

Charles Ferris and the new FCC  
Sevareid: reflections of a broadcast lifetime

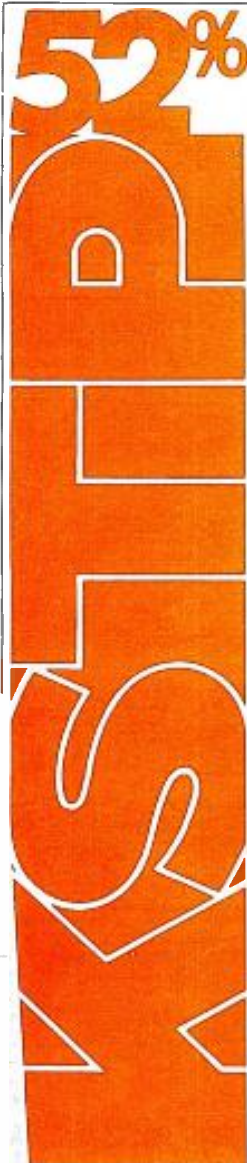
# Broadcasting Sep 12

The newsworthy of broadcasting and allied arts

Our 46th Year 1977


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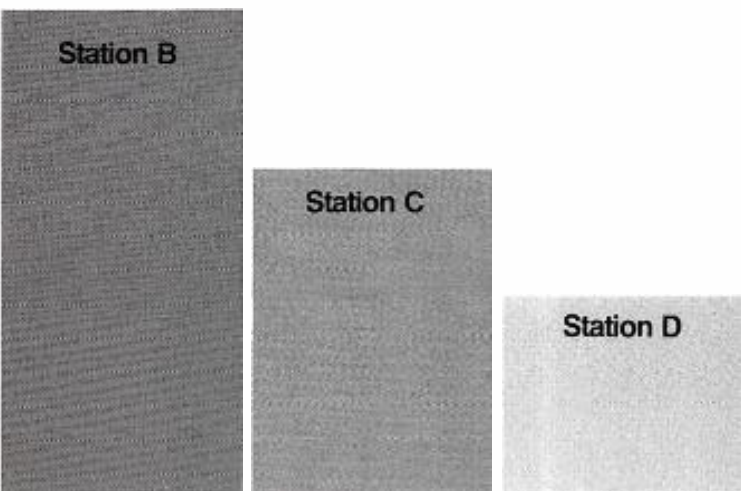
NEWSPAPER



## 'nuff said.

What more can we say? Eyewitness News at 10 p.m. dominates the Twin Cities like never before, sweeping all 36 demographic categories in Nielsen and garnering a whopping 52% share of metro households.\* And, Eyewitness News at 6 p.m. increased its position to an impressive 45% share!† Arbitron, too, showed our news leadership – winning all 45 demos and taking 5 of the top 7 slots in Arbitron's Top 10.\*\* That's dominance... a good reason to put your dominant faith in KSTP-TV. 'nuff said.

**EYEWITNESS NEWS**   
Minneapolis – St. Paul **KSTP-TV**



sion of Hubbard Broadcasting, Inc. Source: \*Nielsen and \*\*Arbitron, Minneapolis-St. Paul, July 1977, program audiences. †5-Day Program Averages. Estimates subject to limitations of said report. For more information call KSTP-TV's Jim Blake, General Sales Manager, or David Garvin, National Sales Manager, at (612) 645-2724, or your nearest Petry rep.

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# DID YOU HEAR WHAT HAPPENED AFTER THE PROVIDENCE NETWORK FLIP?

## ZIP.

July Nielsen and Arbitron ratings are in, and what they show is that the Great Providence Network Flip was a flop. Because while CBS and ABC were busy changing their channels — the people in Providence weren't. They were watching Channel 10. Just as they have been for years. Sign-on to sign-off, including prime time and all adult demos, WJAR-TV is still number one. *Which only goes to prove that while some networks make stations winners, some stations make networks winners.*



WJAR-TV, 176 Weybosset Street, Providence, RI 02903 (401) 751-5700.  
Broadcasting Division of Outlet Company. An NBC affiliate.  
Audience information based on Providence NSI/ARB Reports,  
subject to qualifications available upon request.

# The Week in Brief

**BALANCE ABOUT TO SHIFT** □ With Carter on the verge of nominating Ferris for FCC chairman and Brown for commissioner, agency political coloration will change from Republican to Democrat. **PAGE 19.**

**ADDED TO THAT** □ At a "brown-bag" luncheon sponsored by the National Citizens Committee for Broadcasting, FCC Commissioner Joe Fogarty comes out for heavier public involvement in commission proceedings. **PAGE 20.**

**PROOF OF THE PUDDING** □ Ratings for ABC's highly touted *Washington: Behind Closed Doors*, which precipitated all the up-front action this season, are a disappointment. Wussler, meanwhile says stunts are too costly. **PAGE 22.**

**COUNTEROFFER** □ Arbitron, which insists it's staying in the business, says it has a new plan for upping station rates that will save them money in the long run. **PAGE 24.**

**EARSFUL** □ Van Deerlin's subcommittee does its turn on public broadcasting. **PAGE 23.**

**TAKING AN INITIATIVE** □ Aspen Institute begins selling job on its ideas for National Communications Administration that would combine functions of several present agencies and oversee wide range of communications and information activities. **PAGE 26.**



**HE WAS THERE** □ Eric Sevareid, who retires at the end of November after more than 38 years with CBS, has a sweeping perspective of broadcast journalism. He was there when it began and has remained with it as active participant and close observer. Mr. Sevareid (l) sat down with BROADCASTING's J. Daniel Rudy (c), assistant to the managing editor, and Edwin H. James, vice president and executive editor, to offer his impressions of broadcast reporting through the years. **PAGE 32.**

**RTNDA HEADS WEST** □ It's convention time in San Francisco this week for the Radio Television News

Directors Association. On tap for the record registration: a phone exchange with Jimmy Carter and a jammed agenda on critical journalism issues. **PAGE 42.**

**NO FOOT-DRAGGING** □ The Small Business Administration is expected to act quickly on the newly announced policy to help minorities get into broadcast ownership. **PAGE 44.**

**JOHNSON CRITICIZES** □ The former FCC commissioner this time slaps the record of public broadcasting and draws rebuttals from other participants in a Washington panel. **PAGE 48.**

**STILL THE WINNER** □ Sound Radio Inc. survives challenge to its 1976 authorization to take over the facilities of WNJR Newark, N.J. **PAGE 48.**

**EQUAL BILLING** □ Sarkes Tarzian comes up with a new TV set tuner that would assure that UHF settings would be accessible and have display on a par with VHF readings. **PAGE 54.**

**BOXING PROBE** □ ABC-TV's investigator reports on manipulations that allegedly took place outside the network before the suspended boxing tournament. He describes efforts made to resolve suspicions about rankings given would-be participants. **PAGE 56.**

**TV VIOLENCE** □ NCCB monitoring finds that levels dropped during the summer months. The organization has a cheer for Burger King's choice of programs, boos for Whitehall's Anacin and Budweiser sponsorships. **PAGE 58.**

**RIDICULE CHARGED** □ Witnesses and even Committee Chairman Claude Pepper testify on Hill that programing unfairly pokes fun at the aged. **PAGE 60.**

**BIG SPENDERS** □ Percentagewise, the fastest growing category of spot-TV advertisers in the first half of 1977 was publishing-media. TVB gives the breakdown with the greatest total expenditure being the \$240.2 million by food and food products. **PAGE 66.**

**RTNDA'S NEW CHIEF** □ Ernie Schulz takes over as president at the news directors convention in San Francisco this week. He's aware of the giant steps forward made by the association in recent years and promises there will be no slippage. **PAGE 89.**

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One in a series of paintings by Joseph Casseri depicting Taft Broadcasting Activities

## A scrapbook day.

It was a happy day. A family day that brought everyone closer together. Tomorrow's memories, to be relived and enjoyed together.

Family entertainment. It's part of our business and our philosophy. Even though our name is Taft Broadcasting, our themed amusement parks host over 5½ million people a

year. We consider the support of basic family values as our most important job. And we're proud of it.

In addition to our themed amusement parks, our radio and television stations serve seven major markets; and Hanna-Barbera, our television and motion picture arm, counts its audience in the hundreds of millions all around the world.

**TAFT**  
Broadcasting Company

Informing and entertaining the American family.

## More listeners

New measure of radio audience growth—and dispersion—is provided in comparisons gathered by Arbitron Radio. Between 1972 and 1977, number of stations with audiences up to minimum reporting standards in Arbitron April/May measurements increased from 2,636 to 4,357—rise of 65%. Part, but relatively small part, may be explained by increase in measured markets, which rose from 145 to 164 (13%). Primarily it's believed due to growth of FM audiences, and to some extent AM format changes.

## No born-again Baptists

Washington observers who pay attention to such things are noting that appointment of Charles Ferris as FCC chairman (see page 19) will put fourth Catholic on seven-member agency. Others already there are Robert E. Lee, James Quello and Joseph Fogarty. Margita White is Presbyterian; Abbott Washburn, Unitarian. Tyrone Brown, slated for FCC appointment if length of term can be worked out (see page 20), is Methodist.

## Upped ante

Poole Broadcasting's WTEN(TV) Albany, N.Y., will pocket 55.6% increase in network rate when it switches from CBS-TV to ABC-TV Oct. 23. With CBS, WTEN's rate was \$1,349. ABC is paying \$2,100. Another Poole station, WPRI-TV Providence, R.I., switched from NBC to ABC in June and got a 45% increase in its rate ("Closed Circuit," Aug. 22). Poole's third station, WJRT-TV Flint, Mich., is long-time ABC affiliate.

Commenting on recent switches of "about five" CBS affiliates to ABC, Robert Wussler, CBS-TV president, told group of security analysts last week (see page 22) that ABC was paying generously. In case of WPRI-TV Providence, he said, ABC picked up station averaging 117,000 homes per quarter hour while former affiliate, WTEV(TV) New Bedford, Mass. averaged 103,000. At new compensation rate, said Mr. Wussler, ABC will be paying "about \$600,000 a year for 14,000 homes."

## Ratings and pole rates

Although poised to work on such weighty matters as expected FCC nominations and President's design for reorganizing executive telecommunications-policy

functions, Senate Communications Subcommittee may yet find time this year to begin inquiry into television ratings. Subject piqued curiosity of Senator Robert Griffin (D-Mich.) ranking Republican on subcommittee, when black owners of WGPR-TV Detroit told subcommittee at hearing last May that rating services' methods discriminate against minority operations. Subcommittee staff is formulating plan now.

Somewhat more certain are prospects for subcommittee action on cable pole-rate legislation. FCC, which is authorized in bill to regulate rates cable operators pay for stringing cable on utility poles, indicated its clear distaste for that power in staff study recently given subcommittee chairman, Ernest Hollings (D-S.C.). Commission argues local and regional public-service commissions are better equipped to handle rate disputes, but Mr. Hollings appears convinced solution is to change pending bill to insulate commission from potential flood of frivolous rate appeals. Markup may be scheduled late September or early October.

## Change in direction

Former CBS President Arthur R. Taylor, who's been sounding out independent stations about new TV news service he might offer ("Closed Circuit," Aug. 8), apparently has shelved that project. At least some broadcasters he'd been talking to were advised last week he'd been unable to line up kind of talent he was looking for, is no longer aiming for April 24 start and is considering other projects. Other sources indicated he might be shifting sights to supplying entertainment programming.

## Spiritual plurge

National Association of Broadcasters got confirmation last week that Mormon Tabernacle Choir will perform at opening session of 1978 convention in Las Vegas, April 9. Association, which plans international theme for gathering, is contemplating making portion of convention opener available live worldwide by satellite.

## On with show

Despite hanky-panky revealed in ABC Sports' report on U.S. Boxing Championships (see story page 56), ABC-TV will not cancel its scheduled Nov. 5 fight between heavyweights Jimmy Young and Ken Norton. Contract with Don King Productions specified that if report proved wrongdoing by Mr. King or his associates,

ABC could withdraw from agreement (BROADCASTING, July 11). But ABC News and Sports President Roone Arledge said lack of criminal activity in handling of tournament, plus fact that legitimacy of fighters Norton and Young is unquestioned, would keep ABC in deal.

## Back to typewriter

Herbert G. Klein, White House director of communications during Nixon and Ford administrations, has resigned as Los Angeles-based vice president, corporate relations, Metromedia Inc., but will be consultant to firm. He is at work on memoirs to be published next year.

Mr. Klein, 59, was editor of *San Diego Union* before joining Richard Nixon's presidential campaign in 1968. He left White House to join Metromedia.

## Whole story

Television Bureau of Advertising is doing best to counter newspaper reports that Sears, Roebuck is beefing up its newspaper advertising and cutting back television. TVB acknowledges that in first half of 1977 Sears cut spot TV by 7% to \$9.6 million. But reports originating with Newspaper Advertising Bureau fail to note that in same period Sears increased network TV by 42% (from \$28.7 million in first half of last year to \$35.7 million this year). Net change in Sears's television spending in first half of 1977: up 24%.

## News for openers

International Radio and Television Society still plans to invite new FCC chairman to make traditional "FCC newsmaker luncheon" address in New York when he's confirmed, but in meantime it's going ahead without him. Opening of its fall newsmaker-luncheon season, initially set for Sept. 15, has been delayed, however. It's set for Oct. 5 in New York, featuring network news presidents, Roone Arledge of ABC, Richard S. Salant of CBS and Richard Wald of NBC.

## Same town

It's all but settled that FCC Chairman Richard E. Wiley will stay in Washington after leaving office to make way for new chairman, Charles Ferris. Half-dozen law firms either based in Washington or with Washington offices are after him to join as senior partner. He won't announce new connection, however, until moving out of government, about Oct. 1.



## TV only

**GAF** □ Company has launched 15-week TV promotion for its View Master stereo viewer. Daniel & Charles, New York, will schedule spots in 120 markets during prime and early fringe time. Target: total adults and children.

**Riviana Foods** □ Company is arranging 13-week TV campaign for its Success rice beginning next week. Bloom Agency, Dallas, is seeking spots in six markets during daytime. Target: women, 25-54.

**Golden Flake** □ Snack food manufacturer arranges 12-week TV flight for its potato chips to begin next week. McDonald & Little, Atlanta, will handle spots in 15 markets during day, fringe and prime time. Target: women, 25-49.

**White Castle** □ Fast food chain is placing 12-week TV campaign beginning next week. Warner P. Simpson Co., Columbus, Ohio, is selecting spots during fringe and day time. Target: women and men, 18-49, teen-agers and children.

**San Giorgio** □ Company focuses on its pasta in 12-week TV push starting in mid-September. Creamer/FSR, New York, will buy spots in 12 markets during day, fringe and prime access time. Target: women, 25-49.

**Murphy Phoenix** □ Soap manufacturer features its oil soap in 11-week TV promotion to begin next week. Meldrum & Campbell, Cleveland, is selecting spots in six markets during day, fringe and prime time. Target: total women.

**JC Penney** □ Department store chain slates 11-week TV campaign for its financial services department starting in mid-September. Wells, Rich & Greene, New York, is placing spots during fringe and prime time. Target: total men and women.

**Quaker Oats** □ Company places spotlight on its Instant Grits cereal in 10-week TV flight beginning in late September. Glenn, Bozell & Jacobs, Dallas, is selecting spots in 15 markets during day and fringe time. Target: women, 25-54.

**Bryan Packing Co.** □ Canned meat producer is focusing on its Vienna sausages in nine-week TV push beginning late this month. Cargill, Wilson & Acree, Atlanta, is placing spots in 13 markets during day and early fringe time. Target: Women: 18-49.

**Whirlpool** □ Appliance manufacturer schedules 10-week TV promotion to start in late September. Lee Robert Smith Advertising, Atlanta, is seeking spots in 18 southeast markets during day, news and prime access time. Target: adults, 18-49.

**Thos. D. Richardson** □ Division of Beatrice Foods focuses on its Richardson's After Dinner Mints in eight-week TV promotion beginning in late October. J.M. Korn & Son, Philadelphia, is arranging spots in 15 markets during day, fringe and prime time. Target: women, 25-49.

**American Airlines** □ Company will take two four-week TV flights beginning in mid-September and late October. Doyle Dane Bernbach, New York, will place spots during prime, news and sports time in six markets. Target: men, 25-54.

**Booth Fisheries** □ Division of Consolidated Foods Corp. plans eight-week TV drive for its Booth frozen fish and seafood to begin next week. Grey North, Chicago, will purchase spots in 20 markets during day and fringe time. Target: women, 18-49.

**Ronco Foods** □ Pasta products will get seven-to-eight-week TV buy beginning next week. Caldwell/Bartlett/Wood, Memphis, is handling spots in 28 Southeast markets during day, fringe and prime time. Target: women, 18-34.

**Vanity Fair Paper Sales Co.** □ Company schedules six-week TV push starting next week. Henderson & Roll, New York, is seeking spots in eight markets during day and early fringe time. Target: total women.

**Sweet Sue** □ Company will feature its chicken in six-week TV push beginning in early October. Marvin Advertising, Chicago, will seek spots in three markets during day and fringe time. Target: total women.

**Southern Bell** □ Telephone company is planning five-week TV buy starting late this month. Tucker Wayne & Co. Atlanta, is arranging spots in approximately 20 markets during day, fringe and prime time. Target: adults, 18 and over.

**Bolens** □ Lawn equipment company plans four-week TV drive starting next week. Cramer-Krasselt, Milwaukee, is

## The Andy Griffith Show



This sheriff runs on his record: an average 43% share over 8 prime-time seasons; a 46% share over 6 daytime seasons; and never defeated in his time period!

Couldn't you use a little help from the law?



Source: NTL, 1960-1970 (Oct.-Apr. avgs.). Audience estimates subject to qualifications available on request.



# How to dial the Oil Business.

Our three *NEW* numbers in New York:

Jim Morakis (212) 398-3013

Bill Smith (212) 398-3015

Blaine Townsend (212) 398-3016

Public Affairs Department

**Exxon Corporation**

1251 Avenue of the Americas

New York, N.Y. 10020



placing spots in 16 markets during fringe and prime time. Target: men, 18 and over.

**A.J. Funk** □ Company is featuring its Sparkle glass cleaner in four-week TV flight. N.W. Ayer, Chicago, is placing spots in St. Louis and Kansas City, Mo., during day and fringe time. Target: total women.

**Pearle Visioncenters** □ Division of Will Ross slates four-week TV push beginning in early October. Chollick Associates, New York, is placing spots in 35 markets during day, fringe and prime time. Target: total women.

**Yashica** □ Company focuses on its 35mm camera in four-week TV buy beginning in mid-October. Western International Media, New York, will slot spots in eight to 10 markets during fringe time. Target: adults, 25-54.

**Pierre Cardin** □ Designer features various products in three-week TV drive to

begin in early December. SFM Media, New York, will place spots in about six markets during news, sports and late fringe time. Target: adults, 18-49.

### Radio only

**Time Inc.** □ Publisher places 10-week radio campaign starting in mid-September. Young & Rubicam, New York, is picking spots in seven markets including San Francisco. Target: adults, 25-49.

**TWA** □ Trans World Airlines schedules eight-week radio flight starting in mid-September. Wells, Rich, Greene, New York, is picking spots in seven markets including Boston, Philadelphia and Washington. Target: adults, 18-49.

**Tuffy Service Centers** □ Automotive franchise service plans eight-week radio

### Rep appointments

- **CKLW-AM-FM** Windsor, Ont. (Detroit): RKO Radio Representatives, New York.
- **WAYE(AM)** Baltimore; **KSNS(FM)** Lake Charles, La.; **WEMI(AM)** Macon, Ga.; **WRHC(AM)** Miami; **WMGX(FM)** Portland, Me.; **WRNY(AM)** Rome, N.Y.; **KTIM(AM)** San Francisco; **WYOU(AM)** Tampa, Fla.; **WTNJ(AM)** Trenton, N.J.; **WUST(AM)** Washington: Savalli/Gates Inc., New York.
- **WKMO(FM)** Hodgenville, Ky.: Regional Reps Corp., Cincinnati.
- **WRSA(FM)** Decatur-Huntsville, Ala.: Jack Bolton Associates, Atlanta.

flight for its Tuffy muffler beginning next week. Jackson & MacLean, Southfield, Mich., is selecting spots in approximately 25 markets including Cleveland, Dallas and Miami. Target: men, 18 and over.

**Stouffers** □ Company places spotlight on its frozen pizza in seven-week radio push starting next month. Creamer/FSR, Pittsburgh, is placing spots in 13 markets including Atlanta, Chicago and New York. Target: women, 18-49.

**Phoenix Mutual Life Insurance** □ Company is planning five-week radio drive to start next week. Warwick Welsh & Miller, New York, will buy spots in seven markets including Chicago, Houston and Milwaukee. Target: men, 25-49.

**Commonwealth of Puerto Rico** □ Tourism development unit launches five-week radio flight this week. Young & Rubicam, New York, has scheduled spots in five markets including Boston and Philadelphia. Target: adults, 25-54.

**Bongrain-Gerard** □ Company features its Alouette cheese in five-week radio buy starting in mid-October. McCaffrey and McCall, New York, is arranging spots in Boston, San Francisco and Hartford, Conn. Target: adults, 25-54.

**Firestone Tire & Rubber Co.** □ Company slates two-week radio flight beginning in mid-September. Sweeney & James, Cleveland, is scheduling spots in 20 major markets including Atlanta, Detroit, New York and San Francisco. Target: men, 18-49.

**Kneip** □ Meat products manufacturer schedules one-week radio campaign beginning in late September. Tench Advertising, Oak Park, Ill., is handling spots in 13 markets. Target: women, 25 and over.

**Schlefflein** □ Company will focus on its Cinzano Vermouth in three-to-four-week radio drive beginning in early October. Della Femina, Travisano & Partners, New York, is buying time in five markets. Target: adults, 25-49.

