bronx and attended DeWitt Clinton high school there, which at the time was one of the axis points for the leather-jacketed rock-and-rollers who slicked down their hair with grease. (*Happy Days* is a softened, glazed-over picture of Mr. Marshall's own coming of age.)

At Clinton, he got his feet wet in drama, learned to play the drums and wrote about sports for the school newspaper. He also contracted the show-biz virus hanging around his father's studio and watching actors like Charles Laughton, Claude Rains, Pat O'Brien and Lee Remick do radio features.

Mr. Marshall says his parents could only afford part of his tuition to Northwestern University, where he went to study journalism, so he moonlighted by playing drums professionally in nearby Chicago.

He continued as a drummer in the

Army when he was drafted after graduation in 1956, but on returning to civilian life in 1958, "I knew I couldn't make a living as a drummer," he says, so he managed to wangle a job on the sports desk of the *New York Daily News*, he took on some band gigs in New York and met the comedian Phil Foster, "who took me under his wing," as Mr. Marshall puts it.

Phil Foster introduced him to Jack Paar, who liked the young drummer's sense of humor and put him under contract as a writer for the *Tonight* show. When the comedian Joey Bishop got a series commitment from ABC in 1961, he called on Mr. Marshall and his writing partner on the *Tonight* show, Fred Freeman, to move out to Hollywood and take on a batch of scripts for the show.

The Bishop series didn't last too long, but Mr. Marshall had by then become friendly with Sheldon Leonard and Carl Reiner so that when a spot opened up for a writer of *The Dick Van Dyke Show*, he was signed on.

An old Army buddy had kept prodding Mr. Marshall to meet the buddy's younger brother because "you two guys are so much alike." The younger brother turned out to be Jerry Belson, who was also out in Hollywood scratching around for TV-comedy work, and beginning in 1962 the Marshall-Belson team became one of the most successful in Hollywood.

Mr. Marshall then decided to laich on to the security of the executive producer's job on Paramount Pictures Television's half-hour sitcom adaptation of Neil Simon's *The Odd Couple*, with Tony Randall and Jack Klugman, when it got off to a good start on ABC during the 1970-71 season. (Mr. Marshall and Mr. Belson had written the pilot.)

Mr. Marshall got the idea for *Happy Days* as early as 1972 but ABC ignored the script until "American Graffiti" became one of the big hit movies of 1973 and the Broadway musical "Grease" bowled over the critics that same year (it's still running). "American Graffiti" and "Grease" got *Happy Days* on the air," he says.

Looking to the future, Mr. Marshall has two plays (one co-authored with Jerry Belson) he'd like to eventually get to Broadway and a movie he's writing called "Cookies."

The Marshall-Belson play (tentatively titled "The Roast"), their first collaboration in eight years, is moving along smoothly. Despite Mr. Marshall's TV commitments, "we'll dump everything" to get the play on Broadway, according to Jerry Belson.

How could Mr. Marshall drop everything to pursue the Broadway will-o'-the-wisp? In the words of Jerry Belson, "It's easy when you're a billionaire."

## Delay in delivery

The chairmen of the Senate and House Communications Subcommittees have formally requested the FCC to defer reimbursement of \$127 million in fees collected by the agency under schedules that the courts have declared illegal. The chairmen may ascribe more exalted purposes to their request, but they are really asking the FCC to continue a swindle that has been victimizing broadcasters and many other subjects of the agency's regulation since 1971.

It was in response to urgings from Capitol Hill that the FCC adopted an original schedule that was designed to recover its entire budget. That schedule was held by the Supreme Court to be excessive and indeed a tax. The FCC adopted a radically reduced schedule in 1975 to conform to the court's specifications. It chose, however, to refund overpayments only to cable television operators, a total of \$4.1 million. All other subjects of FCC regulation, including broadcasters, whose overpayments have been authoritatively estimated at about \$30 million, were left out in the cold.

The FCC's excuse for discriminating against every regulated business but cable was that the Supreme Court appeal had been filed by the National Cable Television Association. The speciousness of that excuse was fully revealed in a decision last December by the U.S. Court of Appeals. The appellate court held that all overpayments must be refunded and, in addition, that the 1975 revisions had not fully complied with the Supreme Court's criteria.

According to Chairman Ernest F. (Fritz) Hollings (D-S.C.) of the Communications Subcommittee in the Senate and Chairman Lionel Van Deerlin (D-Calif.) of the subcommittee in the House, the FCC was on the verge of announcing a refund of all fees over \$5 collected since the original schedule was adopted in 1971. It was also about to announce that it lacked the accounting resources to calculate a new schedule conforming to the appellate court's specifications. The chairmen want the FCC to appeal the case to the Supreme Court and the General Accounting Office to get into the act. Meanwhile, no refunds.

It is hard to believe that the FCC is without accounting talent to tell it how to compose a fee schedule that will stand up in court and provide a basis for calculating refunds. The suspicion persists that it's not the talent that is missing; it's the will.