### BAR reports television-network sales as of Aug. 7

ABC \$672,369,700 (33.4%) □ CBS \$672,231,100 (33.4%) □ NBC \$669,456,300 (33.2%)

Day parts	Total minutes week ended Aug. 7	Total dollars week ended Aug. 7	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.	131	\$ 783,000	4,490	\$ 28,183,300	\$ 21,895,600	+28.7
Monday-Friday 10 a.m.-6 p.m.	1,013	13,213,600	30,944	452,033,800	368,226,600	+22.7
Saturday-Sunday Sign-on-6 p.m.	224	3,472,500	9,630	215,954,900	181,183,000	+19.1
Monday-Saturday 6 p.m.-7:30 p.m.	90	2,549,200	3,131	113,071,000	90,007,900	+25.6
Sunday 6 p.m.-7:30 p.m.	19	665,600	661	32,049,900	27,052,000	+18.4
Monday-Sunday 7:30 p.m.-11 p.m.	412	25,594,000	13,108	1,035,348,700	849,121,700	+21.9
Monday-Sunday 11 p.m.-Sign-off	190	3,457,200	6,321	137,415,500	118,465,300	+15.9
<b>Total</b>	<b>2,099</b>	<b>\$49,735,100</b>	<b>68,285</b>	<b>\$2,014,057,100</b>	<b>\$1,655,952,100</b>	<b>+21.6</b>

### BAR reports television-network sales as of Aug. 14

ABC \$690,364,200 (33.4%) □ CBS \$689,888,500 (33.4%) □ NBC \$686,300,900 (33.2%)

Day parts	Total minutes week ended Aug. 14	Total dollars week ended Aug. 14	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.	130	\$ 776,500	4,620	\$ 28,959,800	\$ 22,532,000	+28.5
Monday-Friday 10 a.m.-6 p.m.	1,007	13,142,700	31,952	465,176,500	378,711,400	+22.8
Saturday-Sunday Sign-on-6 p.m.	273	4,914,400	9,904	220,869,300	184,816,000	+19.5
Monday-Saturday 6 p.m.-7:30 p.m.	94	2,870,900	3,226	115,941,900	92,358,700	+25.5
Sunday 6 p.m.-7:30 p.m.	27	1,126,200	688	33,176,100	27,766,700	+19.4
Monday-Sunday 7:30 p.m.-11 p.m.	415	25,864,300	13,523	1,061,213,000	871,688,600	+21.7
Monday-Sunday 11 p.m.-Sign-off	209	3,801,500	6,530	141,217,000	122,332,600	+15.4
<b>Total</b>	<b>2,155</b>	<b>\$52,496,500</b>	<b>70,443</b>	<b>\$2,066,553,600</b>	<b>\$1,700,206,000</b>	<b>+21.5</b>

Source: Broadcast Advertisers Reports



# “Evening” just celebrated its first birthday.

## And, here’s the icing on the cake.

On August 9, 1976, KPIX the Group W Station in San Francisco, took a bold and innovative step forward in programming the prime time access period. It introduced “EVENING” — a unique television magazine with an exciting blend of information, entertainment, features, personalities and happenings.

One year later, here is what one of the nation’s most respected TV critics said on its birthday:

San Francisco Chronicle Tues., Aug. 9, 1977

### Terrence O’Flaherty

## TV Today

#### Good ‘Evening’

ONE YEAR AGO, a new program slipped onto Bay Area TV screens titled “Evening” a magazine show designed for lively Northern Californians amidst a swarm of Hollywood game shows designed for morons. Its detractors gave it three months to live in the highly competitive 7:30 p.m. local time slot.

Tonight, it begins its second year on KPIX with a loyal audience and four healthy offsprings in Boston, Pittsburgh, Philadelphia and Baltimore. To celebrate its success, tonight’s program is devoted to an on-the-air party for its cast and crew plus a flock of highlights from its more than 400 individual

stories telecast during the past year: (7:30 p.m., Channel 5.)

Probably not even its fans fully understand how difficult it is to put together a five-night-a-week news-magazine of video features. Indeed, it might be almost impossible without the portable video tape systems that give the “Evening” eye access to all spaces large and small.

Tonight’s anniversary show will demonstrate the variety of those spaces with scenes taped on trains, hot-air balloons, stage coaches, sailboats, the Goodyear blimp, atop the Golden Gate Bridge, and dozens of other aeries, nooks and crannies of the Bay Area scene...

★ ★ ★

I CAN PAY “Evening Magazine” a personal compliment that I can apply to very few television programs: I have never considered it to be a waste of time. In every half hour there is always something worthwhile. No one can make that claim about the game shows on the opposite network channels.

Now, all five Group W Stations have their own locally-produced “EVENING,” Monday-through-Friday, on WBZ-TV (Boston), KYW-TV (Philadelphia), WJZ-TV (Baltimore), KDKA-TV (Pittsburgh) and KPIX.

Next year, we’ll have five birthdays to celebrate.

WESTINGHOUSE BROADCASTING COMPANY



# evening MAGAZINE

Represented by TVAR

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Richard Pinkham, vice chairman-director, Ted Bates & Co., New York

## Advertising on Mars: a fable for today

With all the publicity about a fourth network, I would like to chronicle a fable about the advertising business on the planet of Mars. Like all good fables, it contains an important truth. So for a moment let me stretch your imagination but, I hope, not your credibility. Because there is a strong analogy here.

There is no television on Mars. So the Madison Avenue Martians use the movie theater as their principal advertising medium. Without TV and with an average mean temperature of 213 below zero, Martians spend more than six hours a day at the movies.

You wouldn't believe the economics of this medium. Three huge corporations, known collectively as the Big Mothers, decide what pictures will be shown in the hundreds of local theaters. And each component of the Big Mothers has an exclusive contract with one theater in each city.

There is no admission charge and you'd think the theaters would be losers, right? Well, are you ready? The Big Mothers pay them for showing their pictures!

Fat City, you say? You ain't heard nothing yet. The theaters are permitted by the Big Mothers to supplement their features with Short Subjects, so called not because of their length, but because they are short on quality, originality and budget. *Gullible's Island*, *My Little Martian* and *Planet of the Tapes* are typical titles. And best of all, they can interrupt these goodies six times in each half hour for Martian commercials. (Coca-Cola is the only Earth advertiser currently engaged in extra-planetary marketing.) This generates almost indecent profits for the theater owners. Most of them own yachts, though there is no water on Mars.

But the three giant corporations which supply the pictures do all right too. Every 10 minutes, they interrupt their movies



Richard A. R. Pinkham began his career with Time Inc. In 1941 he became an account executive with the Lord & Thomas advertising agency (predecessor to Foote, Cone & Belding) in New York, but left soon afterward to enlist in the Navy. Following his discharge in 1945 he joined the *New York Herald Tribune* where he became a member of the board of directors. In 1951 he went to NBC as manager of network planning. He joined Ted Bates & Co. in 1957 as vice president of the radio-TV department. He became a senior vice president in 1959, a member of the board of directors in 1966 and vice chairman in 1974.

with a commercial for which they receive something called Wahoo Ho-boy... On earth, this is known as Big Money.

So all concerned are rich.

But wait. Do you know what happened a couple of eons ago? Advertisers started complaining about the rising costs of these interruptions. Well, that was easy to fix. The Big Mothers made more commercial time available. They interrupted their movies 10 times an hour. (Their slogan is: "Too much is never enough.")

The result of this was disturbing to broadcasters all over the solar system. There were so many interruptions in the pictures that the audience couldn't follow the plot, so they quit going to the movies. And the advertisers started using rocket-writing.

Now in a tiny corner of Mars there is a province called Syndicaland. The Big Mothers had no jurisdiction there.

Theaters produced their own movies. They were just terrible because, though full length, they were "short," too. Even so, since there wasn't much else to do, they filled half the theater six hours a day and sold a lot of advertising, interrupting the movie 12 times every hour for commercials.

But they wanted yachts too in Syndicaland. So they had a very bright idea. Why not ask the advertisers to produce pictures for them.

But the advertisers were smarter than they looked. They said "Why should we pay money to make movies for you. That's your business." So that was that. The Syndicaland theater owners bought 18th reruns of "The Birth of a Nation" and kept their outboards.

There is, however, one province on Mars which bears analysis. It is called Nevahnevahland. People are very intelligent in Nevahnevahland. So are the theater owners. They saw what happened to the Big Mothers and swore they would never drive audiences away with more commercials, credits and promos than program. They observed Syndicaland and realized that most advertisers are too smart to go into show business and don't want to be associated with 18th reruns. So you'll never guess what they did. The theater owners of Nevahnevahland all got together and said: "Are we men or mice? We don't need the Big Mothers. We're rich beyond the dreams of avarice. Let's produce pictures of our own."

And they did. And they found that the talent was eager to try new things the Big Mothers didn't dare to. And they found that the audience was equally eager to watch programing with a little imagination in it. And do you know what happened? The Big Mother audiences and the Syndicaland audiences all moved to Nevahnevahland and lived happily ever after.

And so did the advertisers.

And now all the yachts are in Nevahnevahland.

## Datebook<sup>®</sup>

■ indicates new or revised listing

### This week

**Sept. 11-13**—*Illinois Broadcasters Association* fall convention. Marriott Lincolnshire Resort, Chicago.

**Sept. 11-13**—*Louisiana Association of Broadcasters* fall convention. Fairmont hotel, New Orleans.

**Sept. 11-14**—*National Association of Broadcasters* seminar on "Managing the Nonunion Station." Wake Forest University, Winston-Salem, N.C.

■ **Sept. 11-15**—Annual conference of International Institute of Communications. Conference is sponsored by *Public Broadcasting Service, Corporation for Public Broadcasting* and *National Public Radio* and will include discussions on World Administrative Radio Conference, news values and social priorities

and problems of world information. Dr. Carl Sagan, Cornell University, will deliver keynote address on Monday, Washington Hilton, Washington.

■ **Sept. 13**—*Hollywood Radio and Television Society's* opening Newsmaker Luncheon. Speaker will be Vin Scully, the voice of the Los Angeles baseball Dodgers for 28 years. Beverly Wilshire hotel, Hollywood.

**Sept. 14-15**—*Ohio Association of Broadcasters* fall



Would you like  
to have a  
galaxy of stars  
on *your* station



You can.

Stars like: Lee Marvin...Gene Kelly...  
Jack Klugman...Paul Newman...  
Carl Reiner...Henry Fonda...  
Rod McKuen...Flip Wilson...  
Willie Mays...George C. Scott...  
Joanne Woodward...Peter Falk.

This constellation of entertainment headliners all starred  
in top, quality specials by Lee Mendelson.

Lee Mendelson, award-winning producer, whose  
specials have won *six* Emmys...been nominated for  
*twelve* additional Emmy awards...won *three* Peabodys...  
and whose work includes the incomparable *Charlie*  
*Brown* specials...has just released *twelve* of his outstanding,  
off-network specials for syndication, through  
Sandy Frank Film Syndication...

**Sandy Frank Film Syndication**  
announces the greatest package of specials ever!  
With great pride, we present for  
independents and affiliated stations,

**Lee**

**Mendelson's**

**Star**

**Specials**



- Perfect for this season's great station opportunities!
- Perfect for any scheduling — early, mid, all-evening long!
- Perfect for this “irregular...event television” season!
- Perfect because they are American-made, for American audiences!
- Perfect in audience appeal (conclusively proved on network)!
- Perfect in promotability, because they are star-studded!

**Available starting this Fall — 12 exciting, outstanding specials (10 one-hours; 2 half-hours)**

**It Couldn't Be Done** — Lee Marvin  
**The Record Makers** — Flip Wilson  
**The Wild Places** — Joanne Woodward and Paul Newman  
**The Unexplained** — Rod Serling and Arthur C. Clarke  
**The Loner** — Rod McKuen  
**From Yellowstone to Tomorrow** — George C. Scott  
**The Fabulous Funnies** — Carl Reiner  
**America and Americans** — Henry Fonda  
**A New Ball Game for Willie Mays** — Jack Klugman  
**Travels with Charley** — Henry Fonda  
**Children's Letters to God** — Gene Kelly  
**Wild Science** — Peter Falk



**Lee Mendelson's Star Specials have it all**

- They can be scheduled as individual specials, or as a series of station “hits!”
- They will attract top audiences, and top dollars!
- They are diverse...prestigious...exciting...a specials package unlike anything ever before available to local stations!
- And they're all rated G-reat!

**Lee Mendelson's Star Specials** — a dozen, great American television beauties, proudly offered for syndication.

of course, from:

**Sandy Frank Film Syndication Inc.**

635 Madison Avenue, New York, N.Y. 10022  
 (212) 628-2770 TWX 710-581-5205

WRITE...WIRE...OR CALL...TODAY!

convention. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), Ohio Governor James Rhodes, Radio Advertising Bureau President Miles David and outgoing FCC Chairman Richard E. Wiley are among speakers. Columbus Sheraton, Columbus.

**Sept. 14-17**—Fifteenth annual *Irish Advertising Festival*. William Bernbach, Doyle Dane Bernbach, New York, and Ron Hoff, Foote, Cone & Belding, Chicago, will be among judges and will participate in workshops. Dublin, Ireland, information: Oliver Walsh, 35 Upper Fitzwilliam Street, Dublin 2; telephone: 76-4876.

**Sept. 15**—Deadline for entries in *American Cancer Society's* annual media awards for excellence in communications about cancer. Contact: American Cancer Society Media Awards, 40 West 57th Street, New York 10019.

■ **Sept. 15**—Luncheon meeting of *Southern California Broadcasters Association* with J. Walter Thompson Co. presenting its radio story, Michael's Restaurant, Hollywood.

**Sept. 15-17**—*Radio Television News Directors Association* international conference. Edwin Newman, NBC News correspondent will be keynote speaker Thursday. CBS Correspondent Eric Sevareid will be banquet speaker Saturday when he will receive Paul White Memorial Award. Hyatt Regency hotel, San Francisco.

**Sept. 15-18**—*Federal Communications Bar Association* fall seminar. Programs include "Sex, Violence and Self-Regulation," with Thomas Swafford, National Association of Broadcasters, and Dr. George Gerbner, University of Pennsylvania, among the panelists, and "The New World of Communications," with FCC Commissioner Robert E. Lee. Hershey Hotel and Country Club, Hershey, Pa. Contact: Gloria Manning, Tour Plan of Washington, 1701 K Street N.W., Washington 20006; (202) 785-2638.

**Sept. 16-18**—*Maine Association of Broadcasters* annual convention. Samoset-by-the-Sea, Rockland, Me.

**Sept. 16-18**—Southern area conference of *American Women in Radio and Television*. Kahler Plaza, Birmingham, Ala.

**Sept. 18-20**—*Nebraska Broadcasters Association* convention. Speakers will include Sig Mickelson,

Radio Free Europe/Radio Liberty; Hugh Mulligan, AP; Erwin Krasnow, NAB; Sam Steik, FCC, and attorney-publisher Larry Perry, Scottsbluff.

**Sept. 18-20**—Annual convention of *National Religious Broadcasters Western chapter*. Banquet speaker Sept. 19 will be Dr. Hal Lindsey, author. International Marriott hotel, Los Angeles.

**Sept. 18-20**—*CBS Radio Affiliates Association* board meeting. Canyon hotel, Palm Springs, Calif.

**Sept. 18-21**—*Institute of Broadcasting Financial Management* 17th annual conference. Hyatt Regency, Chicago.

**Sept. 18-21**—*Pacific Northwest Cable Television Association* meeting. Ridpath hotel and motor inn, Spokane, Wash.

## Also in September

**Sept. 19-21**—Western Electronic Show and Convention, organized and managed by nonprofit *Electrical and Electronics Exhibitions Inc.* Brooks Hall and San Francisco Civic Auditorium.

**Sept. 20-21**—Hearings before *House Small Business Subcommittee on Antitrust and Restraint of Trade Activities* on alleged anticompetitive pricing of FM radio in cars. Washington.

**Sept. 20-22**—Kliegl lighting for television seminar. Stevens Point, Wis. Contact: Wheeler Baird, Kliegl Bros., 32-32, 48th Avenue, Long Island City, N.Y. 11101; (212) 786-7474.

**Sept. 20-23**—Meeting of managers, *CBS-owned AM stations*. Canyon hotel, Palm Springs, Calif.

**Sept. 20-23**—Meeting of managers, *CBS-owned FM stations*. Canyon hotel, Palm Springs, Calif.

**Sept. 21-23**—Fall meeting of *Minnesota Association of Broadcasters*. Guest speakers will be Mutual Broadcasting System President C. Edward Little, National Association of Broadcasters President Vincent Wasilewski and program producer Earl Nightingale. Holiday Inn, Worthington.

**Sept. 22-23**—CATV technical seminar by *C-COR Electronics Inc.* 60 Decible Road, State College, Pa. Contact: John Yack, C-COR, (814) 238-2461.

## Major meetings

**Sept. 15-17**—*Radio Television News Directors Association* international conference. Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel, Sept. 20-22; 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. 16-21**—*Society of Motion Picture and Television Engineers* 119th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

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

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

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

Vacation Village, San Diego.

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

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

**April 21-26, 1978**—*MIP-TV*, 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

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

**May 24-27, 1978**—*National Association of Broadcasters* radio programming college. Hyatt Regency hotel, Chicago.

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

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

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

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

**Sept. 25-27**—*Nevada Broadcasters Association* annual convention. Hyatt Lake Tahoe, Incline Village.

**Sept. 26**—Seminar on station license-renewal procedures by *National Association of Broadcasters*. Penn-Harris motor inn, Harrisburg, Pa.

■ **Sept. 26-27**—Midwest convention of *National Religious Broadcasters* and presentation of annual awards. Hilton Plaza Inn, Kansas City, Mo. Contact: Ron Mighell, WTGN-FM Lima, Ohio; (419) 227-2525.

**Sept. 26-28**—*Eascon-'77* conference on electronics and aerospace systems. Sheraton National hotel, Arlington, Va. Information: Eascon-'77, suite 636, 821 15th Street, N.W., Washington 20005.

**Sept. 26-28**—Seventh annual assembly of the *Council of Better Business Bureaus*. Fred O'Green, president, Litton Industries, will be luncheon speaker first day; Lowell Thomas, dinner speaker that night; Senator John G. Tower (R-Tex.), luncheon speaker, second day. Antlers hotel, Colorado Springs.

■ **Sept. 26-28**—*National Association of Broadcasters television code review board* meeting. Del Monte Hyatt House, Monterey, Calif.

**Sept. 26-Oct. 1**—"Teleconica '77" telecommunications, radio and television equipment exhibition. Participation will be limited to 45 U.S. companies. Caracas, Venezuela. Information: Hans J. Amrhein, Room 4036, Office of International Marketing, Department of Commerce, Washington 20230; (202) 377-2332.

**Sept. 28**—Special meeting of *Association of Maximum Service Telecasters* engineering committee. AMST headquarters, Washington.

**Sept. 28-30**—Twenty-seventh annual symposium on broadcasting, *Institute of Electrical and Electronics Engineers*. Frank Mankiewicz, president, National Public Radio, luncheon speaker, first day; Dr. George H. Brown, retired director, RCA Laboratories, Princeton, N.J., banquet speaker, Thursday. Principal topics for discussion: circular polarization of TV antennas, quadruphonic FM, fiber optics, broadcast satellites. Washington hotel, Washington.

**Sept. 30**—Deadline for entries in *Atomic Industrial Forum* awards for contributions to public understanding of the peaceful uses of nuclear energy. Categories are electronic media and print, each with a \$1,000 prize. Information and entries: MaryEllen Warren, AIF, 7101 Wisconsin Avenue, Washington 20014; (301) 654-9260.

**Sept. 30**—Regional convention and equipment show of *Society of Broadcast Engineers, chapter 22*. Syracuse Hilton Inn, Syracuse, New York. Information: Charles Mulvey, WNYS-TV Syracuse.

**Sept. 30**—*Missouri Public Radio Association* fall meeting. Rock Lane Lodge, Branson.

**Sept. 30-Oct. 2**—*Public Radio in Mid America* annual meeting. Rock Lane Lodge, Branson, Mo.

**Sept. 30-Oct. 1**—Fourth annual Advertising Conference of Wisconsin, sponsored by *University of Wisconsin Extension*. Speakers will include Dr. William D. Wells, Needham, Harper & Steers, and Carl Hixon, Leo Burnett Co. Wisconsin Center, Madison.

**Sept. 30-Oct. 2**—Southwest area conference of *American Women in Radio and Television*. Camelot Inn, Little Rock, Ark.

**Sept. 30-Oct. 2**—Northeast area conference of *American Women in Radio and Television*. Featured speakers will include Donald Thurston, board chairman, National Association of Broadcasters; Barbara Newell, Wellesley College president, and Robert M. Bennett, WCVB-TV Boston. Berkshire Hilton, Pittsfield, Mass.

## October

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

**Oct. 1**—Deadline for entries, *U.S. Television Commercials Festival*. Information and entry forms: 1008 Bellwood Avenue, Bellwood, Ill. 60104; (312) 544-3361.

**Oct. 2-5**—*Missouri Broadcasters Association* fall meeting. Monday luncheon speaker will be Van Gordon Sauter, CBS-TV. Holiday Inn, Hannibal.



- Oct. 3-4**—Southwestern regional convention of *National Religious Broadcasters*. Skirvin Plaza hotel, Oklahoma City.
- Oct. 4-6**—Second conference on satellite communications for public service users, sponsored by the *Public Service Satellite Consortium*. Mayflower hotel, Washington.
- Oct. 5-7**—*Indiana Broadcasters Association* fall meeting. Marriott Inn, Fort Wayne.
- Oct. 5-9**—*Information Film Producers of America* national conference, trade show and awards festival. Holiday Inn, Chicago Film Center, Chicago. Contact: IFPA, 3518 Cahuenga Boulevard West, Hollywood 90068; 874-2266.
- Oct. 5-10**—*Women in Communications Inc.* annual meeting. Sheraton-Waikiki hotel, Honolulu.
- Oct. 7-9**—West Central area conference of *American Women in Radio and Television*. Hyatt House, Des Moines, Iowa.
- Oct. 9-11**—*North Carolina Association of Broadcasters* annual convention. Pinehurst hotel, Pinehurst.
- Oct. 9-12**—*National Radio Broadcasters Association* convention. New Orleans Hilton, New Orleans.
- Oct. 9-15**—Intelcom '77, international telecommunications exposition, featuring exhibits, technical seminars and sessions, conducted by *Horizon International House*. Information: Barbara J. Coffin, HIH, 610 Washington Street, Dedham, Mass. 02026.
- **Oct. 10**—*Country Music Association* awards presentation that will be carried live on CBS-TV, Grand Ole Opry, Nashville.
- Oct. 10-13**—*Electronic Industries Association* 53d annual convention. Fairmont hotel, San Francisco.
- Oct. 11-12**—*Alabama Cable Television Association* fall workshop. Holiday Inn Airport, Birmingham. Information: Otto Miller, executive secretary, Box 555, Tuscaloosa, Ala. 35401; (205) 758-2157.
- Oct. 11-13**—Eighth annual Video Expo '77 for private video systems, sponsored by *Knowledge Industry Publications*. Equipment exhibits and seminars will be in Madison Square Garden and Statler Hilton hotel, New York.
- Oct. 12**—*New England Cable Television Association* fall meeting. Highway hotel, route 93, Concord, N.H. Information: Bill Kenny, Box 321, Tilton, N.H. 03276; (603) 286-4473.
- Oct. 12**—*American Society of Composers, Authors and Publishers* annual country music awards dinner. Hyatt-Regency hotel, Nashville.
- Oct. 12-13**—*Kentucky Broadcasters Association* fall convention. A.B. (Happy) Chandler will be principal speaker. Hyatt Regency, Lexington.
- Oct. 12-13**—*National Association of Broadcasters* management seminar. Hyatt Regency hotel, Chicago.
- Oct. 13**—*Religion in Media Association* awards program. Century Plaza hotel, Los Angeles.
- Oct. 13-14**—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Hyatt Regency hotel, Chicago.
- Oct. 14-16**—Western area conference of *American Women in Radio and Television*. Holiday Inn Union Square, San Francisco.
- Oct. 14-16**—Fall convention of *Illinois News Broadcasters Association*. Representative Lionel Van Deerlin (D-Calif.) will speak Sunday. Ramada Inn, Champaign-Urbana. Program coordinator; Ron Williams, WDWS(AM) Champaign 61820.
- **Oct. 14-16**—National Student Broadcasters Convention, sponsored by *University of Massachusetts' WUMB(AM) Dorchester*. Boston Park Plaza hotel, Boston.
- Oct. 16-17**—*National Association of Broadcasters* management seminar. Hyatt Regency Cambridge, Cambridge, Mass.
- **Oct. 16-19**—*American Association of Advertising Agencies* western region conference. Hotel del Coronado, Coronado, Calif.
- Oct. 16-21**—*The Society of Motion Picture and Television Engineers* 119th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles. Information: SMPTE, 862 Scarsdale Avenue, Scarsdale, N.Y. 10583.
- Oct. 17-18**—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Hyatt Regency Cambridge, Cambridge, Mass.
- Oct. 17-19**—*Advertising Research Foundation* 23d annual conference. Waldorf Astoria, New York.
- Oct. 17-19**—*National Bureau of Standards* seminar on time and frequency services including applications to network television and satellites. NBS, Boulder, Colo. Information: Sandra L. Howe, seminar coordinator, NBS, Boulder 80302; (303) 499-1000, extension 3212.
- Oct. 17-19**—*New York State Cable Television Association* fall meeting. Sheraton Canandaigua Inn, Canandaigua.
- Oct. 18**—*National Association of Broadcasters* public meeting on TV programming. Cambridge, Mass.
- Oct. 18-20**—Seventh annual conference of *Western Educational Society for Telecommunications (WEST)*. Harrah's hotel, Reno. Information: Wendell H. Dodds, WEST '77 chairman, University of Nevada, Reno 89557.
- Oct. 19**—Special meeting of the *Association of Maximum Service Telecasters board of directors*. Subjects will include review of comments filed in the FCC proceeding dealing with short-separation VHF drop-ins and with the congressional review of the Communication Act. Franklin C. Snyder, Hearst Radio, will preside. Omni International hotel, Atlanta.
- Oct. 19-20**—Twenty-third annual Broadcasters Clinic, sponsored by the *University of Wisconsin-Extension*, Madison. Clinic will feature presentation of technical papers by equipment suppliers and consultants. Information: Don Borchert, UW Telecommunications Center, Vilas Hall, Madison 53706; (608) 263-2157.
- Oct. 19-20**—*National Association of Broadcasters* management seminar. Peachtree Plaza hotel, Atlanta.
- Oct. 19-21**—*Tennessee Association of Broadcasters* annual convention and business meeting. Read House, Chattanooga.
- Oct. 19-21**—*New Hampshire Association of Broadcasters* annual convention. Margate Inn, Laconia.
- Oct. 20-21**—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Peachtree Plaza hotel, Atlanta.
- Oct. 20-22**—*Mississippi Cable Television Association* annual meeting. Broadwater Beach, Biloxi.
- Oct. 20-23**—East Central area conference of *American Women in Radio and Television*. Stouffers, Louisville, Ky.
- Oct. 21**—*Pittsburgh chapter, Society of Broadcast Engineers* regional convention and equipment exhibit. Howard Johnson motor inn, Monroeville, Pa.
- Oct. 21**—*Kansas Association of Broadcasters* fall management seminar. Site to be announced, Wichita, Kan.
- Oct. 22**—*Ohio Associated Press Broadcasters* fall meeting. Ramada Inn, Grove City, Ohio.
- Oct. 23-24**—*North Dakota Broadcasters Association* fall meeting. Holiday Inn, Fargo.
- Oct. 23-26**—Annual meeting of *Association of National Advertisers*. The Homestead, Hot Springs, Va.
- Oct. 25-27**—*International Tape Association's* home video systems seminar. Keynote speaker will be John Chancellor, NBC News. New York Sheraton, New York. Information: ITA, 10 West 66th Street, New York 10023.

## November

- Nov. 1**—Awards presentation, *U.S. Television Commercials Festival*. Deadline for entries is Oct. 1, Chicago.
- Nov. 2-4**—*American Association of Advertising Agencies* central region annual meeting. Ambassador hotel, Chicago.
- Nov. 2-5**—Theater, film and TV lighting symposium held in cooperation with *Florida-Caribbean section, Society of Motion Picture and Television Engineers; Florida Motion Picture and TV Association; Florida-Caribbean Theater Design Conference; Illuminating Engineering Society of North America; Florida section, U.S. Institute for Theater Technology*. Holiday

- Inn-Biscayne, Miami.
- Nov. 3-4**—*Institute for Democratic Communications* "Media Ethics: Problems and Pressures" conference. Speakers will include Ron Nessen, former presidential press secretary; Anthony Lewis, *New York Times* columnist; Robert Maynard, *Washington Post* correspondent. George Sherman Union, Boston. Information: Conference coordinator School of Public Communication, Boston University, 640 Commonwealth Avenue, Boston 02215; telephone (617) 353-3450.
- Nov. 3-4**—*Oregon Association of Broadcasters* fall conference. Valley River Inn, Eugene.
- Nov. 4-5**—Fifth annual Midwest Seminar on Videotape and Film, sponsored by the *Chicago Film Council, Chicago Television Guild, IFPA Film and Video Communicators and Society of Motion Picture and Television Engineers*. Downtown Marriott hotel, Chicago.
- Nov. 4-6**—Eighth annual national radio conference of *Loyola University of Chicago*. Open to all college and high school station personnel. Downtown Lewis Towers campus, Chicago.
- Nov. 6-7**—*National Association of Broadcasters* management seminar. Marriott hotel, Denver.
- Nov. 7-8**—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Marriott hotel, Denver.
- Nov. 7-12**—Western Cable Show, sponsored by the *Arizona Cable Television Association, California Cable Television Association and Hawaii Cable Television Association*. Town and Country hotel, San Diego.
- Nov. 8-10**—Midcon electronic convention and exposition, sponsored by regional *Electronic Representatives Association*. O'Hare International Convention Center and Hyatt Regency O'Hare hotel, Chicago.
- **Nov. 9**—Fall meeting of *National Association of Broadcasters radio code board*. Sheraton Harbor Island hotel, San Diego.
- Nov. 9-10**—*National Association of Broadcasters* management seminar. Sheraton Harbor Inn, San Diego.
- Nov. 10-11**—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Sheraton Harbor Island Inn hotel, San Diego, Calif.
- **Nov. 10-11**—Seminar on Canadian-American relations, "Accountability and Responsibility in North American Communications System: Future Perspectives," sponsored by *University of Windsor*. Among participants in panels and discussions: Henry Geller and Ronald S. Homet, Aspen Institute; Karen Possner, House Subcommittee on Communications staff assistant; Benjamin Hooks, National Association for the Advancement of Colored People and former FCC commissioner; Hartford Gunn, Public Broadcasting Service, and Robert Lewis Shayon, Annenberg School of Communications, University of Pennsylvania. Law building, University of Windsor, Windsor, Ont.
- Nov. 10-13**—*National Association of Farm Broadcasters* convention. Crown Center, Kansas City, Mo.
- Nov. 10-13**—*American Advertising Federation* western regional conference. Newporter Inn, Newport Beach, Calif.
- Nov. 11**—*National Association of Broadcasters* public meeting on TV programming, San Diego.
- Nov. 11-20**—*The Virgin Islands International Film Festival* and awards that will include TV productions as a category. St. Thomas, Virgin Islands. Information: J. Hunter Todd, Festival of the Americas, Box VIFF 7789, St. Thomas USVI 00801; (808) 774-7708.
- Nov. 13-14**—*National Association of Broadcasters* management seminar. Fairmont hotel, Dallas.
- Nov. 13-16**—*National Association of Educational Broadcasters* convention. Sheraton Park hotel, Washington.
- Nov. 14-15**—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Fairmont hotel, Dallas.
- **Nov. 14-16**—*Television Bureau of Advertising's* annual meeting. Hyatt Regency hotel, San Francisco.
- Nov. 14-17**—*The National Association of Regulatory Utility Commissioners* annual convention. Hyatt Regency hotel, New Orleans.
- Nov. 15**—*National Association of Broadcasters*

public meeting on TV programing. Dallas.

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

■ **Nov. 17-18**—*Arizona Broadcasters Association* fall convention and annual meeting in conjunction with the *Arizona Society of Broadcast Engineers* convention. Doubletree Inn, Scottsdale.

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

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

■ **Nov. 20-23**—Washington-based *National Commission on Cooperative Arrangements* conference on community colleges and telecommunications. Crown Center, Kansas City, Mo.

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

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

## December

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

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

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

# Open Mike<sup>®</sup>

## Ad absurdum

EDITOR: Just after reading the report about Ronald Zamora's pleading "television intoxication" to his murder charge [BROADCASTING, Aug. 22], I stumbled upon this piece of copy from an obscure wire service:

(ANNAPOLIS, MARYLAND) — POLICE IN MARYLAND HAVE ARRESTED FIVE YOUTHS WHO CLAIM TELEVISION DROVE THEM TO COMMIT THEIR CRIMES. THE YOUNG PEOPLE WERE ARRESTED IN CONNECTION WITH THE OPERATION OF A SLAVE RING.

ACCORDING TO SHERIFF'S DEPUTIES, THE SUSPECTS FLEW TO THE GAMBIA, WHERE THEY TOOK 98 BLACKS HOSTAGE AND BROUGHT THEM TO ANNAPOLIS WHERE THEY OFFERED THEIR CAPTIVES FOR SALE.

ONE OF THE YOUTHS TOLD REPORTERS: "WE SAW 'ROOTS' ON TV AND THOUGHT WE COULD MAKE SOME MONEY SELLING SLAVES." THE YOUTHS SAID THEY PLANNED TO USE THE MONEY TO TOUR DISNEY WORLD.

AN ATTORNEY FOR THE DEFENDANTS SAID THEY'LL PLEAD INVOLUNTARY SUBLIMINAL TELEVISION INTOXICATION.—*Tom Collier, news director, KCRG-AM-TV Cedar Rapids, Iowa.*

## The power to influence

EDITOR: As a long-time observer of the controversy over violence on television, I have a question.

How can a medium that is touted by sales representatives and executives as the most pervasive and persuasive sales medium deny the influence of constantly repetitive violence in the part of programming to which viewers pay the most deliberate attention? Television sales executives constantly push their medium as the best for reaching and persuading people. Yet programming executives deny, or at best minimize, the effect of constantly bom-

barding an audience with violence.

It can't be both ways. Either television is as influential as sales executives say, or it isn't, as programming executives seem to say, and millions of advertising dollars are being misspent.—*Michael Williams, public relations director, Steed College, Johnson City, Tenn.*

## Thornton in his side

EDITOR: You ran a letter from B. D. Thornton in "Open Mike" Aug. 15. He proposed that the government subsidize broadcast stations by permitting a tax deduction for some share of the market value of air time devoted to public-service programming.

Broadcasting is one of the most heavily subsidized industries in the nation as it is. The peculiar circumstance of having the government restrict the number of entrants in the market while at the same time keeping its hands completely off the rate-setting mechanism has allowed most broadcast property operators to enjoy returns on their investment that are unmatched elsewhere in American commerce and industry.—*Alan J. Gottesman, senior security analyst, The Value Line Investment Survey, New York.*

## Keep the third

EDITOR: I am appalled to see the FCC is seriously considering doing away with tests for third-class operators (BROADCASTING, Aug. 22). I have worked in broadcasting since 1973, and on the basis of that experience I can safely say that the public will not be served by allowing people with no more of a restricted permit than cabbies have to operate broadcast stations.—*Glenn F. Cunningham, Wiscasset, Me.*

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## Top of the Week

### More liberal FCC appears in the offing

**Wiley submits resignation in anticipation of President's naming Charles Ferris to head commission; Democrats will take majority for first time in 11 years; new chairman's image not yet clear, except as faithful to party line**

For those in the regulated communications industries who are more comfortable with the devil they know than the devil they don't, the time to begin worrying in earnest has arrived. President Carter on Friday was on the verge of announcing what had been expected for months—that he was nominating Charles D. Ferris, the 44-year-old general counsel to House Speaker Thomas P. O'Neill (D-Mass.), to be a member of the FCC, and that he was designating him as chairman ("Closed Circuit," Sept. 5). Indications were that he would receive the term running until June 30, 1984.

Chairman Richard E. Wiley—who joined the commission in 1970 as general counsel, was appointed a commissioner by President Nixon in 1972 and was designated chairman in February 1974—submitted his resignation to President Carter on Thursday. He has remained in his job beyond the June 30 expiration date of his term to avoid a break in leadership. But, he told the President, he understood the selection of his successor was "imminent," and said he would like to leave the commission "some time within the next month."

Thus, the chairmanship of the FCC is being returned to Democratic hands for the first time since 1966, when E. William Henry resigned and was succeeded by Commissioner Rosel H. Hyde, a Republican who was the choice of Democratic President Lyndon Johnson.

And machinery for completing the shift in the commission majority from Republican to Democratic was expected to be set in motion within the next two weeks with the nomination of Tyrone Brown, a Washington attorney, to fill the remaining 21 months of the term of Benjamin L. Hooks, who resigned in July to become executive director of the National Association



Ferris

tion for the Advancement of Colored People. Late Friday, however, it appeared that a snag may have developed due to Mr. Brown's reluctance to accept the shorter term (see box, page 20).

In naming Mr. Brown, the President would be satisfying black groups—including the Congressional Black Caucus—that have urged him to name a black to succeed Mr. Hooks. However, the Caucus's further request that the black be named to the seven-year term is not being granted.

The result of the changes is expected to be a more liberal commission than that led by Chairman Wiley. For 13 years before taking his job with Speaker O'Neill on Jan. 1, Mr. Ferris was top aide to then Senate Majority Leader Mike Mansfield (D-Mont.) and general counsel to the Senate Democratic Policy Committee. And one who watched him in those years expects him "to reflect the dominant Democratic themes."

Commissioner Joseph Fogarty, who as a Senate Commerce Committee aide worked with Mr. Ferris, goes a step further. "He is the same traditional Democratic liberal I am," he said last week. Indeed, Commissioner Fogarty expressed the hope that Mr. Ferris would provide leadership in promoting citizen participation in commission affairs to a greater degree than had Mr. Wiley (see page 20).

On the other hand, broadcasting industry representatives are not expressing alarm about the expected appointment. Roy Elson, a lobbyist for the National

Association of Broadcasters, who has known Mr. Ferris for years, calls him "a great guy." "He doesn't make snap judgments. He's used to dealing with political realities . . . He's accessible and willing to listen . . . I have nothing but good feelings about him."

But Michael Pertschuk, who is now chairman of the Federal Trade Commission but who once was a power among Senate aides as chief counsel of the Senate Commerce Committee, is struck more by Mr. Ferris's character than his ideology. "He knows his own mind," Mr. Pertschuk said. "I think he'll be independent of everybody. He won't be doctrinaire. He won't be in anybody's pocket." Nor, in Mr. Pertschuk's view, will he be bowled over by the issues and responsibilities at the commission. "He's used to dealing with power; he's accustomed to issues of national significance."

Mr. Ferris himself is no help in efforts to assess the tone he will give to the commission. He has no background in communications and no track record in regulation. And, he said last week, "I have no ideology that's going to drive me on the issues." He also regards his lack of connection or great knowledge of the communications industry as a plus. He will be taking "a fresh look," he said. "I have no preconceived notions, no prejudgments. No one should feel fearful about the questions I ask. I want to educate myself."

Mr. Ferris has not been wasting time on that score in the eight or nine months



**Tyrone Brown**, the former general counsel of the Post-Newsweek Stations who had won the President's approval for appointment to the FCC ("Closed Circuit," Sept. 5), appeared last Friday to be wavering about whether to accept the job. The problem, apparently, involved the question of whether he or Charles D. Ferris was to be given the seat of outgoing chairman Richard E. Wiley—that is, a seven-year term.

Mr. Brown had been considered for more than a month the leading candidate to succeed to the remaining 21 months of former Commissioner Benjamin L. Hooks's term; thus it appeared that a controversy over whether he would accept the short term had been delaying White House action on the nominations.

There was speculation late last week that efforts to resolve the controversy were delaying the Ferris announcement, as well.

Mr. Brown, who is 34, is highly regarded by White House aides. He was managing editor of the *Law Review* at Cornell Law School, and later served as law clerk to then Chief Justice Earl Warren. He spent three and a half years as general counsel of Post-Newsweek Stations and is now with Caplin & Drysdale, a Washington tax law firm.

since he has been fairly certain that the chairman's job would be his. (His name surfaced as a leading candidate in February [BROADCASTING, Feb. 14].) He has been boning up on communications matters, reading textbooks and poring over the options papers prepared by the staff of the House Communications Subcommittee in connection with its proposed rewrite of the Communications Act. And among

his visitors in the past few months have been staff members of the NAB.

In any event, former colleagues have no doubt he can master the issues confronting the commission. His background supports that view. He was editor of the *Law Review* of Boston College Law School, from which he graduated in 1961 as president of his class. And during the first two years of law school—which he attended as

a Navy lieutenant—he served as an assistant professor of naval science, marine engineering, at Harvard University. Mr. Ferris, who is a native of Boston, had graduated from Boston College in 1954 with an BS in physics.

One asset he will bring to the FCC chairmanship is what appears to be an enormous fund of goodwill on Capitol Hill. More than half the members of the Senate, in a letter to President-elect Carter, backed Mr. Ferris in his effort to secure an appointment with the government then being formed. His first choice was deputy attorney general; his second was FCC chairman. Speaker O'Neill also supported him, and in the time he has been on the Speaker's staff, he has been winning friends on the House side.

It was doubtful that the new chairman will be sworn in before October or that the Senate Commerce Committee could schedule a hearing on the nomination much before the end of September. No one seems to be in a great rush. Chairman Wiley has indicated he is prepared to remain until early in October. He told the President in his letter of resignation that "a precise date" for his departure would be worked out with the White House staff.

## Joe Fogarty sounds like a man about to make his moves

**Commissioner tells NCCB lunch he hopes Ferris administration at FCC will be more receptive to public initiatives; he declares enthusiasm for common-carrier future, says broadcasting is 'Neanderthal'**

FCC Commissioner Joseph Fogarty admires Chairman Richard E. Wiley and all that, but, somehow, he seems anxious to see him leave. The Rhode Island Democrat last week said he hopes the appointment of two new Democratic commissioners—one to replace Mr. Wiley, a Republican whose term expired on June 30, and the other to fill the vacancy created by the resignation of Democratic Commissioner Benjamin L. Hooks last July—will change the commission's approach "to the resolution of telecommunications problems."

Commissioner Fogarty expressed both his admiration for the present chairman and his hope for Mr. Wiley's prompt replacement at a "brown-bag" luncheon of the National Citizens Committee for Broadcasting. The NCCB chairman is Nicholas Johnson, who as an FCC commissioner in the late 1960's and early 1970's, caused commissioners considerable uneasiness and whom Commissioner Fogarty appeared to regard as a kindred spirit. His approach, Commissioner Fogarty suggested, might be different from Mr. Johnson's, which never failed to anger broadcasters. But the results he seeks are the same, Commissioner Fogarty said.

Commissioner Fogarty spoke on Wednesday, a few days before the White House was expected to announce the appointment of Charles Ferris, general

counsel to House Speaker Thomas P. O'Neill (D-Mass.) as President Carter's choice to replace Mr. Wiley as chairman—an announcement that would bring a measure of disappointment as well as satisfaction to Commissioner Fogarty, who had entertained some hopes he would be elevated to the chairmanship.

One area in which he made it clear he hopes the commission will take a different tack in the future than it has thus far involves citizen participation in commission proceedings. He and former Commissioner Hooks had tried and failed to persuade the commission to initiate a rulemaking aimed at determining what the commission's needs would be if it were to finance citizen participation. Chairman Wiley, he noted, had maintained that the leadership in public financing must come from Congress, and that he could never support the kind of rulemaking Commissioner Fogarty is seeking.

Commissioner Fogarty, who said he would need the assistance of public interest groups like NCCB, committed himself to the project of obtaining financing regardless of the feelings of the new chairman. "If I can't get the new chairman to promote a rulemaking," he said, "Jim [Graf, his legal assistant] and I will draft our own, submit it to the commission, and see if we can't get enough votes."

Commissioner Fogarty made it clear his concern with public participation was not limited to broadcasting. It is critically important for public interest groups to immerse themselves in the mysteries of common carrier regulation, he said, an area in which those groups have shown little interest and less expertise.

"You've got a lot of homework to do,"

he said.

"In the long run," he said, "that's [common carriers] going to affect the public every bit as much as broadcasting. The technologies are all merging and ultimately the whole thing may be common carrier. With the advent of fiber optics and laser beams, over-the-air broadcasting may be Neanderthal in the near future."

Commissioner Fogarty didn't leave the subject of common carriers without another apparent crack at what he said was the "present commission's" attitude toward public involvement in commission affairs. Asked by one of the two dozen guests whether the commission has provided help to the public in understanding common carrier matters, Commissioner Fogarty said, "Under the present commission" citizen participation is not encouraged. Maybe with the coming change, he added, "we will have enough votes to develop a viable program to educate the public in an arcane field like common carrier."

Among broadcasting matters concerning him, Commissioner Fogarty singled out the license renewal process. Regardless of the length of the license period, he said, the commission should spend more time in examining renewal applications. Too often, he said, the commission merely "rubber stamps" the staff's recommendations for renewal.

But at the same time, he criticized some citizen groups' practice of filing blanket petitions to deny against every station in a state. "I find it difficult to weed out those stations about which you are serious. If you could be more judicious in filings, it would be helpful," he said.





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## First two outings for 'Closed Doors' only break even

Nationals for Tuesday-Wednesday show 34 and 31 shares although local overnights show gains for Thursday; NBC wins Monday

Early ratings figures for the season's first week of premieres and stunts indicate that the program to beat—ABC's *Washington: Behind Closed Doors*—failed to walk away with the audience despite its massive and generally favorable coverage in the national press.