## Nobody's baby

The drop-in rulemaking that emerged from the FCC last week is an unwanted child. The four commissioners who voted for it went out of their way in separate statements to detach themselves from traceable parenthood. At least two of the four knew they wouldn't be around when the time comes to make the final decision.

Still it is to the FCC's credit that it resisted pressure from influential sources for a wholesale dismemberment of its television allocations plan. The four VHF drop-ins that are now marked for rulemaking are the few survivors of 96 that were originally considered at the urging of the United Church of Christ, which will do anything to disrupt the commercial television system, the U.S. Office of Telecommunications Policy, which wants television out of UHF space that it covets for government use, and the U.S. Department of Justice, which naively accepted OTP's shoddy engineering in its zeal to add competition that would reduce the profits of existing stations.

The evidence adduced to date in the drop-in inquiry over-

whelmingly proves that a significant number of VHF stations can be added only at the cost of interference that would violently disturb television reception in millions of homes. There would be acknowledged interference created by the four drop-ins that are now proposed, but the commission has tentatively concluded that in those cases a net gain of television service could result.

It is obvious, however, that nobody on the FCC is enthusiastic about this proceeding. Maybe there is something to those reports that the rulemaking was forced upon the FCC by the insistence of Senate Minority Leader Howard H. Baker (R-Tenn.) that a V be dropped into Knoxville, Tenn. The assumption is that the commission had to include some other markets to reduce the visibility of the Knoxville accommodation.

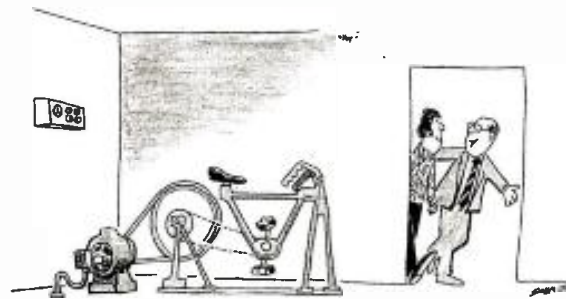
At the end the FCC will have to decide whether the public as well as Senator Baker and the interests he represents would be served by these proposals. Meanwhile the commission might think of ways to reassure UHF broadcasters that it meant all those professions of concern for UHF-VHF comparability contained in a drop-in design that would almost certainly queer UHF service in four markets.

## Proof of performance

In recent weeks sharp questions have been raised about erratic and sometimes contradictory findings by Arbitron and Nielsen in their audience measurements within a given market. The questioners, in one case Walter Windsor of WFTV(TV) Orlando, Fla., and in the other Al Howard of KTVV(TV) Austin, Tex., both wanted to know how disagreements of such magnitude can occur and what can be done about them (BROADCASTING, Feb. 7, 21).

These are admittedly difficult questions, but they deserve answers. Arbitron has made a preliminary presentation to WFTV, and Nielsen has an appointment to make one on March 18. Arbitron in the meantime has written to all its clients outlining "procedures we've found to be necessary to use to produce the best broadcast audience estimates available."

We doubt that either Arbitron alone or Nielsen alone can come up with wholly satisfactory explanations of the cited discrepancies. Some third-party approach would seem the logical solution. The Broadcast Rating Council comes first to mind. If the Orlando and Austin problems are not typical of other markets, so much the better, but the answers need to be established. If the problems are shared with other markets, so much greater the need to find out why.



Drawn for BROADCASTING by Jack Schmidt

*"And today we're going to let you run our standby generator."*

# WHIO-TV Is Dayton

While Dayton has been plagued with an energy crisis, Television 7 has been alive and strong as a center of information — at the same time, taking every precaution to conserve utilities.

- To air a live report of an energy crisis meeting at city hall, 14 WHIO-

TV employees lugged a 100-lb. generator up 30 stories to the station's microwave dish, after a fire cut off power throughout the bank building.

- While schools were closed, WHIO-TV initiated a three-county talent bank to provide constructive projects for young people and to encourage them to be responsible citizens during the time of crisis;

- Television 7 offered teachers 4 morning hours of live TV, for the duration of the energy crisis, to teach 15-minute segments of basic education.

- While keeping the public informed, WHIO-TV used just enough lights on the studio sets to produce an image on-air and kept other lighting at a minimum.



Cox TV stations are represented by TeleRep.

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WHIO TV-AM-FM  
Dayton

WSOC TV-AM-FM  
Charlotte

WIC-TV  
Pittsburgh

KTVU-TV  
San Francisco-Oakland

WIOD, WAIA-FM  
Miami

KFI, KOST-FM  
Los Angeles





# #1 AND RIDING HIGH!



It's been two years and we're still riding high! With the addition of its full simulcast companion, 100,000 watt Stereo KDWB FM, the Twin Cities' #1 Music Station has soared to even greater heights. With 35% more audience than its nearest competitor, and a whopping 136% more audience than the remaining contemporary station in the market, it's pretty clear that we must be doing something right . . . and that's no hot air!

**KDWB** AM 63  
FM 101

Minneapolis/St. Paul

**db** DOUBLEDAY BROADCASTING