National Nielsen's for the *Closed Doors* premiere Tuesday (Sept. 6, 8:30-11 p.m.) showed ABC with a 22 rating and a 34 share, while in the same time period CBS had a 21.2 rating and a 33 share with the movie, "Logan's Run," and NBC had a 17.5/28 with the film, "The Hindenberg," at 8-11 p.m.

ABC was clearly disappointed with the results, although a spokesman for the network predicted the miniseries' audience would build as the week progressed, especially since CBS and NBC, in ABC's opinion, had thrown their "strongest and most heavily promoted competition" against the *Closed Doors* premiere. On Wednesday, however, the rating for *Closed Doors* dropped to a 19.3 with 31 share, losing out to NBC's specials line-up of *Us Against the World* (8-10 p.m.) and *Elvis on Tour* (10-11 p.m.), which had shares of 34 and 39 respectively and won the 9-11 time period with an average 22.7 rating

and 37 share. CBS's *Waltons* special (8-10) and *Woman on the Run* pilot (10-11) showed a 13.6/23 and a 11.6/20, respectively, and an average 13.2/22 for the 9-11 time period.

Nielsen local overnights for Thursday's programs showed a decided improvement for ABC, which won handily against lesser competition. *Closed Doors* scored 40 shares in New York and Los Angeles and a 44 in Chicago. CBS's *Hawaii Five-0* two-hour special episode showed a 23 share in New York, a 29 in Los Angeles and a 22 in Chicago, and NBC's preseason football game pulled only 17 in New York, an 11 in Los Angeles and a 15 in Chicago.

The speculation as to whether *Closed Doors* would pull a *Roots*-sized triumph for ABC tended to overshadow what was, for CBS and NBC at least, technically the real beginning of the new season's programs—or, more accurately, the end of the summer reruns—Monday, Sept. 5. NBC pointed out that it won the evening with its "events,"—*Laugh-In* and the pilot, *James at 15*. Against ABC's comedy special, *McNamara's Band* and *Monday Night Baseball* and CBS's *Galaxy*, *Fitzpatrick's* and *Rafferty* premieres, NBC scored a 23.8 rating and a 43.2 share. CBS had a 15.6/28.2 and ABC a 9.5/17.5.

## Stunting's price too high to pay, says CBS's Wussler

The TV network business faces the possibility of a profit squeeze, due in part to the stunting going on in the first two weeks of September, Robert J. Wussler,

president of CBS-TV, told a group of New York security analysts last week.

He said the whole cost problem had in fact reached the point where "managing network business is as important as being number one in the ratings." No network wants to be "embarrassed" by its ratings, he said, but it's conceivable that the time may come—"say in 1980"—when "the network that is third [in the ratings] is the most profitable."

Mr. Wussler listed the costs of miniseries and the kind of money that NBC has invested in the 1980 Olympics as contributors along with specials to the potential profit squeeze he envisioned for "the network industry." As for CBS-TV, however, he said he was sure "we can manage our problems."

He strongly suggested that the kind of stunting now in progress wouldn't—or at least shouldn't—happen again. "I don't think anybody can afford to do that again," he asserted. He estimated that during the two weeks starting the night after Labor Day, the three networks will spend \$45 million for specials.

"Specials lose money," he said. "You can't stunt every night." He stressed that in CBS's view, the public expects and wants occasional specials to add excitement but basically looks for regular series.

"You need to do 150 to 200 hours of special programming a year," he said, "but not 400 as one of the networks [NBC-TV] appears to be doing."

He said this year would be "by far the best sales year in our history." By Labor Day, he said, CBS-TV had done "well over a billion dollars in gross sales" and had about \$150 million in inventory left for the rest of the year, including a little in prime time and a little in late night.

### In Brief

Network stock prices dropped on New York Stock Exchange after CBS-TV President Robert Wussler told security analysts Thursday that TV network business may be in for "profit squeeze" (story this page). "Wall Street doesn't like talk about profit squeezes," one analyst said, attributing slippage partly to Wussler remarks, partly to other factors including negative article about broadcasting in *Barron's* earlier in week. "Also," he added, "the market's gone to hell anyway." He disagreed profit squeeze is in sight but **felt Wussler remarks would have wholesome effect over-all**. CBS stock dropped 1 7/8 to close Friday at 52 1/2; ABC was off 1 3/8 to 39; RCA (parent of NBC) was off 1 1/8 to 27.

It looks as though **NAB public meeting in Dallas, Nov. 15, will be cancelled** because local broadcasters there don't want it. Several in Dallas-Fort Worth area complained NAB sessions, designed to give public chance to discuss programming with broadcasters, will only stir up citizen groups and others locally. NAB officials will probably give in, but argue that Dallas broadcasters are missing point: to show public there is forum besides FCC to which to take concerns. NAB received similar complaints from San Diego, where another meeting with public is planned for week before Dallas, but they are going ahead with that one. **All's quiet in Cambridge, Mass.**, where first public meeting, Oct. 18, is scheduled.

Comments flooded FCC late Friday **objecting to tariff increase for part-time users of AT&T lines** (BROADCASTING, Aug. 8). New rates would result in "increase of almost 47% in transmission costs" for independent KDLN-TV St. Louis, which broadcasts games of local

hockey team. Commissioner of baseball said new rates would result "in severe cutback in number of baseball games telecast," and National Basketball Association, National Hockey League and National Collegiate Athletic Association voiced similar concerns. NCAA accused AT&T of having "inflated amount of revenues needed to produce reasonable rate of return," in its tariff filing. Association of Independent Television Stations said tariffs "would widen discrepancy" between independents and network affiliates and "reduced programming" would be possible consequence.

**Sony Corp.** Chairman Akio Morita introduced **two additions to Betamax** home video recorder line, both to extend recording time: videocassette changer device, which automatically ejects one tape and inserts new one, and new cassette with 50% more videotape. New cassette, available next spring, would give maximum three hours recording time on newer models, 90 minutes on older machines.

Three members of Beverly Hills-Hollywood branch of National Association of the Advancement of Colored People have filed **\$1 billion damage suit against 11 Southern California broadcasters** (BROADCASTING, Aug. 29). Plaintiffs, who filed in Los Angeles Superior Court Thursday, are Jim Cato, Marvin Walters and Lincoln Hilburn. They are asking \$500 million in general damages and \$500 million punitive for themselves and for those "similarly situated." Defendants include: three networks, Golden West Broadcasting, Cox Broadcasting, RKO General, Bonneville, Capital Cities, Storer, Rollins Corp. and Tracy Broadcasting.

CBS Inc. Chairman **William S. Paley will be 76** on Sept. 28—not 77 this week, as BROADCASTING reports erroneously on page 60 of this issue.



# Public broadcasting gets going-over by Van Deerlin unit

Structure, funding, programing, relations to government discussed as part of rewrite project

Public broadcasting a decade after the first Carnegie Commission compares favorably with its model, witnesses told the House Communications Subcommittee last week during three days of hearings. But all is not perfect either, the subcommittee learned. In the words of one witness, public broadcasting now stands "on a continental divide" between the past and the future.

The subcommittee, chaired by Representative Lionel Van Deerlin (D-Calif.), held round-table discussions on a wide range of issues facing public broadcasting as part of its Communications Act review. Panels of witnesses discussed the structure of the public system, its programing, its relationship to government and its funding.

Looking back from the divide, Dr. James Killian, who was chairman of the Carnegie Commission, praised the tradition he sees developing—of freedom from government control and of voluntary participation by the public.

Anne Branscomb of Kalba-Bowen Associates, Armonk, N.Y., and board member of National Public Radio, said it is "remarkable the number of goals of the original commission that have been achieved." There is one that has not been achieved, however, she said—locally originated programing.

On the contrary, said Hartford Gunn, vice chairman of the Public Broadcasting Service. There may have been a reduction in local instructional programing, but there has been an increase in local "general" programing, he said. He added there is a lot to be said for public broadcasting. "We just don't always put it up in neon signs."

There was some criticism of public broadcasting at the opening "overview" hearing last Wednesday, the strongest from Warren Braren of Consumers Union. He charged that public broadcasting has entered a "bureaucratic stage." Further, "it beats the hell out of me," he said, "why executives of public broadcasting are paid more than members of Congress."

Money was in fact at the root of most of the criticism. Even those who disagreed with the way the CPB and PBS spend it agreed there is not enough. Nancy McMahon, chairman of CPB's Advisory Council of National Organizations, said there has never been "enough money to create a gross abuse [in management]."

One sympathetic subcommittee member, Albert Gore (D-Tenn.), proposed increasing the federal share of public broadcasting's funds. It isn't right, he said, for stations to have to hold up a "tin cup on the screen." Dr. Killian said a tax on com-

mmercial broadcast licenses is another idea that should be examined.

On the other side of the "continental divide"—public broadcasting's future—there is uncertainty. The system currently faces a "tidal wave" of new technologies, Dr. Killian said. Its greatest challenge "is to bring to bear different kinds of technologies to reach different kinds of audiences."

■ The public broadcasting structure—particularly the quarrelsome relationship of CPB and PBS—may look "messy and inefficient," CPB President Henry Loomis said, but Congress should leave it alone.

Whatever problems the two entities might have, they were not evident at part two of the subcommittee's hearings Wednesday afternoon, a point counsel Harry M. (Chip) Shooshan noted with some exasperation. "You people appear to say one thing to the press and another when you're talking to Congress," he said.

PBS President Larry Grossman, whom Mr. Shooshan quoted as complaining about CPB's involvement in programing, acknowledged, "We do have very serious problems in management." There is overlap between CPB and PBS in legal, public information and programing areas, but these are "management" rather than "legislative" problems, he said.

Mr. Loomis said if Congress were to try to consolidate the two entities, it would run the risk of creating one-man control of public broadcasting. Actually the fighting between CPB and PBS is good, he said. "If you heard nothing, it would be the stillness and sterility of death."

Witnesses came down on both sides of the question of centralization. Ellen Stern Harris, a citizen activist from Los Angeles, argued that public broadcasting is too centralized. It has been captured by an elite

that is enamored of British programing, she said. "California was never a British colony, but my children think it is."

But William Lamb, senior vice president and general manager of noncommercial KCET(TV) Los Angeles, argued on the other side that "local support is not sufficient to supply local needs. We need a national service." Dr. William Fore, assistant general secretary for communications, National Council of Churches, argued that PBS is a "cooperative" of stations that "can't reflect the interests of the total national community." That job should remain in the hands of CPB, he said, and should include support of national programing.

Several witnesses, including Mr. Loomis, expressed support for retitling CPB as the Corporation for Public Telecommunications. The new name would better reflect CPB's mandate to study other technologies, such as video disks and cable TV, they said.

■ The subject was programing and the issue was money at a Thursday-morning (Sept. 8) session billed as a discussion of "Programing and Services" offered by public broadcasting stations. The congressmen were interested in ascertaining how public broadcasting establishes its programing priorities. What they heard, however, amounted to a laundry list of specific and general programing problems facing public broadcasting institutions.

Chloe Aaron, senior vice president of programing at PBS, summed it up as well as any in saying, "Funding is the problem. We're barely holding it together as it is." And Sol Rubin of the National Communications Foundation, Hollywood, said financial problems have contributed to the "emasculated structure" of public programing. New funds, the witnesses



**The big picture.** Giving the "overview" of public broadcasting before Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee last week were (l-r): Richard Somerset Ward, BBC-U.S.; Nancy McMahon, chairman of the Corporation for Public Broadcasting's Advisory Council of National Organizations; Warren Braren, Consumers Union; William Harley, National Association of Educational Broadcasters; Anne Branscomb, Kalba-Bowen Associates; James Killian, MIT Corp.; Hartford Gunn, Public Broadcasting Service.



**The system.** Making up the panel on public broadcasting "structure and public participation" (l-r): Joseph Aguayo, Children's Television Workshop; William Lamb, KCET(TV) Los Angeles; Henry Cauthen, South Carolina Educational TV Commission; Ellen Stern Harris, Los Angeles citizen activist; Douglas L. Vernier, KUNI(FM) Cedar Falls, Iowa; Ralph Jennings, United Church of Christ; William Fore, National Council of Churches; Larry Grossman, Public Broadcasting Service; Robert Benjamin and Henry Loomis, Corporation for Public Broadcasting.



agreed, were going to have to come from sources other than those presently paying for programs.

The sorest question had to do with whether public broadcasting ought to concentrate on mass programming, as do commercial networks and stations, or gear its service to specific groups with specialty programming. Ms. Aaron, who led off the session discussing this, felt PBS "obviously" should aim at both target and mass audiences. "We consider the entire American public our constituency," she told the subcommittee.

But all agreed that the money simply isn't there for specialty programming. According to Jack Golodner of the AFL-CIO, corporate underwriters, who he said contribute 70% of the funds for PBS's prime-time programming, are not interested in paying for special, minority-oriented programs. As a consequence, he said, public broadcasting has become "too dependent on corporate underwriting."

Topper Carew, program manager of WGBH-TV Boston, said it was his experience that it is "practically impossible" to interest corporate underwriters in minority programs.

■ As he called the Thursday afternoon session to order, Mr. Van Deerlin welcomed the witnesses and the audience to "the brave new world of technology." And so it turned out to be.

The witnesses presented the subcommittee with a grab-bag of proposals now facing public broadcasting. Specifically, they addressed three problems: (1) FM allocations on channels now reserved for noncommercial use; (2) the introduction of multichannel satellite and cable systems, and (3) the quality of UHF signals and reception.

Matthew Coffey, of NPR and Philip Rubin of CPB had some choice words on the first subject. "Public radio in America is still considered play radio," Mr. Coffey said. And the FCC, he added, has given the problem of frequency allocations its "lowest priority."

Both men were equally critical of the commission's efforts in this field. Mr. Coffey said the FCC had been "derelict" in its regulation of the 10 watt stations. Mr. Rubin told the congressmen that "nothing gets done at the commission unless the chairman establishes priorities." Both felt Richard Wiley, the present FCC chairman, had done more than his predecessors.

On the question of satellites and cable, Herbert Dordick of the Annenberg School of Communications at the University of Southern California said it would be "inevitable in the future" that the present facilities program would be "expanded to include nonbroadcast technologies."

On the last point, Dan Wells of PBS said the present UHF system "is by no means as effective as it could be," and UHF "has to be the top of our priority list" for delivery systems in the near future.

■ Friday morning's round was an examination of the relationship between government and the public telecommunica-

tions system. Dr. Frederick Breitenfeld, executive director of the Maryland Center for Public Broadcasting, surprised the subcommittee and his fellow panelists when he admitted it would be "less likely" that his system, or any other state owned system, would present controversial, political programming. In his own case, he said, it would be unlikely that MCPB viewers would see a program "calling the Maryland general assembly incompetent." That's where "two-thirds of our money comes from," Dr. Breitenfeld said.

He was answering, in part, charges made by former FCC Commissioner Nicholas Johnson that public broadcasters have been unnecessarily bound by federal regulations and state agencies. It would be "possible to have an independent, public entity" along the lines of the BBC, Mr. Johnson said. But under its present structure, the public broadcasting system has not accomplished that.

Daniel Toohey of the Washington law firm, Dow Lohnes & Albertson, chided Congress for having "chosen to limit the freedom of public broadcasters" with its ban on editorials. Virtually all the panelists agreed, too, that, from a public affairs point of view, the ban imposed a serious handicap on public broadcasters.

■ Public broadcasting is looking toward "a billion dollar system," David Davis of

the Ford Foundation told the subcommittee at a Friday afternoon session on funding.

And the present structure paying for public broadcasting forces a heavy dependence "on a particular economic segment of the population," said Lloyd Morrisett of the Markle Foundation: Other witnesses presented several proposals to alleviate the financial crunch.

A great deal of interest was shown in a proposal by CPB board member Joseph Hughes, who called for a license fee on commercial broadcasters. Such a plan, Mr. Hughes said, could generate \$300 million annually for public broadcasting (essentially, 5% of commercial radio-TV revenues).

Al Zack of the AFL-CIO called Mr. Hughes's plan a "fair way of raising money," but tied his approval with a jab at the "unrepresentative" nature of the CPB board.

According to Mr. Davis, the two-and-one-half-to-one ratio now used to compute funds would have to be "reduced" with a greater expenditure of public funds. He suggested that his envisioned system could be paid for with about \$300 million in federal funds, either a per-channel or per-program charge to viewers or the license fees and corporate and foundation money.

## Arbitron comes up with new proposal for TV rate hike, vows it won't fold

**Rating company, plagued by losses, is hoping to persuade client stations to accept smaller raise sooner rather than bigger raise later**

Arbitron Television last week announced a new midterm contract renegotiation offer for major-market TV stations and at the same time vehemently denied reports that it might go out of business.

Company officials said that the TV audience measurement service would "weather it" and remain in business whether stations accept the renegotiation offer or not. They conceded, however, that they could operate more comfortably if stations accept, since they made the offer in the first place because the Arbitron TV service had lost money over the past 10 years.

The initial offer, in July, asked stations in 93 major markets, whose contracts expire at the end of 1978, to accept new contracts with an increase in rate now in lieu of a bigger raise when their current contracts expire. Arbitron estimated that the raise would average 17% if stations accepted a new contract now, effective Oct. 1 and continuing through 1980, whereas if stations stayed with their current contracts until they expire at the end of 1978, the increase then would average 40% (BROADCASTING, July 25).

The plan also would continue the cost-of-living increases that have been in effect and would have introduced a new feature,

tying further increases for each station, beginning in 1980, to its market's revenue growth as shown by FCC figures.

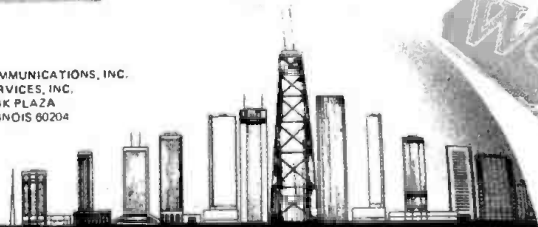
The plan stirred the interest and apparently the opposition of station-rep members of the Television Bureau of Advertising, for whom Arbitron officials made a special presentation at the TVB rep committee's request. The committee then announced appointment of a special committee to seek an alternative to the "revenue-sharing" feature, and TVB President Roger D. Rice shortly afterward sent a questionnaire to TV stations asking whether they would be interested in creation of a TV rating service "designed, owned and supported" by broadcasters—a query that has brought predominantly affirmative responses (BROADCASTING, Aug. 8, et seq.).

Theodore F. Shaker, Arbitron president, and other Arbitron officials said last week that the rep committee had not itself proposed an alternative to the "revenue-sharing" plan. Instead, Mr. Shaker said, Arbitron has developed its own alternative—one that also includes a "guaranteed saving" for stations taking new contracts now.

Norman S. Hecht, vice president and general manager of Arbitron Television, and Pierre Megroz, vice president for broadcast sales and merchandising, said in amplification of Mr. Shaker's remarks that Arbitron representatives had received positive responses from a number of stations before TVB became active and in fact have signed eight stations to new con-

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tracts. However, they also said many stations, especially among large group owners, had already set both their 1977 and 1978 budgets and could not accommodate an adjustment now.

Accordingly, Arbitron's new plan provides that if a station's new rate is more than 17% above the present rate the increase on Oct. 1 will be 17% and the excess will be added in increments of no more than 6% at six-month intervals, spreading the over-all increase over a longer period. However, they emphasized that only 36 markets are affected by increases of more than 17%, while 57 markets have increases of 17% or less—and the majority of these,

35, have increases limited to 12%.

Instead of the revenue-sharing feature, Arbitron is now offering a flat 5% increase in 1980 for those that sign new contracts now. For those that ride out their present contracts it will be 10% in 1980.

As a new feature, Arbitron officials said, they also are guaranteeing stations that sign up now that in the 24 months starting in January 1979 they will save 150% of the extra amount they pay in the 15 months that represent the rest of their present contracts.

The rating-service executives said TVB people in subsequent conversations had explained that their questionnaire about a

new rating service was based on the theory that "if Arbitron is going out of business," the industry ought to have another service to compete with the A.C. Nielsen Co.

Mr. Shaker said he had observed at one point that "I'd hate to see" Control Data Corp., Arbitron owner, close the TV service because it was losing money. But he said Control Data officials have never done anything to indicate they might be so inclined—and that he never said they had.

He said there's no question about this: The Arbitron television service is going to continue. (The question of Arbitron Radio hasn't been raised: It is operating at a profit.)

## An Aspen initiative on communications reorganization

**President's plan to merge OTP into Commerce Department gets an assist from institute's policy planners; they favor seizing opportunity to create national information policy; would broaden, clarify mandate**

President Carter's plan for reorganizing the government's telecommunications policy-making apparatus has generated some behind-the-scenes pulling and hauling among parties in and out of government. In a sense, it seems to be a question of whether to settle for old wine in new bottles or to concoct a new vintage.

The President's plan calls for folding the Office of Telecommunications Policy into the Department of Commerce and merging it, under a new assistant secretary for communication and information, with Commerce's Office of Telecommunications. The White House reorganization team, which works out of the Office of Management and Budget, has proposed creating the new assistant secretary's functions out of the precise language now found in the executive orders and statutes that confer the authority being transferred. This is the customary procedure.

OMB also believes it represents the best way of moving the reorganization plan—part of a larger one involving the entire executive branch—through Congress. Either house can still veto the plan.

However, OTP and Commerce are said to feel that the proposed reorganization presents an opportunity to redefine and strengthen the communications policy-making machinery—without, at the same time, creating new authority. (The reorganization statute does not provide for changes in existing powers.) The present situation, officials of OTP and OT said last week, is in need of clarification.

But it is a nongovernmental agency—the Aspen Institute Program on Communications and Society—that surfaced last week as a prime mover in the effort to persuade those with the power of decision to seize what it considers the present "unique opportunity" to strengthen the communication and information policy-making process.

Aspen's policy formulators believe the new assistant secretary "should have a

clearly defined policy-making role, with a clear specification of his or her policy domain." And they would achieve that goal through an executive order and a departmental order—the documents that would flesh out the reorganization called for in the President's plan—written "de novo" (from the beginning).

Aspen's position is contained in a statement backed by an interpretation of existing authorities and the reorganization plan along with a draft departmental order. The papers were prepared by former FCC Commissioner Glen O. Robinson, now a special adviser to the program on communications and society, and Marc U. Porat, a communications fellow of the institute—and himself a candidate for the assistant secretary's post ("Closed Circuit," Sept. 5). The papers have been circulated among key members of Congress, officials of Commerce, the White House and OTP, and were elaborated upon by the authors in testimony last week before the House Government Operations Committee.

For Dr. Porat and Mr. Robinson, their proposed approach represents what Dr. Porat describes as "a selling job" directed at officials involved in the decision-making process that has been under way since Aug. 1. Tentative decisions, at least, on the form and substance of the executive and departmental orders are expected to be reached this week or next, at which point the documents will be discussed

with members of Congress concerned with the project. At about the same time, Secretary of Commerce Juanita Kreps is expected to have settled on her choice for the new assistant secretary.

Mr. Robinson and Dr. Porat had hoped to enlist the committee chairman, Representative Jack Brooks (D-Tex.), a key figure in Congress's review of the reorganization plan, in their "selling" program. They had hoped to persuade him to inform OMB that he would not object to the drafting of a new executive order along the lines suggested by Aspen.

However, it was not clear how well they succeeded. Representative Brooks, who has opposed broad presidential power to reorganize the government, said he would "take a look" at the proposal but said he does not encourage writing executive orders. He is concerned about unlimited changes.

Mr. Robinson sought to reassure him that he was not being asked to buy "a pig in a poke." "We're asking you to take a look at the language we've drafted," he said. "We think it's important for the future of communication and information policy to have this mandate."

The authors of the Aspen plan—who suggest the National Communications Administration as a name for the new office—feel that, ideally, an executive order reflecting both their interpretation of existing authorities and the reorganization plan and the draft departmental order



Mr. Robinson (l) and Dr. Porat at last week's hearing.





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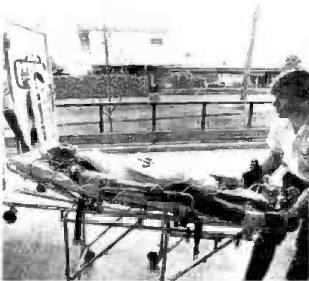
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Photographs by Bob Peterson

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would be desirable. And they say that "a new executive order, written de novo conceptually but mindful of the legal strictures not to exceed current authority, would be extremely helpful." But, they add, "If the will to draft a new executive order is lacking," a "broadly conceived departmental order" along the lines they suggest would do. For the departmental order "is the operational interpretation and specification" of the authorities in the executive order.

A principal new ingredient of both documents is the reference to "information" as well as "communications" policies. Dr. Porat, who wrote his PhD dissertation on "The Information Economy," said last week the U.S. lacks a domestic information policy. The documents Aspen has circulated would provide the basis for creating one.

The proposed departmental order, for instance, would call on the new assistant secretary of commerce to formulate policies "deriving from the domestic application of information in both the private and public sectors of the economy." The "resources" (goods and services) involved would include "communication technologies, facilities and services; computer mainframe and [auxiliary] equipment, information storage and retrieval systems, and teleprocessing."

The new assistant secretary would be expected to make policy recommendations regarding the "economic and social impacts deriving from" the use of those technologies in such fields as finance, postal service, education, medicine, publishing and manufacturing. Broadcasting would be included only insofar as technological matters are concerned, Dr. Porat said.

For instance, he said, if government were ever to consider requiring the integration of fiber optics into home construction, "it would be incumbent on the assistant secretary to illuminate what the impacts might be on broadcasting."

The new official would also be asked to recommend policy "pertinent to the impact" of those technologies on government—on government efficiency and the reduction of paperwork, for instance, the safeguarding of personal privacy, and the delivery of rural and urban social services through the use of information and communications technologies, among others.

The proposed departmental order's concern with communications and information policies is not solely domestic in nature. It would require the new assistant secretary to formulate policies regarding international operations of the communications industries, as well as the "exports and imports of information and communication technologies and services, including their social and economic impacts."

(The use of the word "communications" rather than "telecommunications" represents, in part, a "symbolic" break with the past, according to Dr. Porat, who noted that the Carter administration is fond of using symbols. But more than that, he noted that some of the tech-

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nologies referred to in the draft departmental order—information storage and retrieval systems and teleprocessing, for instance—are not encompassed by the term “telecommunications.”)

As for other aspects of communications policy-making, the proposed departmental order, in implementing the President’s plan, would require the new assistant secretary to:

- “Formulate policies pertaining to the structure and performance of the domestic communication and other information industries.” The industries would include common and specialized carriers, commercial and public broadcasting, cable television, computer manufacturers and service bureaus, “and emerging industries, including those at the convergence of communication and computing services.”

- Manage the spectrum. The new administration would work with the FCC and the Department of Defense in developing a comprehensive, long-range plan for use of the spectrum, would develop and disseminate technical data on the behavior of the spectrum and wave propagation, and would assign radio frequencies for use by the federal government. (The Office of Management and Budget, under the President’s plan, would resolve all appeals from agencies regarding Commerce’s decisions on frequency allocations.)

- Conduct a research program on the characteristics and uses of communication

and information technologies and resources, and aid the federal agencies in their use of those technologies.

- “Recommend policies for the procurement of communication and information technologies and services.”

- Coordinate and develop plans to mobilize public and private communication and information resources to meet national emergencies.

The new assistant secretary would be the principal adviser to and spokesperson for the President and the secretary of commerce on communication and information policy. (The director of OTP is the principal adviser to the President on telecommunications.)

The job would also involve creating interagency task forces and coordinating committees for formulating interagency policy options in information and communication. However, the principal decisions would be made in the White House: the options developed by the task forces and committees would be forwarded to the Domestic Policy Staff for presidential review and decision.

The Aspen Institute Program on Communications and Society, according to the papers being circulated, warns that without “a clearly defined mandate,” the new office will fail in three respects: It will not attract high-level talent to the top jobs; it will not be organized in a clear and orderly manner, and it will not relate to the other executive agencies that deal with com-

munication and information policy.

The coalescing of OTP and the Department of Commerce in a position jibing with Aspen’s was indicated last week in a draft of a new executive order on which Commerce and OTP are said to be in general agreement. It is said to reflect the view that a new approach is required. It was not clear how closely the document parallels Aspen’s.

But John Richardson, the director of OT, who is reported to be under consideration for the new assistant secretary post, said, “Commerce and OT thought this an opportunity to restate and clarify the authorities regarding information as well as telecommunications, without creating express new authority.” Dr. William Thaler, acting director of OTP, balked of a need to draft a new order, “strengthening and clearly defining where needed.”

The Aspen approach could meet objection not only from the reorganization task force at OMB but from other departments of government. The State Department, for instance, might take exception to the proposed departmental order requiring the new assistant secretary to “formulate policies with respect to the international operations of the communication and information industries.” The executive order creating OTP talked of “coordinating” policies.

Dr. Porat conceded that might pose a problem. But if it does, he said, “we could soften the word.”

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## Eric Sevareid: He was there

*CBS commentator Eric Sevareid, who retires on becoming 65 at the end of November after more than 38 years with CBS, has a sweeping perspective of broadcast journalism. He joined it when it began to grow up, and he has remained with it and with that network ever since.*

*His profession will honor him and his accomplishments as a newsmen next Saturday night in San Francisco at the annual convention of the Radio Television News Directors Association. He will receive the Paul White Award, named after the man often called the father of broadcast journalism. In a way, it is a fitting capstone for Mr. Sevareid's career: He began with CBS in 1939 when the late Mr. White was news director of the network.*

*Mr. Sevareid was part of the World*

*News Roundup team put together in Europe by Edward R. Murrow in the late thirties as World War II was breaking out. Mr. Sevareid covered the capitulation of France, then moved to London and continued broadcasting from there until the fall of 1940 when he was transferred to the CBS Washington bureau. In 1943, he was back in war-correspondent's uniform, covering the China-Burma-India theater, where he and companions lived for a month with a tribe of head-hunters after bailing out of a crippled plane. He later returned to Europe and covered the Allied invasions of Italy and southern France and on into Germany.*

*After the war, he returned to the CBS Washington bureau and served there until 1959, when he went back to London for*

*two years as a roving European correspondent. He returned to the states as a national correspondent, based in New York for two years. He took that title to Washington in 1964, when he began doing regular commentaries on the evening news.*

*Since then, he has also appeared in CBS News productions in a variety of formats, commenting at political conventions, interviewing Presidents and doing a series of interviews under the title Conversations with Eric Sevareid.*

*BROADCASTING had its own conversation with Eric Sevareid earlier this month. He talked of the first days in radio, the later ones in television and those he faces now. Excerpts of that interview follow:*

### Meeting with Murrow, parting with print

The first time I ever met Ed Murrow was in London in the fall of '37. I'd come from Minneapolis; I had a letter to him from some friend. He had me over to his apartment on Queen Anne Street one night, and he showed me a gadget. It was a big console and it had about a seven-inch screen. This was television, the first British experiments. They showed the film, "Journey's End," about World War I. It was a very clear picture and clear sound. And he was fascinated. He was already thinking ahead about this business.

Communications as such was not what I thought about. I was thinking about the substance of what we were covering and writing about. But Ed, you see, had never worked on newspapers. He'd gone straight—pretty straight—into broadcasting. So he was already geared to thinking about this thing.

I had one or two meetings in London with him socially, and then went back to Paris. But he was reading my stuff in the *Paris Herald-Tribune*—I was working at the *Herald* in the daytime and on the UP desk at night. [Murrow] happened to call me the same night Hugh Baillie [the late president of United Press] happened to walk in there. I guess he'd taken a fancy to some of my stuff,

because he offered me a very good job with UP. And both of these things happened in one day—after I'd been struggling for 18 months to get a decent job.

I decided to go with Murrow. I don't know why, except that he was impressive. I trusted him. But I don't think I had any great vision about broadcasting except that I could sense this was going to be something that might develop to be new and different.

I was paid \$75 per week when I started with Murrow. The two [print] jobs combined paid me about \$50 a week.

### Man and medium not made for each other

It was agony [adapting to radio]. Except that I didn't suffer any more than other people. My problem was my symptom—it was the most conspicuous. It affected my breathing if I got tensed up. My father was the same way. Other people would get weak in the knees or get butterflies . . . Ed would pour sweat. But none of those things ever happened to me. I just couldn't talk very well.

I got comfortable with radio eventually. I wouldn't say that every time I was broadcasting I was suffering that way. I wouldn't have lasted three weeks.

Some people didn't survive the transition [to television],



# WE'VE GOT GOOD NEWS.



Columbia Pictures Television has acquired world wide syndication rights to the ABC News Documentaries.

Which is very good news indeed. Just look what it includes. Closeup, Issues and Answers, Directions, ABC News Specials. Plus exciting new ideas in news programming being developed right now.

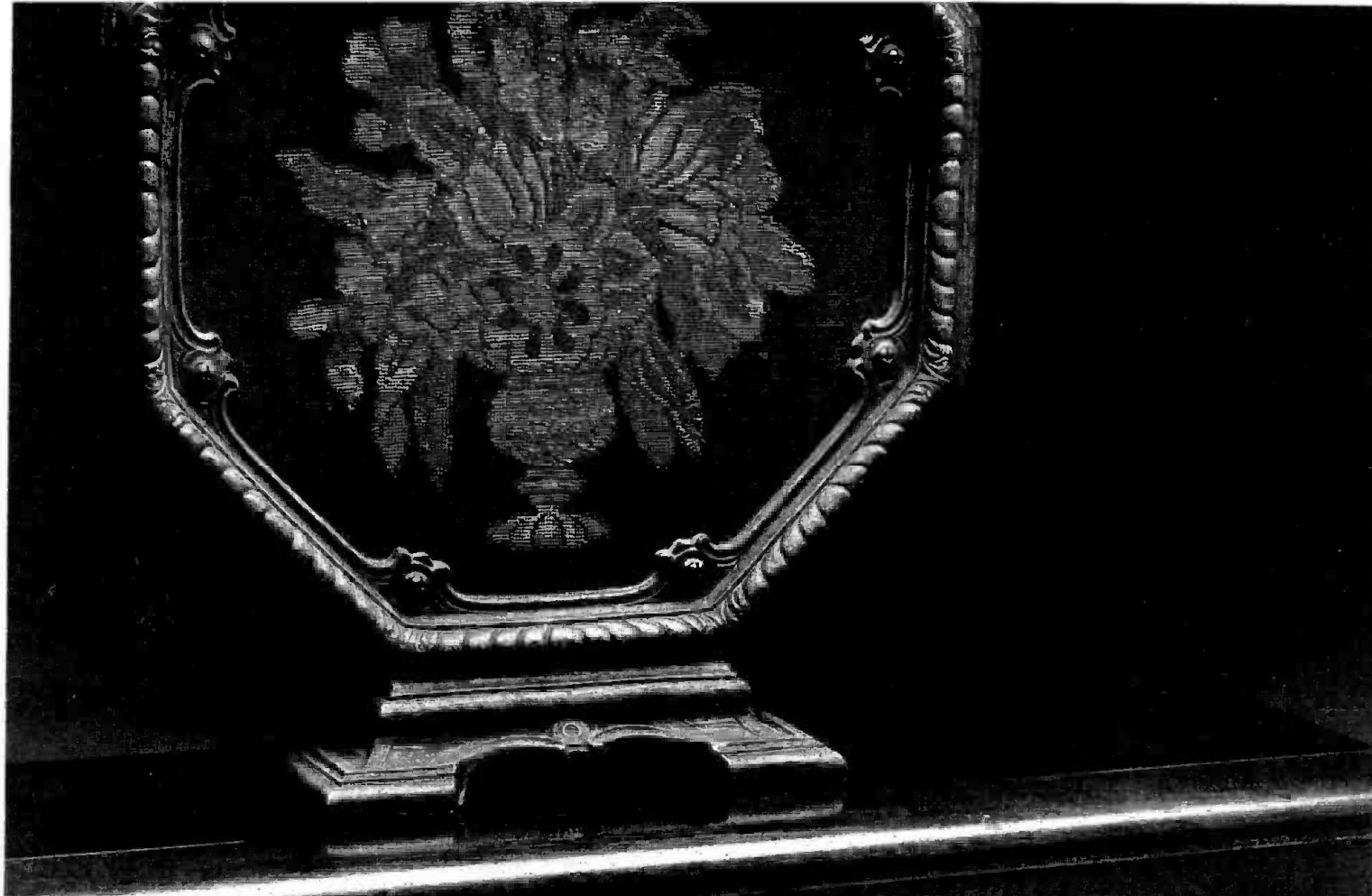
Of course, TV news isn't just what you say, but who does the saying. And ABC has quite a few heavies. Like Harry Reasoner, Howard K. Smith and Barbara Walters.

And just think, all this good news is ours.

Now that's good news.



**Columbia Pictures Television**



# THE YEAR HE WAS MAKING NEWS, WE WERE REPORTING IT.

1927 was a good year to spread your wings.

That was the year Charles A. Lindbergh electrified the world by becoming the first man to fly across the Atlantic solo. In a small monoplane. In 33 hours and 39 minutes.

It was also the year George Storer bought his first station. A small 50-watt radio station in Toledo, Ohio.

In the 50 years since, the aviation industry has experienced incredible growth. As has the broadcasting industry—Storer Stations along with it. That first radio station is still very much a part of Storer Broadcasting Company.

Storer has learned a great deal since those early days. For example, that the most vital element in a station's success is continually building a responsive audience. And instilling in that audience an abiding faith in the integrity of the broadcaster.

We've also learned that the best way to do this is to get deeply involved in the affairs of the communities we serve. In their problems. In their undertakings. In their hopes for the future.

Long experience has taught Storer Stations that the more effective we are in our communities, the more effective we are for our adver-

tisers, and the more effective we are for ourselves.

The appropriateness of this philosophy for Storer Stations has been amply proven over the past 50 years.

And we have the feeling that it isn't going to change much over the next 50 years.

**Fifty years of  
broadcasting that serves.**

THE  
**STORER  
STATIONS**  
STORER BROADCASTING COMPANY



simply because of the programing formats. It's a little more complicated, much harder on the nervous system. All the paraphernalia. And I don't have an actor's instincts. Some people do; young people come in, the light goes up and they just blossom. I just don't have it.

There's something about the whole set-up of studio operation. It's the most unreal form of communication performance you can possibly imagine. Locked into a script, Teleprompter. You're under intense lights. Everything else out there is in shadows. Sometimes you get to feeling you're floating in mid-air. It can be unnerving.

I don't see anything [out there when doing the news]. All my life people have said to me: "You must visualize four or five good friends who are sitting out there." I couldn't; all I saw was that damn light. It's a little like a police third degree. I can get up in front of ten thousand people and I don't get that kind of feeling at all. I usually feel quite at ease. But there's something so unreal and artificial about this camera thing. It takes a different type of person to do it well. And a lot of them are marvelous at it.

### A big one that got away

The war came on Sept. 3, 1939, and that day was the first of many lost scoops.

The British declared war at 11 o'clock, and I knew the French were going to declare war at 5 that afternoon, and I somehow got that script through the censorship—sloppiness—and no one else did. And so I went to the studio, trying desperately to get London on the cue channel to New York. Couldn't get them. New York and London were talking about the British thing. Just happened that Murrow was ready to go, and I couldn't get word to either New York or London about France. Nobody knew anything about France. And I sweated over that microphone, but I never got on the air.

In those first months there was great agitation about neutrality. We were under severe injunctions at the time—"Let's not get emotional about this." Once I went to the studio and a window had been left open and the sound of a siren came through and went over the air. Great perturbation from New York about that.

But then Ed Klauber [then CBS executive vice president] in New York and Paul White, who really masterminded all this, and Ed Murrow started this *World News Roundup*. They'd go from one fellow to another. And it was something new. We institutionalized it and we became familiar voices. Totally unknown people, but everyone in the country hung on these reports.

### News made a network happen

That is what gave CBS, as a network, its first leg up. NBC had the Red and the Blue. And they had gone into most cities earlier; they had the better spots on the dial. That was before the FCC broke it up. So Bill Paley was running, essentially, a second-string operation. Suddenly we had the jump on news. I think we had better people, a better system. And I don't think we ever really lost that.

After the war, we went to Hollywood with a lot of borrowed money and bought up a lot of great entertainment stars. Then we really had the whole ball of wax. But I think one reason Bill still has a soft spot in his heart for news and the news people was that. This gave him a great breakthrough.

And the other thing that happened was that the news operations—radio and television—were the only things that gave a network an identity. What was a network until they had their own news people? A collection of leased phone lines and cables, contracts with a lot of scattered actors and others. They had nothing of their own. But suddenly the news people became sort of the personality of the network. And people distinguished the net-



works through them. And that's still true.

I don't think I quite realized the impact of the thing until I came back to this country in the fall of '40. And suddenly you heard it—car radios; here are my pals in Europe; my name was recognized. When it got home it really hit me that this was a pretty big thing. It scared me.

### The fast by whom the new is tried

Well, the first things I recall about television were the '48 conventions in Philadelphia—three conventions in a row. We had a little studio we rigged up at conventions, hanging white sheets around. The lights were rather blinding, and it was insufferably hot. Everybody poured sweat. It was a real physical ordeal.

I remember in '52 I went to the Chicago convention. A lot of TV then. I didn't even own a set. I rented one for my family so they could watch it. I don't think I got one until my two boys went off to boarding school. Partly because my wife was very passionate about education. I guess I was the last person in the business to own a set.

### The pendulum back to seriousness

I don't know what the future will be. Certainly there will be changes. One thing has become perfectly clear, I think. Competition has sharpened, and it is going to put a higher premium on personality. Now the immediate assumption is that that means a lowering of standards—a lot of Hollywood types with a lot of black hair and white teeth, but it doesn't have to be like that.

I'm afraid that everybody on a thing like a network evening news program is going to have to be not only a good reporter and good writer; he's going to have to have some quality of personality that sticks with the audience. Now these people can be

found—we have quite a few. I've seen people at local stations around the country who are very impressive. I don't mean as actors—as personalities you trust, highly developed. They can be found.

The news doesn't have to be acted. It ought not to be trivialized; it must not be vulgarized. And a lot of that has happened. But I think there's a swing back now. People don't like to be grinned at all the time.

### The goldfish bowl that is TV news

They're forever trying to define [the content of the news], categorize it, codify it, pigeonhole it. Especially academic intellectuals for whom it's a great field of interest now. They analyze us to death. And most of this is nothing.

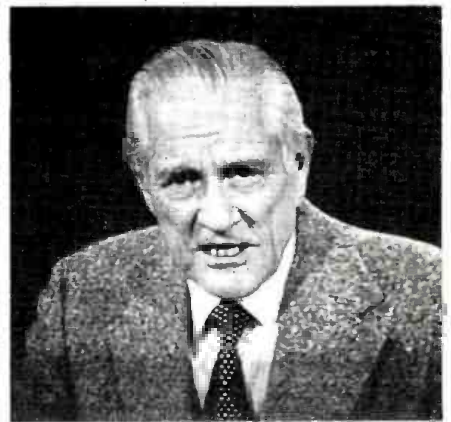
We're in the business of putting our focus on other people. Now we're under that spotlight, as though *we* are news.

So we've been moved across the line. It creates an unhealthy self-consciousness. And these people in our business—we're important, but we're not *that* important. And I don't think this can be any good. Now you see stations that can't do anything in managing their own news operations—appointing people, firing people, reassigning people—without this severe monitoring by the newspapers. *They* don't have to undergo that.

The odd thing is that the printed press has done this, writing about us all the time with its right hand and with its left hand telling its readers every day how overpublicized, overpaid, overinflated are all these news characters in broadcasting.

### Senator Bricker's price for peace

Once they went down that road of limiting broadcasting's First Amendment freedoms they institutionalized this interference. It preoccupies me terribly—fairness questions, equal-time ques-



**Transition.** Severeid from his earliest days with CBS—in the Washington bureau in November 1940, with John Adams in Rio de Janeiro and with British officers while covering the China-Burma-India theater—

and in the later years—with Murrow broadcasting the 1948 election returns, in a *Conversation With Walter Lippman* and doing a commentary on the evening news. **At left.** In his Chevy Chase home.





tions. I can't particularize it. In any case it's a bad principle. I don't see how you can make an argument for abridging the First Amendment because of technological changes. Makes no sense to me.

We've lived through many periods where congressmen and others have in effect put pressure on us, kept us in a state of nervousness. I remember way back in the McCarthy days, John Bricker (R-Ohio), chairman of the Senate Commerce Committee—I learned this much later—told Frank Stanton that he'd lay off CBS if he'd get rid of two people, Murrow and that fellow Severeid. Can you imagine a senator saying something like that to the publisher of the *New York Times*? Why should we take this? The law gives them a chance to try that.

### The burden on words

We almost had to devise a different way of presenting the copy [in radio]. We had to give the hard news from wherever we were. We had the same three minutes or so to talk about its meaning and the general atmosphere—kind of like an essay combining the hard news. And that meant you had to have writers. You had no pictures. In those days you couldn't even make recordings.

So the word had to carry the whole burden. You had to be able to describe these events. So there was a premium on writing. In a strange way quite often words alone can be a lot more dramatic than pictures; pictures reduce everything to literalness.

You can't do without them, but I once heard a lot of recordings from a Dallas radio outfit when Kennedy was killed. It was far more dramatic and engrossing than television. Just those voices, and your mind paints those pictures.

We have some very good writers, and so do the other networks. We don't have time on the air to do much. I've got 400 words. I feel I have to run with the hard news pretty much.

In radio days, commentary was not embedded in a hard news program. You could talk about the birds and the bees, and that was a lot of fun. We had more time—room for a beginning, a middle and an end, and some graces of language and marshalling of evidence and so on. But you can't do that in an early evening television news program. You don't have that time. So you have to try to find the way to say something with some grace.

The trouble with the extremely short form is that it almost

forces you to sound smug and overpositive. It's extremely difficult to do a good short piece. Even Lincoln only wrote one Gettysburg Address. It's hard. People have wanted to publish books of these things that I do in the evening and I've said no—they're not good in terms of writing. But that's one of the prices.

### Barking up the wrong medium

I think that the English language, the general use of it, has been improved by broadcasting. Television has not broken trail much culturally. It can't because it's a mass medium, trying to keep as big an audience as possible. It can't be a trail blazer. It can catch up with us, whether it's sex on television, or whatever. It all starts somewhere else. The debasement of speech among groups that ought to speak better—that's because of the schools. We don't have news broadcasters talking slum talk. Before you had radio you had millions of people living in remote places—what kind of English diction did they ever hear? If anything, broadcasting has raised standards.

[And] I don't believe these learned articles that say that television-watching is making for a homogenized mentality, malted-milk minds, mass conformity. This is bunk. What is the evidence? It's an assertion by a type of intellectual who really doesn't know about people. People are quite skeptical, very individual. You can't con people very long. No politician has been able to do it for very long. Even children become skeptical about commercials at an early age.

### You can lead them to news but ...

There's an awful lot of information; that's part of the problem. It's almost news pollution. People can't cope with the sheer volume. Sometimes it's very hard to get certain news, but getting it now is easier than almost any time.

It's making sense of it that's the problem. In spite of the information, in spite of all we try to do, this is not a one-way street. There's a tremendous amount of biased listening and reading, or inaccurate listening and reading, on the part of the so-called public. It's just there. Even today, after all that's been published and broadcast, nearly half the people in the country think we have all the oil in this country we'll ever need. How do you figure it? For years, the majority of people believed Joe McCarthy was on to something important, in spite of all that we reported. An event has to happen to turn people around from an easy assumption.

It's a time of general prosperity and peace [and there's] boredom with great complex issues you can't answer anyway. This always happens. People then go inward. They look at what's close at hand. Get interested in their neighborhoods, hobbies, personalities. That becomes important. You don't see a great jump in circulation for the *Atlantic Monthly*, but you've got new publications like *Us*, *People*. They want information of a sort of relief kind.

The reason serious documentaries don't get big audiences is not because we aren't bold about them—my god, we've done about everything in the nature of controversy, and it's not that we don't do them well—we're doing them better than we ever did. It's that people are weary of the same public issues—the Mideast, energy, the cities, welfare. Because they see no solutions. We cannot give people the answers. The answers are too complicated. If every great social or international question really had a so-called root cause—sociologists like to think that you can find it, that you can say this is the answer. You don't. It's like peeling an onion. There is no cause, just a series of layers. That's all it is. That's what the problem of crime is. It's an onion.

### The arms-length watchfulness of Bill Paley

I think [CBS Chairman William S. Paley] pays close attention to the news. He's not the kind of man to let things slide. He does bend over backwards to leave it as autonomous as possible. This whole idea that a bunch of hucksters sit up at Black Rock telling all of us what to say and what not to say on the air is preposterous.



# These are some of the people to ask when you have questions about Gulf.

Finding, producing and transporting energy are complicated jobs. Sometimes the reasons we do things one way instead of another, or do one thing instead of another, aren't clear to anybody outside the business.

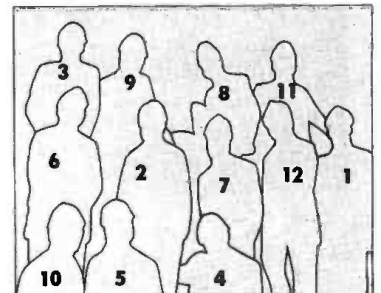
But the people and the press have a right to know what we're doing and how it will affect them.

So Gulf Oil Corporation has an elaborate system for supplying answers to questions about our company. The people in the picture are just a few of the people who are in charge of Gulf Public Affairs offices in various parts of the country.

Below there is a list of names and phone numbers of the Gulf people to call when you need information. We hope you'll use the system, because probably one of the most important challenges we have to meet is maintaining a free and open dialogue with the press.



**Gulf people:  
meeting the challenge.**



1. Atlanta, Georgia  
Michael M. Kumpf · 404-897-7738
2. Boston, Massachusetts  
James T. Morris · 617-227-7030
3. Denver, Colorado  
James W. Hart, Jr. · 303-758-5855
4. Houston, Texas  
James I. Gatten · 713-750-2736
5. Raymond Snokhous · 713-682-1070
6. Los Angeles, California  
Ralph E. Lewis, Jr. · 213-553-3800
7. New Orleans, Louisiana  
Michael H. Nelson · 504-566-2000
8. Philadelphia, Pennsylvania  
Jack Galloway · 215-563-6633
9. Pittsburgh, Pennsylvania  
Thomas D. Walker · 412-263-5938
10. Santa Fe, New Mexico  
A. Samuel Adelo · 505-988-8905
11. Tulsa, Oklahoma  
Jeffrey P. Harris · 918-587-3575
12. Washington, D.C.  
Nicholas G. Flocos · 202-659-8720

Gulf Oil Corporation

They can't get it out of the heads of young students and teachers. Sure, in the final crunch of anything important, somebody like Paley's got to make a decision. He's legally responsible: The FCC, the stockholders—there's no getting around that.

CBS evening news has been pretty much at the top all the time, so we haven't been conscious of severe [ratings] pressures. It's a fairly relaxed atmosphere. It may be different over at ABC now; they're trying to come up.

### Up against the time bind

Yes, [the evening news] ought to be an hour. I've thought so for a long time. I don't know how to do the evening news much differently if it's not an hour. But if it's going to be just an hour of doing more of the same, I don't think that's a great advantage. It would have to be very different things. I'm sure they wouldn't do a back-of-the-book thing—book reviews, fashions. But there are all kinds of stories. You could have commentators of different persuasions if you want to.

But in 24 minutes, what can you do? News pouring in from all over. I'm always reading about someone coming along saying they're going to revolutionize news broadcasting—"be the news behind the news." What the hell does that mean? But they get caught in the same bind, the time bind.

I don't know that they'll ever get the hour. Local stations today average about half their revenues from news and they aren't going to throw that away.

### The hard work of quitting

I'll be relieved to get off daily deadlines. They're a form of slavery. I've had them for 45 years. They do something to your psyche. You wake up in the morning and that clock starts to run in the

back of your head and then it's running all day. That's the worst part of it.

I remember a doctor once telling Ed Murrow—he was always getting into a state of exhaustion, ill a great deal of the time—"You ought to go away somewhere. I don't care where you go or what you do. Just one thing—don't look at the clock." It does eat into you.

I've been conditioned in my mind to knowing I'm going to do this for so long I feel half retired already. But I'll probably make the mistake of doing too much.

I don't know how much writing I'll do. I don't want to think about a book for a while. I've taken on a thing with Alan Landsburg Productions. We're going to do 16 half-hour shows on the period between World Wars I and II. And I have to go to work almost immediately on that in December. That'll probably take three months. And if the Public Broadcasting Service gets its money I'll be writing and narrating another series, a documentary based on an old book of mine, "Not So Wild a Dream."

I will remain as a consultant, so-called, [with CBS]. They have the right to call on me for this or that. But I won't do anything regularly for them.

I find that the mechanics of retirement are a lot of work—the whole process. People want you to do a lot of special things. It's a whole new set of pressures. It's a hard period to get through. So I don't know what I'll do.

### The sic transit gloria of broadcasting

There must be 60 or 70 textbooks, anthologies and the like that carry scripts of mine. Those things are satisfying. They're there, in permanent form. [But] this business is pretty much in one ear and out the other. ■

**EDGE gives WKRC-TV's early news a 39% increase in share!\***

EDGE went on the air in late May '77 on WKRC-TV in Cincinnati.

By the July '77 ratings, WKRC-TV's early news had experienced an increase of 11 share points (39%) in a time period where they were already number 1 (July '77, Feb. '77 & May '77 NSI). They added four share points late as well.\* EDGE was the key.

What's the EDGE? It's an exciting new marketing concept designed to blend your news team and that expensive gear they use (like ENG, microwave, portable VTR, weather radar, computerized sports projections, etc.) into a mean-

ingful, merchandisable package. From logo to computer animation to original music, the EDGE marketing program fits *exactly* the needs of television news. That's because it was developed BY a television station.

Seven other stations across the country in addition to WKRC TV already have the EDGE on news. And it's available at a very reasonable one-time-only rate. For more information, call or write Jim Ellis at WKRC TV (1906 Highland Ave., Cincinnati, OH. 45219 (513) 651-1200). He can send you a cassette and tell you all about it at no obligation.

\*1977 July NSI subject to qualifications issued by rating service.

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## RTNDA ready for record turnout in San Francisco

Opening day agenda will feature telephone call-in by President; agenda jammed with makers of the news and reporters of it

"I look forward to meeting with you soon," wrote then President-Elect Jimmy Carter in a politician's promise to last year's convention of the Radio Television News Directors Association. The President will fulfill that promise—after a fashion—this week when the RTNDA gathers in San Francisco for its annual meeting and he conducts a Thursday Q and A with the assembled news directors via a two-way telephone hook-up (BROADCASTING, Sept. 5).

Mr. Carter will open with a brief statement and then for about 20 minutes field questions that have been funneled from RTNDA to a panel of five newsmen who will share the duty of directly questioning him. The President also appeared long-distance before a meeting this spring of newspaper editors.

Indications are that attendance at this week's RTNDA convention will exceed last year's record total crowd of 837. Pre-

registrations last week were running ahead of last year's pace at the comparable time, and the convention hotel, the Hyatt Regency Embarcadero, has been booked for weeks ("Closed Circuit," Sept. 5).

Those attending the convention will, for the most part, be listening to themselves talk. Most of the principal speakers are newsmen: NBC's Edwin Newman, ABC's Ted Koppel, CBS's Charles Osgood. Julian Goodman, NBC chairman, is a former NBC News president; he addresses the Saturday luncheon. Mr. Newman keynotes and Mr. Koppel addresses the lunch on Thursday; Mr. Osgood the lunch on Friday. CBS News commentator Eric Sevareid, who retires this fall (see page 32), will speak at the Saturday evening banquet when he will receive the association's Paul White award.

Other politicians appearing, in addition to Mr. Carter, are California Governor Jerry Brown, who will talk briefly at the Saturday lunch, and Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, who joins a Friday session on "Communications Law and the First Amendment."

Other workshop sessions include two, one for radio and one for television, that are designed to broaden the dialogue between station managements and news departments; two that derive from this past year's hostage-terrorist incidents: "Newsmen's Access to News Scenes" and "Terrorists and Hostage Coverage"; return engagements for several including

"All-News Operation," "ENG," "Cameras and Recorders in the Courtroom," and former CBS News editor Ed Bliss's popular "News Writing: Style and Responsibility," and a bow to a new newsroom trend: "Local Programing in Access Time."

Thirty-eight exhibitors will be on hand for the convention. Among them are equipment makers, news-program syndicators and corporations eager to spread their promotional messages.

The RTNDA agenda follows:

### Wednesday, Sept. 14

**Board meeting.** 9:30 a.m.-4 p.m.

**Registration.** 1-9 p.m.

**Reception.** 6:30 p.m. Ballroom A.

### Thursday, Sept. 15

**Breakfast.** Sponsored by Association for Education in Journalism Radio-TV Division. 8-9 a.m.

**Registration.** 8 a.m.-5 p.m.

**Exhibits open.** 9 a.m.-5 p.m.

**Business session.** 9-11 a.m. Welcome to San Francisco: Mayor George Moscone. Special presentation: "Salute to Broadcasting." Program report: Ernie Schultz and Dick Leonard. President's report: Wayne Vriesman. Canadian President's report: David Knapp. Keynote address: Edwin Newman, NBC News. Managing director's report: Len Allen. Treasurer's report: Paul Davis. Nominating committee's report: Ron Mires. Old and new business.

**Q & A with Carter.** 11-11:25 a.m. President Jimmy Carter talks via two-way phone hook-up.

**Exhibit viewing time.** 11:30 a.m.-12:30 p.m.

**Luncheon.** 12:30 p.m. Speaker: Ted Koppel, ABC News. Scholarship presentations: Barney Oldfield.

**Radio workshops.** 2:30 p.m. *All-News Operation.* Panelists: Frank Goering, Canada All News Radio Network; Ken Draper, KFWB(AM) Los Angeles; Ted Feurey, KCBS(AM) San Francisco. *Management Looks at News.* Panelists: Frank Scott, WRC(AM) Washington; John Lack, WCBS(AM) New York; Pat Michaels, KWIZ(AM) Santa Ana, Calif.

**Television workshops.** 2:30 p.m. *ENG.* Moderator: Ed Croft, NBC News, Burbank, Calif. Panelists: Al Buch, KMJ-TV Fresno, Calif.; Mike Casserly, KCMO-TV Kansas City, Mo.; Bill Miller, KOOL-TV Phoenix, *Local Programing in Access Time.* Moderator: Ed Godfrey, WSB-TV Atlanta. Panelists: Larry Pickard, WCVB-TV Boston; Bob George, KPX(TV) San Francisco; Dave Linder, KGW-TV Portland, Ore.

**Joint seminar.** 4:30 p.m. *Newsmen's Access to News Scenes.* Moderator: Foster Morgan, KOCO-TV Oklahoma City. Panelists: Ron Lowen, KAKE-TV Wichita, Kan.; Walt Hawver, KTRK-TV Houston; Harold Wahl, attorney.

### Friday, Sept. 16

**Breakfast.** Sponsored by San Francisco chapter of Society of Professional Journalists, Sigma Delta Chi, 7:30-8:30 a.m. Speaker: Alf

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**wmogx**

July 15, 1977

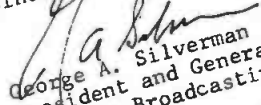
Mr. Philip H. Roberts  
General Manager  
Greater Media Services  
197 Highway 18  
East Brunswick NJ 08816

Dear Phil:

In over 10 years of broadcasting, I have never seen such rapid market acceptance by listeners and advertisers as with Magic Music programming. Instinctively, I knew that this programming was going to have great impact in the market, nevertheless, to experience such phenomenal growth is amazing.

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Sincerely,

  
George A. Silverman  
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Sunshine Broadcasting Inc.  
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Goodykoontz, president-elect, SPJ-SDX.

**Registration.** 8 a.m.-5 p.m.

**Exhibits open.** 9 a.m.

**Business session.** Election of vice president and treasurer. Election of at-large board members. Actions on resolutions, amendments. Old and new business.

**Exhibit viewing time.** 11:30 a.m.-12:30 p.m.

**Luncheon.** 12:30-2:30 p.m. Speaker: Charles Osgood, CBS News. Presentation of radio awards.

**Radio workshop.** 2:30-4 p.m. *Radio News Equipment.* Moderator, Don Johnston, CFRB(AM) Toronto. Panelists: Al Bennett, CKOC(AM) Hamilton, Ont.; Ed Bell, WBZ(AM) Boston; Ted Feurey; KCBS(AM) San Francisco.

**Television workshop.** 2:30-4 p.m. *Management Looks at Television News.* Moderator: Bill Vance, WBNS-TV Columbus, Ga. Panelists: Paul Hughes, WCCO-TV Minneapolis; Ken MacQueen, WABC-TV New York; Mel Kampmann, McHugh & Hoffman; Paul Wischmeyer, KRON-TV San Francisco.

**Joint seminar.** 4-5:30 p.m. *Communications Law and the First Amendment.* Moderator: Tom Frawley, Cox Broadcasting, Washington. Panelists: Representative Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee; William Monroe, NBC News; Roscoe Barrow, Hastings College of Law, San Francisco; Philip Jacklin, Committee for Open Media, San Francisco; Larry Scharff, RTNDA general counsel.

Saturday, Sept. 17

**Exhibits open.** 9 a.m.-2 p.m.

**Registration.** 9 a.m.-5 p.m.

**Joint seminar.** 9 a.m. *Terrorists and Hostage Coverage.* Moderator: Frank Barnako, WRC(AM)-WKYS(FM) Washington. Panelists: Richard Salant, CBS News president; Bob Gamble, WRTV(TV) Indianapolis; Fred Heckman, WIBC(AM) Indianapolis.

**Business session.** 10:30 a.m. Old and new business.

**Exhibit viewing time.** 11:30 a.m.-noon.

**Luncheon.** Noon-2 p.m. Remarks: California Governor Jerry Brown. Presentations of RTNDA national and RTNDA Canada television awards. Speaker: Julian Goodman, NBC chairman.

**Joint sessions.** 2-3 p.m. *News Writing: Style and Responsibility.* Speaker: Ed Bliss, former CBS News editor and retired director of American University broadcast journalism department. *Cameras and Recorders in the Courtroom.* Moderator: Curt Beckmann, WCCO(AM) Minneapolis. Panelists: Judge Eric Younger, Los Angeles municipal court; Judith Kreeger, Florida Bar-Media Relations Committee; J. Larry Scharff, RTNDA general counsel.

**Meetings.** Network affiliates, UPI and RTNDA Canada. 4 p.m.

**Paul White reception.** 6:30 p.m.

**Paul White dinner.** 7:15 p.m. Recipient and speaker: Eric Sevareid, CBS News.

Media

## SBA expected to act quickly on policy to help minorities

**Move to provide loans to those seeking broadcast properties helped by fact that government, through FCC, would be involved; brokers hail modification plan**

The Small Business Administration has decided to modify its long-standing policy against providing loans for broadcast stations. The agency's new policy is expected to open the door of ownership to members of minority groups and to others who have been unable to obtain sufficient capital to acquire stations.

Two weeks ago FCC Chairman Richard Wiley announced that SBA Administrator Vernon Weaver had told him the SBA would be instituting an inquiry into the question. Mr. Wiley made his announcement at an FCC broadcast forum held for the National Black Media Coalition (BROADCASTING, Sept. 5).

The SBA attorney working on the proposal, Joe Marker, said last week that something on the subject may be issued by the agency within two weeks. He described the proposal as a "modification" of SBA's present policy and not as a full-scale revision. SBA has long refused to provide funds for media ownership on the grounds of potential government involvement in an industry protected by the First Amendment.

SBA is still concerned with treading too closely to the press and will, therefore, limit its new lending policy to broadcasting, Paul Lodato, an SBA spokesman, said. He said the presence of the government (in the form of the FCC) in broadcasting was a "major factor" in SBA's decision not to extend its policy to newspapers and other print media.

Mr. Lodato also said that the SBA is primarily interested in attracting "new owners" to broadcasting, and it will probably not provide funds for present owners to upgrade their facilities.

The size of the loans is another point. SBA generally provides one of three types of loans to borrowers: bank loans with an SBA guarantee, loans with bank and SBA funds and straight SBA loans. In the first category, the average loan, according to SBA figures, has been \$81,000. According to Mr. Lodato, however, those loans, the most common type made by SBA, can go as high as \$500,000. Loans made with only SBA funds have a limit of only \$150,000 (with an average of \$30,000).

Brokers are understandably pleased with the prospects of a new source of capital appearing in the business. Dick Kozacko of the Keith W. Horton Co., Elmira, N.Y., said that a revision of the SBA's rules

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WMSM Cleveland    KEYE-FM Minneapolis - St. Paul    WZUU-FM Milwaukee    WEZO Rochester, N.Y.    WBRB FM Mt. Clemens, Mich.  
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KQV Pittsburgh  
WHDH Boston  
KSL Salt Lake City  
VOA Washington, D.C.  
NBC Radio Network

### **TV**

KCST-TV San Diego  
WAGA-TV Atlanta  
WJKW-TV Cleveland  
WEWS-TV Cleveland  
WITI-TV Milwaukee  
WSPD-TV Toledo  
WMC-TV Memphis  
KTVI-TV St. Louis  
KMOX-TV St. Louis  
KIRO-TV Seattle

WTOP-TV Washington, D.C.  
WCPO-TV Cincinnati  
KTEW-TV Tulsa  
WBBM-TV Chicago  
WCMH-TV Columbus  
WPTV-TV West Palm Beach  
KSL-TV Salt Lake City  
KPRC-TV Houston  
ABC-TV Sports  
KDFW-TV Dallas



would "help a number of new buyers get into broadcasting." He added that he did not believe that the appearance of a new lender in the trading market would seriously inflate prices.

Joseph Sitrick of the Washington-based Blackburn & Co. was equally optimistic. Mr. Sitrick, a long-time proponent of SBA loans for broadcasting, said that he felt the agency's previous policy had been based on a "wrong interpretation" of the laws separating press and government. He said the loans should "open up" ownership to members of minority groups.

## Johnson slaps record of public broadcasting

**NCCB head says it is going way of commercial counterpart; charges draw rebuttals from other panelists at Washington session**

Former FCC Commissioner Nicholas Johnson provided the spice at a National Town Meeting last week in Washington's Kennedy Center. The subject was public broadcasting, and Mr. Johnson came out slinging much of the same sort of rhetoric he has generally reserved for the networks and commercial broadcasters.

Mr. Johnson, now head of the National Citizens Committee for Broadcasting, said

public broadcasting became a reality because "commercial broadcasting was largely failing us." Today, he said, "public broadcasting is falling into the same sort of traps" as commercial. The "corporate control" exerted by the underwriters of the programming on public broadcasting is forcing it into the same "blandness" from which, Mr. Johnson says, commercial broadcasting suffers.

Other panelists, however, were not quite as quick to chide the present system. Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee, said that he was there to "hail the success of public broadcasting" in the last 10 years. Mr. Hollings said that the great issue in the future would be keeping "the public in public broadcasting." He stressed the need to scrutinize where financing was coming from and on what was it being spent.

Frank Mankiewicz, the new president of National Public Radio, was disturbed by Mr. Johnson's accusations and refused to accept the charge that corporate underwriters are coming to control public broadcasting. Corporations want "attractive" programs, he said, and he knew of no instance when an underwriter attempted to influence programming. He said, too, that many underwriters have come to learn that potential customers will "credit their good intentions" for funding public broadcasting programs.

Chloe Aaron of the Public Broadcasting Service defended the underwriting system and answered another of Mr. Johnson's

charges that public broadcasting has become the sanctum of the white middle class. Ms. Aaron cited a survey that found that 34% of the PBS audience was made up of skilled and unskilled workers and that 11% of its audience was black—statistics which, she said, corresponded to national percentages for those groups.

Both Ms. Aaron and panelist Alan Kriegsman, a Pulitzer Prize winning critic for the *Washington Post*, lamented public broadcasting's chronic financial worries. Mr. Kriegsman said the most pressing need was "long range financing for the whole system." Ms. Aaron said the system's relatively low budget was responsible for much of public broadcasting's failings—especially its inability to produce an abundance of new programs. She cited as an example reports that one episode of ABC's miniseries, *Washington: Behind Closed Doors*, cost in excess of \$600,000. She said an episode of the British-made *Upstairs Downstairs* was bought by PBS for only \$30,000.

## Newark grant again given Sound Radio

**Three competitors lose out in rehearing of case on lottery-broadcast charges**

FCC Chief Administrative Law Judge Chester F. Naumowicz Jr. has granted the application of Sound Radio Inc. for the deleted facilities of WNJR(AM) Newark, N.J. (1430 khz with 5 kw full time).

Sound was competing with three other applicants for the facility: Gilbert Broadcasting; Community Group for North Jersey Radio, and Fidelity Voices. Sound had been granted the facility last year in an initial decision, but Gilbert had requested that the hearing be reopened to examine charges of whether Sound, Community and Fidelity (while operating WNJR together under interim authority) had broadcast lottery information, and fraudulent, misleading or deceptive advertising.

Judge Naumowicz found that the station had broadcast such material in the form of religious programming that advertised a "Money in a Hurry Prosperity Package" which touted lottery numbers disguised as Bible verses in addition to soliciting money for "prayer cloths" purported to bring the listener wealth.

But, the judge added, there was not a failure on the part of the management to screen the programs. The real failure, he said, was "on the part of everyone concerned to understand the veiled language used by the ministers. While what was being broadcast was very obvious to the numbers players in the audience", it was not obvious to the station management "because they did not play the numbers and were not familiar with its subculture," he said.

Therefore, the judge said, there was nothing to change the original decision to award the facility to Sound.

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

Company	Period/Ended	Current and change				Per Share	Year earlier		
		Revenues	% Change	Net Income	% Change		Revenues	Net Income	Per Share
Outlet.....	6 mo. 7/30	76,321,164	+19.6	1,275,737	+ 21.0	.49	63,832,887	959,290,000	.36
Tektronix.....	Year 5/31	454,958,000	+24.0	43,971,000	+ 46.1	2.49	366,645,000	30,089,000	1.71
Tele-Communications.....	6 mo. 6/30	21,525,000	+16.0	794,000	+105.6	.11	18,547,000	386,000	.04
Wrather.....	6 mo. 6/30	15,480,000	+31.6	726,000	+ 55.1	.32	11,761,000	468,000	.21
Westinghouse.....	6 mo. 6/30	2,960,998,000	- 1.1	117,215,000	+ 15.2	1.34	2,994,046,000	101,740,000	1.16

### Changing Hands

#### Announced

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

■ **WMFJ(AM)-WQXQ(FM)** Daytona Beach and **WTNT(AM)-WOMA(FM)** Tallahassee, both Florida: Sold by Walter-Weeks Broadcasting Inc. to Gilmore Broadcasting Corp. for \$2,150,000. Seller is owned by Robert M. Weeks, James W. Walter (45% each) and two others. They also own **WJNO(AM)** West Palm Beach, **WJNO-FM** Palm Beach and **WSPB-AM-FM** Sarasota, all Florida. Buyer is owned by James S. Gilmore Jr. (91.94%) and his sister, Gail Gilmore Smith (8.06%). They also own **WREX-TV** Rockford, Ill.; **KODE-AM-TV** Joplin, Mo.; **WEHT(TV)** Evansville, Ind., and **WSVA(AM)-WQPO(FM)** Harrisonburg, Va. Mr. Gilmore also owns 50% of **WSFC(AM)-WSEK(FM)**

**Somerset, Ky. WMFJ** operates on 1450 khz with 1 kw day and 250 w night. **WQXQ** is on 101.9 mhz with 25 kw horizontal, 7.4 kw vertical and antenna 110 feet above average terrain. **WTNT** is on 1270 khz with 5 kw full time. **WOMA** is on 94.9 mhz with 51 kw and antenna 210 feet above average terrain.

■ **KBLU-AM-TV** Yuma, Ariz.: Sold separately by **KBLU Broadcasting Co.** to **Crites Broadcasting Corp.** and **Chapman Television of Tuscaloosa Inc.** for \$300,000 and \$1,100,000, respectively. Seller is owned by Robert W. Crites (20%), Victor Root and Horace Murfin (13% each), Paul Coleman and Thaddeus G. Baker (7% each) and three others, none of whom has other broadcast interests. Buyer of **KBLU**, **Crities Broadcasting**, is owned by Mr. Crites (70%) and Messrs. Root and Baker (15% each). Buyer of **KBLU-TV**, **Chapman**, is principally owned by S. A. Rosenbaum (44%); W. S. Smylie Jr. (10.4%) and his

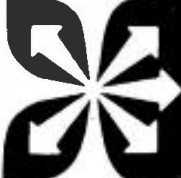
wife, Margaret (16.7%), and nine others, who also own **WCFT(TV)** Tuscaloosa, Ala., and **WDAM(TV)** Laurel, Miss. Mr. Rosenbaum also owns 11.5% of **WTOK-TV** Meridian, Miss. **KBLU** operates on 560 khz with 1 kw full time. **KBLU-TV** is affiliated with **ABC** and **NBC** on channel 13 with 316 kw visual, 31.6 kw aural and antenna 1,420 feet above average terrain.

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

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

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

■ **KBAB(AM)** Indianola, Iowa: Sold by **Warren Broadcasting Inc.** to **Ronald L. Jamison** for \$250,000. Seller is wholly owned by **Compass Properties, Grinnell, Iowa**. Principals are **G. Sharp Lannom IV** and **Duane Sandage**, who have no other broadcast interests. Buyer, Mr. Jamison, is vice president and director of **Broadcast Marketing Co.**, San Francisco. Mr. Jamison has no other broadcast interests. **KBAB** operates on 1490 khz with 500 w day and 250 w night. Broker: **Richard A. Shaheen**.



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9/12



■ Other stations sales announced by the FCC last week include: WKOG-AM-FM Gordon, Ga.; WDOE(AM) Dunkirk, N.Y.; WYRU(AM) Red Springs, N.C., and WNRN(FM) Bellevue, Ohio (see page 74).

**Approved**

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

■ KOIN-TV Portland, Ore.: Mount Hood Radio and Television Corp. sold by Newhouse Broadcasting Corp. and Moe M. Tonkon and Harvey S. Benson, voting trustees, to Lee Enterprises Inc. for \$27 million. Sellers recently received FCC approval of \$1.5 million sale of KOIN-AM-FM Portland to Gaylord Broadcasting Co. (BROADCASTING, April 25). Newhouse Broadcasting is major station group commonly owned with Newhouse chain of newspapers and magazines. It is closely held by S. I. Newhouse and family. Other sellers are family of Theodore Gamble, C. Howard Lane and others. Mr. Lane also has interests in KAST(AM) Astoria, Ore. Buyer is publicly traded newspaper and broadcast group owner. Lloyd G. Schermer is president. For Lee's other broadcast holdings and other interests, see KEYC-TV Mankato, Minn., below. KOIN-TV is CBS affiliate on channel 6 with 100 kw visual, 15.1 kw aural and antenna 1,760 feet above average terrain.

■ KEYC-TV Mankato, Minn.: Sold by Lee Enterprises to United Communications Corp. for \$5 million. Lee, Davenport, Iowa-based broadcast and newspaper group, recently received FCC approval of \$27-million purchase of KOIN-TV Portland, Ore. (see above), and sold KEYC-TV to conform with FCC rules barring ownership of more than five VHF stations. Lee also owns WTAD(AM)-WOCY(FM) Quincy, Ill.; KGLO-TV Mason City, Iowa; KHQA-TV Hannibal, Mo.; WSAZ-TV Huntington, W. Va., and KGMB-TV Honolulu. Lee sold KEYC-FM Mankato to Fairbault County Broadcasting Co. for \$200,000 (BROADCASTING, May 16) and KGLO(AM) Mason City to B-Y Communications for \$750,000 (BROADCASTING, Aug. 1). Lee also owns 15 daily newspapers in Midwest and 49.75% of *Lincoln (Neb.) Journal*, which, in turn, owns 48.86% of KFAB(AM)-KGOR(FM) Omaha. United Communications is holding company that owns *Kenosha (Wis.) News*; *Attleboro (Mass.) Sun-Chronicle*, and weekly *Franklin (Mass.) Sentinel*. Principals of UCC are Willis H. Schulte and Howard J. Brown. They have no other broadcast interests. KEYC-TV is CBS affiliate on channel 12 with 316 kw visual, 63 kw aural and antenna 1,045 feet above average terrain.

■ WJOI(FM) Pittsburgh: Sold by WKOI Inc. to EZ Communications Inc. for \$1 million. Seller is owned by family of late Agnes J. R. Greer, who also owns WAJR-AM-FM Morgantown, W. Va. Greer Stations sold WJER-AM-FM Dover-New Philadelphia, Ohio, for \$475,000 to Dover Broadcasting Co. (BROADCASTING, Nov. 29, 1976). Buyer is Fairfax, Va.-based group owner of WEZB(FM) New Orleans; WEZN(FM) Charlotte, N.C.; and WEZR(FM) Manassas

and WEZS(FM) Richmond, both Virginia. Principals in buyer are Arthur C. Kellar (50%) and James L. Draper Jr. (15%). WJOI is on 93.7 kw with 41 kw and antenna 550 feet above average terrain.

■ WEEP-AM-FM Pittsburgh: Sold by Myron Jones Stations to Entertainment Communications Inc. (Entercom) for \$925,000. FCC approval of assignment concludes nine-year court case over ownership of stations (BROADCASTING, June 6). Seller is owned by Myron Jones, owner of WHOT(AM) Campbell-WHOT-FM Youngstown, both Ohio, WJET-AM-FM-TV Erie and 50% of WTIV(AM) Titusville, both

Pennsylvania. Buyer is principally owned (77%) by Joseph M. Field. Entercom owns KBRG(FM) San Francisco; WAYL(AM) Richfield, Minn.-WAYL-FM Minneapolis; KLEF(FM) Houston, and KTAC(AM)-KBRD(FM) Tacoma, Wash. WEEP(AM) operates on 1080 khz with 50 kw day and 25 kw at critical hours. WEEP-FM is on 107.9 mhz with 36 kw and antenna 420 feet above average terrain.

■ Other stations sales approved by the FCC last week include: KXGO(FM) Arcata, Calif.; KRML(AM) Carmel, Calif.; WNEB(AM) Worcester, Mass., and KCAN(AM) Canyon, Tex. (see page 76).

## World prospects in communications to be surveyed

### International Institute gathers in Washington today

More than 200 communications leaders from around the world are expected in Washington this week for the International Institute of Communications annual meeting. It will be the first time the conference has been held in the United States.

IIC (formerly the International Broadcast Institute) was founded in the late 1960's. It is based in London and has a membership of some 800 in 80 countries.

The Washington conference, hosted by the Corporation for Public Broadcasting, National Public Radio and the Public Broadcasting Service, will examine the use

of new communications technologies, the 1979 World Administrative Radio Conference and the future of broadcasting in the United States. Previous conferences have been held in Kyoto, Japan; Cologne, West Germany, and Mexico City.

Dr. Carl Sagan, professor of astronomy and space sciences at Cornell University, will deliver the keynote address at a noon session today (Sept. 12). Other speakers appearing over the four-day run of the conference include Gerald Long, managing director of Reuters Ltd.; Les Brown, *New York Times*; Marvin Kalb, CBS News, Gerald Mansell, BBC, and Representative Lionel Van Deerlin (D-Calif.).

The conference is being held at the Washington Hilton.

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## Media Briefs



**End of part one.** Post-Newsweek's WTOP-TV Washington pre-empted its prime-time programming last Wednesday (Sept. 7) to air a three-hour version of *Nobody Ever Asked Me*, the fourth and last in P-N's series of locally produced ascertainment programs conceived to show the viewing public why, among other things, regularly scheduled programs are pre-empted by local stations. The three other Post-Newsweek television stations, WFSB-TV Hartford, Conn.; WJXT Jacksonville, Fla., and WPLG Miami, aired similar programs with the same title last month (BROADCASTING, Aug. 15).

The purpose of the programs was to "demystify television", in the words of Joel Chase-man, president of Post-Newsweek Stations, and explain the ascertainment process while establishing dialogue with members of the community. WTOP-TV had a special problem: trying to find a cohesive element in the Washington area, a nonhomogeneous market encompassing three political jurisdictions—Maryland, Virginia and the District of Columbia. WTOP-TV featured discussions from three live remote locations outside the studio, one each in Washington, Maryland and Northern Virginia (above) in addressing the problems faced by Washington stations in deciding how to cover events in so diversified a market where the needs and concerns of its public differ greatly. To establish communication with the viewer, a telephone system was set up with a panel of operators answering calls from the public; the issues that came up most frequently were addressed by the studio moderator, Gordon Peterson. Taped ascertainment interviews and interviews with the producers of WTOP-TV's community affairs programs were included in the program to show viewers how the station finds out about the community's problems and how the information is translated into regular programming by way of community affairs programs, news stories and editorials.

According to WTOP-TV, P-N plans to do more of the same type of programs in the future. Ray White, WTOP-TV's project coordinator for *Nobody Ever Asked Me*, was enthusiastic about the results of the Post-Newsweek project, saying that it helped "overcome the natural distrust that people have of big institutions," television being one of them.

**Reflecting H-H change.** Hart-Hanks Newspapers Inc., San Antonio, has changed name to Harte-Hanks Communications Inc. to reflect more accurately character of company and its long-term direction. Most recent acquisition, subject to FCC approval, is purchase of Southern Broadcasting Co. broadcast stations (BROADCASTING, Aug. 29).

**Van Deerlin's riders.** National Association of Broadcasters has scheduled member of House Communications Subcommittee to speak at each of its six radio and TV fall meetings. Schedule: Martin Russo (D-Ill.), Chicago, Oct. 13-14; W. Henson Moore (R-La.), Atlanta, Oct. 20-21; Timothy Wirth (D-Colo.), Denver, Nov. 7-8; Subcommittee Chairman Lionel Van Deerlin (D-Calif.), San Diego, Nov. 10-11, and Louis Frey (R-Fla.), Dallas, Nov. 14-15. To be announced is member for Cambridge, Oct. 17-18.

**More detail needed.** FCC granted conditional license renewals to WUBE-AM-FM Cincinnati, but ordered licensee, Kaye-Smith Enterprises, to file lists of stations' employees yearly through 1979. Commission also ordered K-SE to report details of stations' efforts to recruit minorities for positions. Petition to deny renewals had been filed by former K-SE employee, who said minority employment was not within "zone of reasonableness" and that annual employment reports had not been filed by officer of company.

**Until Wednesday.** FCC has extended deadline for filing petitions to deny New Mexico and Wyoming license renewals to Sept. 14. Previous deadline had been Sept. 1. Extension was requested by Powder River Basic Resource Council and Media Access Project.

**Holding up.** Circuit court judge in Miami refused to rule out "involuntary, subliminal television intoxication" as defense plea in case of Ronald Zamora, 15, charged with first-degree murder (BROADCASTING, Aug. 22). Judge Paul A. Baker said, however, that he doesn't want "television in general and the networks" to be put on trial.

**Who's on first at BPA?** With resignations of Ken Taishoff, who is to be president-elect of Broadcasters Promotion Association (see "Fates & Fortunes"), and Gord Hume, BPA board member who is leaving broadcasting, association is soliciting suggestions for possible replacements. Vacancies will be filled at board of directors meeting Nov. 5, and logical move would be for current officers to advance: Terry Simpson, vice president, to president-elect; Al Gordon, secretary, to vice president, and Tom Dawson, treasurer, to secretary, leaving treasurer spot open. If person elected treasurer is current board member, two board seats would have to be filled. Suggestions from BPA members for new board members should be sent to Tom Cousins, nominations chairman, WCCO-TV Minneapolis.

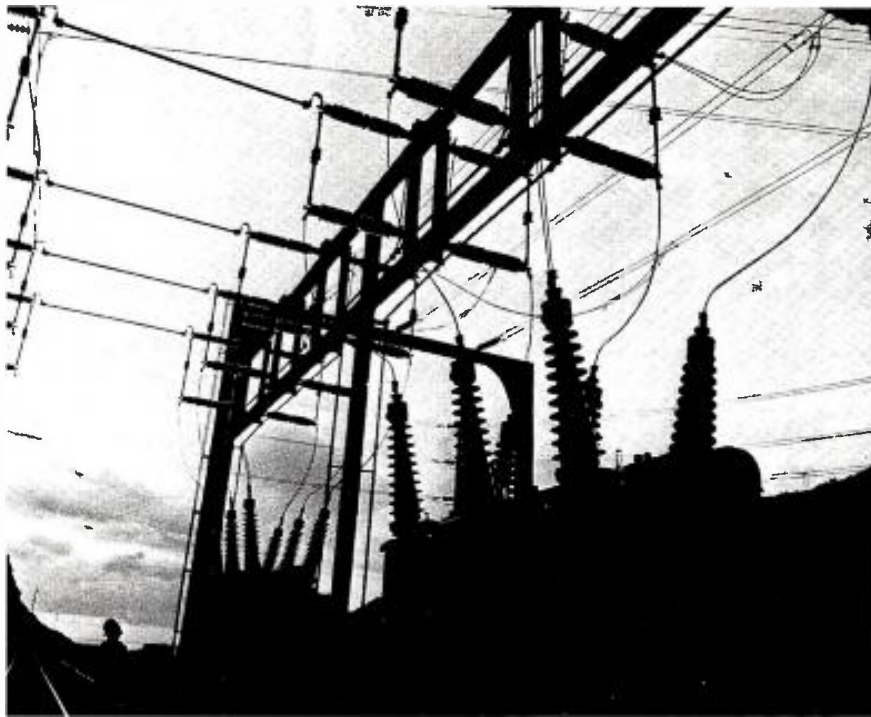


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## PLOUGH BROADCASTING'S WHRK, Memphis, picks a new format and IGM's RAM to make it go!

The new "disco" sound at WHRK requires the capability to program three or four times as many events as the previous format. So, the 100,000-watt, 24-hour station went to IGM with the problem.

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WHRK is only one of five Plough Broadcasting stations to install RAM systems.

The whole story is in IGM News, No. 2-77. Send for it today.

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## Equipment & Engineering

### U & V get equal billing on Tarzian's new Unituner

Component maker cites cost saving to set makers and value to UHF in alternate V-U dial exposure

Sarkes Tarzian Inc., the Bloomington, Ind.-based manufacturer of electronic components, has developed a combined UHF-VHF television tuner.

Called the Unituner, the device uses one knob to select both U and V channels alternately and displays them in the same size numerals in the same window (U's on the right, V's on the left).

Tarzian called the unit "a boon to UHF broadcasters, especially those serving mixed V-U markets," since it "automatically assures the exposure" of U's to viewers scanning for programs or merely changing

television channels.

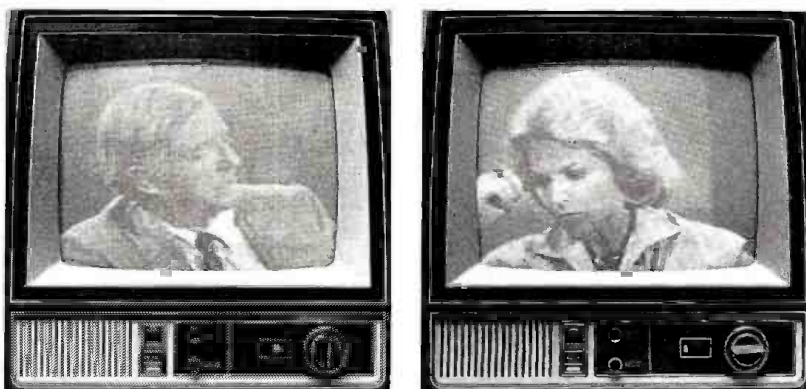
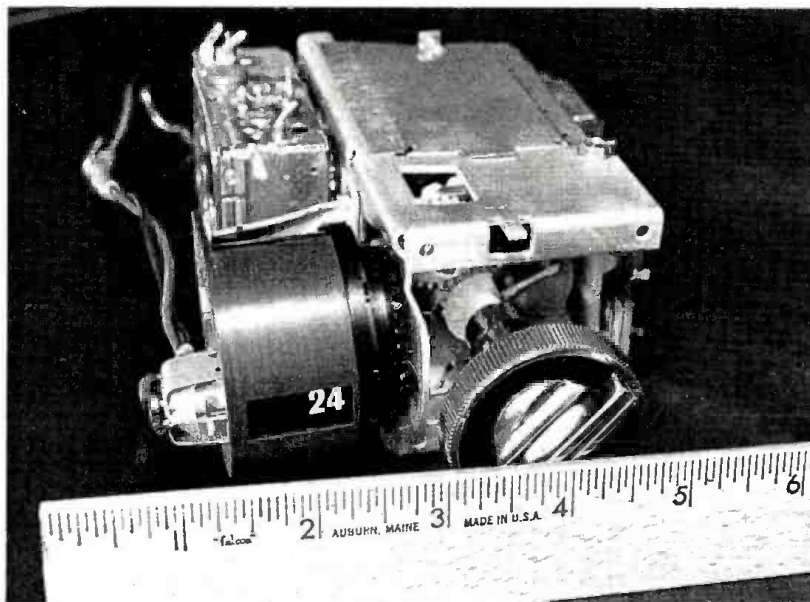
According to Tarzian, a majority of the major television set manufacturers are studying the unit for possible inclusion in sets to be marketed late next year.

Tarzian claims the technical specifications are equal to or better than those for the separate V-U tuner sections now in use and that the single tuner format will be less expensive than the cost of the two currently needed.

### Technical Briefs

**Million-dollar contract.** RCA Broadcast Systems, Camden, N.J., reports that Christian Broadcasting Network Inc. has ordered RCA color broadcast systems valued at about \$1 million to equip its new WXNE-TV Boston, Ch. 25 station is scheduled to go on air this fall.

**Quick-change artist.** Unimedia, Auburn, Calif., offers Unikit—package that modifies consumer Sony Trinitron color TV set into professional TV monitor. Features include external video and audio in and out, pulse cross with auto bright-up, power line isolation and DC controlled logic. Kit costs \$225.



**All in one.** Sarkes Tarzian's new Unituner (top) combines both the UHF (l) and VHF (r) bands on one dial. The V and U stations alternate with each click of the knob with the V channels repeating as necessary to reach the end of the UHF band.

**"I am most impressed with Cinema Products' approach to the design and manufacture of film equipment, as well as the diversity and dependability of their products. CP-16R and STEADICAM are the prime examples!"**



Timothy Wolfe  
Chief, Film Production  
Maryland Center for Public Broadcasting

"The Maryland Center for Public Broadcasting is the production facility for a network of PBS affiliated stations throughout the state," says Timothy Wolfe, Chief, Film Production.

"Most of our programs are specifically tailored to meet local needs, while others are produced for a national audience. The film production unit provides a wide range of materials for broadcasting, from film inserts which are rolled into live or taped broadcasts, to hour-long dramas and documentaries."

**"The CP-16R is the finest production camera of its kind..."**

"We are well equipped for all phases of 16mm production. Included in our inventory is a CP-16/A, a CP-16R/A reflex with orientable viewfinder, a Model 6C mixer, and we have just ordered a J-4 zoom control system for several of our lenses."

"The cameras are extremely quiet, well built, and simple to service. Certainly the CP-16R is the finest production camera of its kind, and we use its single/double system sound capability extensively."

Motion picture cameraman Kevin Weber concurs. "I have been using the CP-16R on a daily basis for the past year or so — filming community theatre, dance, and music presentations in the Baltimore-Washington area," says Weber. "After hundreds of location productions, the CP-16R continues to function perfectly. The camera is very professional, yet it retains a simplicity that makes it extremely



Cameraman Kevin Weber (right) and Timothy Wolfe, Chief, Film Production, Maryland Center for Public Broadcasting.

functional.

"I enjoy shooting from the shoulder, so I often utilize a 10mm lens, and jump right into the action on stage. From this vantage point, my camera can become another character who is in close touch with the performers. The CP-16R is one of the finest handheld cameras I have encountered: silent and reliable, capable of handling almost any filming situation."

**"Working with STEADICAM means developing a new technique of moving and shooting."**

Says Wolfe: "A recent assignment to produce a short film about the sport of Siberian Husky dog racing presented us with an excellent opportunity to explore the unique capabilities of Cinema Products' new STEADICAM camera stabilizing system. Especially since director

Cameraman Steve Dubin with CP-16R and STEADICAM. STEADICAM converts virtually any vehicle into an "instant" camera platform.



Marian Siegel wanted to include both tracking and point-of-view shots of the race itself.

"From Brenner Cine-Sound (Washington, D.C.) we rented a Universal Model STEADICAM and Cinevid system for use with our own CP-16R, allowing cameraman Steve Dubin sufficient lead time to familiarize himself with the unit under the guidance and supervision of Brenner technicians."

"The evening before the shoot, Steve took a feed from the Cinevid and recorded his moves on a video cassette machine. Time well spent, since working with STEADICAM means developing a new technique of moving and shooting."

"Using 7247 color negative for maximum depth of field, Steve shot with an 85N6 on the Angenieux 12-120mm zoom lens at f/16, keeping the focal length between 12-25mm."

**"STEADICAM replaces costly and time-consuming methods of shooting."**

"Steve moved easily with his STEADICAM, in and around dogs and trainers as the teams were being prepared for a run. He was then strapped to the tailgate of the truck for some tracking shots, leading the teams along little used trails, and ended the day riding in the dog sled on a run through the woods."

"With STEADICAM, Steve was free to make complicated shots on short notice with relative ease — shots which would have been impossible to make had he been limited to a dolly, tracks, and hours of crew rehearsals! And the finished piece has a remarkably fluid and refined quality."

"STEADICAM replaces costly and time-consuming methods of shooting," concludes Wolfe. "The Universal Model is especially attractive, since it can be used interchangeably with 16mm and 35mm motion picture cameras, as well as with video cameras."

"I am most impressed with Cinema Products' approach to the design and manufacture of film equipment, as well as the diversity and dependability of their products. CP-16R and STEADICAM are the prime examples! With products like these, filmmaking remains a viable operation for a television production facility such as ours."

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STEADICAM is covered under U.S. Patent No. 4,017,168 and under foreign patents abroad.





## Manipulators outside ABC cited in report on boxing

Investigator says network had tried to resolve suspicions about rankings long before the tourney suspension

ABC-TV's report on the suspended U.S. Boxing Championships concludes that the tournament's selection process was "deliberately manipulated" to benefit friends and business associates of individuals working for Don King Productions and *Ring* magazine. The report says that allegations to that effect were consistently brought to the attention of ABC Sports executives as early as September 1976—four months before the tournament began.

The report was turned in to ABC by special investigator Michael Armstrong on Aug. 25 (BROADCASTING, Aug. 29, Sept. 5) after a four-month investigation, which was initiated immediately after the tournament's suspension (BROADCASTING, April 25, et seq.). The material was first made

available for inspection by reporters at ABC's corporate headquarters last week.

The report confirms, but in heretofore unrevealed detail, long-standing allegations concerning the manner in which fighters were chosen to participate in the tournament. Fighters who were selected stood to make as much as \$19,000 in purses in the junior weight divisions and \$180,000 in the heavyweight divisions. Don King Productions was to have been paid \$2,035,000 by ABC to organize and administer the tournament and to pay the fighters.

What was not known prior to the release of the report was the depth of ABC's suspicions as to the legitimacy of the rankings. According to the report, Mr. King's rivals in the promotion business and others were suggesting to ABC executives throughout the fall and winter of 1976 that "house" fighters—those associated with Mr. King or his partners—were being allowed in the tournament. By Dec. 21, ABC Sports Vice President James Spence had a written report, turned in at Mr. Spence's request by boxing aficionado and ABC promotion employe, Alex Wallu, that listed the tournament's fighters in four categories—"qualified," "marginal," "distant," and "disgraces." The report listed 31 fighters in the latter three categories and noted that many of the fighters were connected with associates of Don King, the same connections which Michael Armstrong's report would later call "clearly unhealthy."

These allegations prompted numerous exchanges between ABC and Don King Productions, the report said, during which ABC executives urged Mr. King to provide the best possible fighters. ABC's concern mounted with growing criticism of the tournament in the sporting press, the report said, and culminated in the network's request that signed affidavits be secured from Don King Productions and *Ring* magazine to the effect that neither organization received kickbacks or other advantages in connection with the tournament.

But, according to the report, "Apparently neither Mr. Spence nor others at ABC expected Don King Productions to attract all, or perhaps even most of the top fighters in each weight category during the tournament's first year of operation. They believed, however, that if the first tournament was successful, it would be easier to attract fighters in subsequent years." (ABC's contract for the tournament gave it first refusal rights to later U.S. Championships tournaments and to title-defense fights involving tournament champions.)

The report continued: "It seems clear that there were a number of people at ABC who were very critical of the tournament and cynical about the quality of the fighters who would be scheduled by Don King Productions to participate."

In the report's over-all conclusions, Mr. Armstrong noted that the investigators had found no evidence that ABC personnel had direct or indirect involvement in the improprieties in the tournament. The

report noted that the investigation did not address questions of "simple negligence"—as opposed to gross negligence—or of "questionable business judgments" on the part of ABC.

ABC Sports continued its own investigations of the allegations about the tournament and—after verifying to its satisfaction that the rankings were, indeed, inaccurate and after airing some of the charges following one of the fights broadcast—suspended the tournament April 16. Mr. Armstrong's report noted that ABC executives apparently believed that Mr. King and *Ring* would not be "crazy" enough to manipulate the ratings, and that they "felt ABC should be prepared to live with questionable subjective judgments" necessarily made by the promoters in the selection of available fighters.

In an ABC statement issued Sept. 2, Boone Arledge, president of ABC News and Sports, said, "I am satisfied that all ABC people conducted themselves properly. Given the benefit of 20/20 hindsight, in the early stages, we would have handled the situation differently. This has been a valuable experience with respect to any similar future sports presentations."

Among the report's other findings:

- John Ort, who was "primarily responsible" for compiling *Ring's* rankings, was paid \$5,000 in cash by Mr. King during 1976, which Mr. King and Mr. Ort described as a fee for Mr. Ort's assistance in "formulating the concept of the tournament and for other past services." The report concluded that the payment "seriously compromised" Mr. Ort's independence as an objective source for the rankings.

- *Ring's* records contained at least 25 "undisputedly phony" fights. In 15 of those fights, the report says, "we believe there is reason to suspect that the ratings were improperly or unduly influenced."

Mr. King's associates who managed fighters in the tournament were allowed to act as "funnels" through which invitations to participate were issued.

"A number of well-qualified fighters were either overlooked entirely or not actively pursued," the report says, "thereby permitting the inclusion in the tournament of less qualified fighters," many of whom had connections with Don King Productions and Mr. Ort. Don King Productions, the report says, "failed to take even minimal steps to secure the participation of well-qualified fighters."

- Don King, himself, either through corporations "nominally controlled by his family or through close business associates, appears to have had interest in certain fighters." The report adds that all but one of those fighters probably would have qualified for the tournament in any case.

- There was found "some evidence" that payment was required to gain entry into the tournament, but that there was "insufficient evidence for definitive conclusions." No evidence was found of any attempt to "steal" fighters from their regular managers or to "fix" individual fight decisions.

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## NCCB: Violence declined in summer; Burger King's turnabout praised

**But Whitehall's Anacin, Budweiser are listed as sponsors currently most involved in overly harsh shows**

Television violence was down during the summer, as CBS and NBC reduced the most serious forms of violence in their programs. But ABC continued as the alleged leader in violence among the networks. These were the findings of a two-week summer study by the National Citizens Committee for Broadcasting, in a continuing TV-violence-monitoring project that is funded by the American Medical Association.

An NCCB news release reporting the findings last week said the violence level was down 5% compared to last fall, as the number of killings, beatings and rapes dropped off in CBS and NBC shows. It noted that "two of the most violent shows"—NBC's *Quest* and *Serpico*—are off the air and that "the number-one show in violence, ABC's *Starsky and Hutch*, averaged only half the violence level of last fall's most violent show."

"It looks like the public is at last being heard," the release quoted NCCB Chairman Nicholas Johnson as saying. But the release also quoted him as adding that the monitoring—which is done for NCCB by bi Associates, a commercial monitoring firm—would continue in the fall.

CBS again won NCCB's award for the least violent network. It was said to have offered only one-third the amount of killings, etc. as ABC.

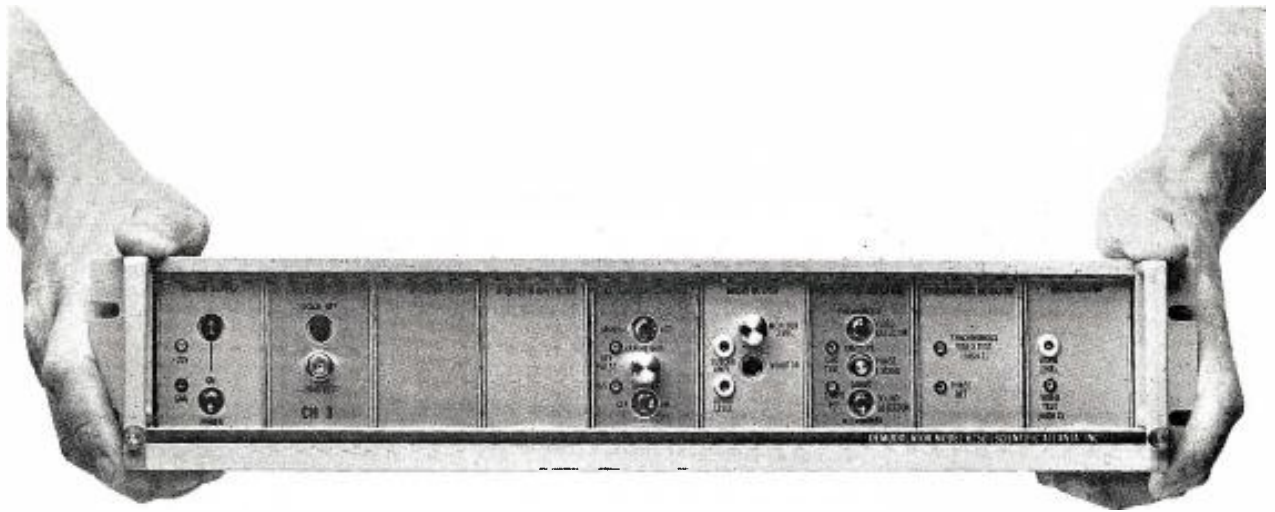
Trailing *Starsky and Hutch* in violence, according to NCCB, were *Wonder Woman*, *Feather and Father Gang*, *Baa Baa Black Sheep* and *Baretta*. Shows found to have no violence included *Phyllis*, *Bob Newhart*, *All's Fair*, and *All in the Family*.

NCCB said that as a result of advertisers' suggestions it has revised its procedure for ranking advertisers in terms of the violence in the shows in which their commercials appear. The rankings now take into account the percentage of advertising in the most violent programs. Advertisers "complained our procedure wasn't catching the sponsors who purposely traffick in violence," Mr. Johnson said in the release. Previously, only the number of violent incidents in a program and the length of those incidents were considered.

Under the new system, Whitehall Labs—makers of Anacin—and Budweiser led the most violent list. Schlitz beer—seventh most violent—was found on the list of the 12 most violent advertisers in the two previous studies—one last summer, the second in December 1976—done by NCCB.

Advertisers found to have placed com-





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## Scientific Atlanta



mercials in the least violent shows are Best Foods, Burger King, Coolray Sunglasses and Glenbrook Labs (Bayer aspirin).

Burger King, which had been found in the most violent programs in the previous two studies, is now the second least violent sponsor, and therefore deserving of special mention, according to the release.

The new NCCB monitoring effort will begin on Sept. 13 and continue for 13 weeks. The NCCB release quoted Mr. Johnson as saying, "The networks have promised a real reduction in violence in this new season. We are now prepared to hold them to those promises and report our findings to the industry and to the viewing public."

## Swafford shoots back at critics

**NAB executive sees censorship overtones in civil-rights report, stance taken by PTA**

National Association of Broadcasters Senior Vice President Thomas Swafford, lashed out at two of the industry's prominent critics last week—the government, for the August report of the Civil Rights Commission condemning TV's treatment of women and minorities, and the PTA for its continued pressure on the broadcast in-

dustry to remove excessive violence from TV.

Speaking last Friday in Amarillo, Tex., to the Amarillo Advertising Federation, Mr. Swafford charged that what the Civil Rights Commission report (BROADCASTING, Aug. 22) proposes is outright censorship of TV programming. The report "clearly rejects the concept of television providing what people want to see," he said. "It's the commission's contention that people should see what they ought to see. And who will decide what they should see? The government."

What the PTA preaches, he said, "goes beyond censorship. What it says, really, is this: We will decide what is acceptable. But if you, the broadcaster, do not broadcast what is acceptable, we will try to take your license away from you."

As for the controversy of ABC's new program, *Soap*, he said he won't defend the program. "But I'm not going to condemn it either. I haven't seen it." The fact that few of the people who are demanding its removal from the fall schedule have seen it yet either, is a "manifestation of intolerance that disturbs me," Mr. Swafford added.

"I'll make up my own mind about *Soap*. I urge others to make up their minds. But I do not want my mind made up for me. Nor should others."

## Elderly are latest to hit their portrayal on TV

**House hearing cites Carson routine, Burnett show; networks respond with examples of other depictions**

Johnny Carson took a drubbing and Eric Severeid became a cause at a hearing on television before the House Committee on Aging last week.

Mr. Carson came under his attack for his *Tonight Show* character, "Aunt Blabby," who offends several old people who testified Thursday—including the committee chairman, Claude Pepper (D-Fla.), who turned 77 the same day. "Is Johnny Carson's repertoire so limited that he cannot afford to sacrifice Aunt Blabby, his sick parody of the elderly woman?" Mr. Pepper asked.

"I think it's some indication that he's run out of material," added Maggie Kuhn, the national convener of the Gray Panthers who said she once asked him on his show to "liberate" Aunt Blabby—"but evidently he hasn't gotten the message." Mr. Carson had performed the character only the night before.

The purpose of the hearing was to illuminate the feelings of Mr. Pepper, the Gray Panthers and others—such as former FCC Commissioner Nicholas Johnson, of the National Citizens Communication Lobby—that the elderly are treated poorly by the networks. "Are the elderly the lepers of television?" Mr. Pepper asked. "Are we so victimized by our own stereotypes that we only recognize as elderly

those televised characters who are toothless, sexless, humorless, witless and constipated?"

According to several witnesses, Johnny Carson isn't the only one guilty of perpetuating the stereotype. Lydia Bragger, chairman of the Gray Panther Media Watch, also accused Dick Van Dyke, whose portrayal of an old man "is very objectionable." Tim Conway, another regular with Mr. Van Dyke on the *Carol Burnett Show*—"the most offensive in its stereotyping of the old"—also performs an "insulting" old man. Her reproach even fell on David Brinkley, because on a recent evening news program he referred to aging as "an ailment we all have in common."

They found a symbol in another television personality, Eric Severeid, who begins mandatory retirement the end of November. Ms. Kuhn referred to his case as a "classic example" of someone being forced to leave before his usefulness ran out. Representative Pepper asked, "Does Eric Severeid suddenly at midnight the day of the 65th birthday become less intelligent, less competent, less dedicated than he was before?"

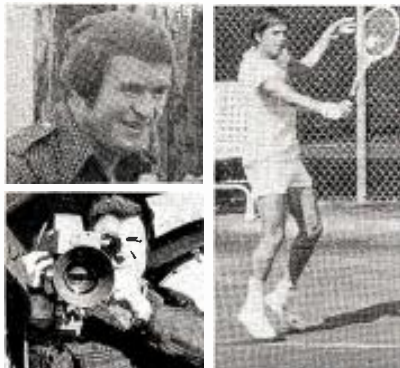
Mr. Pepper liked better the model of CBS Chairman William Paley, who will be 77 this week. "Maybe he's an example of what the company policy should be," he said.

All three networks and one program producer, Frank Price of Universal Television, were on hand to defend themselves, holding up programs of their own to refute the charges. The old people on *Phyllis*, *The Waltons* and *Barnaby Jones* are all strong, active, opinionated and respected figures, said Harvey L. Shephard, vice president, programs, CBS. Herminio Traviesas, vice president, broadcast standards at NBC, pointed to *The Practice* (with Danny Thomas, no longer on), *Chico and the Man* and *The Rockford Files*. And exemplary offerings at ABC, according to Anthony Thomopoulos, vice president, ABC Television, include *Barney Miller* and *Fish*. All three boasted about their treatment of the elderly on news and public affairs programs.

Most of the members of the committee appeared to side with the networks' adversaries, expressing concern about the comments in a committee staff study (released at the hearing) generally critical of TV. When TV shows old people at all—and proportionately there are far fewer of the elderly on TV than in the audience—they are usually in "negative" roles, it says.

Mr. Pepper sought to downplay any fears of program control, however, saying "this hearing is not sponsored by vigilantes. It does not prophesy a new wave of McCarthyism. No one here, to my knowledge, advocates repeal of the First Amendment."

The purpose of the hearing was only "to inquire," he said. "It is my hope that these hearings will bring public attention to bear on this issues and that the networks, which by and large perform a marvelous service for the public, will completely eliminate age stereotyping, even if it is inadvertent."



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## Purpose:

The 1977 Media Awards for the Advancement of Economic Understanding is a new program to give recognition to outstanding economic reporting directed to the general public. Patterned after the Pulitzer awards, the program is designed to stimulate media to initiate economic reporting that is imaginative, interesting and easily understandable.

The goal of the program is to improve the quality and increase the quantity of economic reporting in the general media. It aims to encourage and reward outstanding submissions by media which effectively explain aspects of the economic system to typical audiences—in terms that have meaning for the average reader or viewer.

## Awards:

A total of \$105,000 will be awarded in 14 media categories, competitively grouped according to circulation or scope of market. In each category, there will be a First Prize of \$5,000 and a Second Prize of \$2,500.

## Eligibility:

Entries must be original works published, broadcast or telecast between January 1, 1977 and December 31, 1977.

## Judges:

Winners will be selected by a panel of judges consisting of the following:

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## Administration:

The Amos Tuck School of Business Administration of Dartmouth College is sole and independent administrator of the Media Awards for the Advancement of Economic Understanding.

Media Awards for the Advancement of Economic Understanding is being sponsored by the Champion International Corporation, Stamford, Connecticut.

Deadline for Entries:  
January 15, 1978

## Program Briefs

**Elvis.** TM Productions, Dallas, is offering *Tribute to Elvis Presley*, 12-hour radio documentary produced at CHUM(AM) Toronto and narrated by Charles Van Dyke. Program chronicles life of late star with rare recordings, celebrity commentaries and interviews touching on singer's birth, family and philosophy. Documentary had never been broadcast in U.S. prior to airing on KLIF(AM) Dallas last month. Breaks for 10 to 15 commercials per hour have been put into 12-hour tribute.

**Mr. Donahue goes to Washington.** New stations signed for syndicated *Donahue* this fall are WTOP-TV Washington, KENS-TV San Antonio, Tex.; KTEW(TV) Tulsa, Okla.; WOTV(TV) Grand Rapids, Mich.; WPTV(TV) West Palm Beach, Fla.; KVOS-TV Bellingham, Wash.; WTAR-TV Norfolk, Va.; WMTV(TV) Madison, Wis.; KHAS-TV Lincoln, Neb.; WQAD-TV Moline, Ill.; WLCY-TV St. Petersburg, Fla., and WJHG-TV Panama City, Fla. In addition, stations in 15 other markets have renewed Phil Donahue talk show that originates from WGN-TV Chicago and is syndicated by Multimedia Program Productions.

**Halved.** Richard Pryor had "change of heart" about his comedy series on NBC-TV this fall according to network, and will now do five one-hour programs, instead of

originally planned 10. Shows will run in regular time slot, Tuesdays at 8 p.m. Replacement is not yet determined.

**Record response.** Jerry Lewis's nationwide telethon for Muscular Dystrophy Association was reported to have netted more than \$26.8 million in pledges, well above last year's \$21.7 million. Telethon ran 2 1/2 hours, ending Sept. 4, and was carried by more than 200 stations—90% of them network affiliates—in continental U.S., Hawaii, Alaska, Puerto Rico and Canada. Interconnection, for ninth year, was provided by Hughes Television Network.

**Change of plan.** ABC-TV revised its new fall Saturday-morning line-up, effective Sept. 10: *The All New Superfriends Hour*, initially scheduled for 10-11 a.m. NYT, now spans children's block at 8-9 a.m., and *Scooby's All-Star Laff-A-Lympics*, which had been set for 8-10 a.m., is now at 9-11 a.m. instead. Rest of Saturday-morning schedule is as announced originally: *Krofft Supershow—'77* at 11-noon, *ABC Weekend Specials* at noon-12:30 p.m. and *American Bandstand* at 12:30-1:30 p.m.

**Joiners.** New affiliates of NBC Radio Network: KGRZ(AM) Missoula, Mont.; KBUL(AM) Wichita, Kan.; WOCB(AM) West Yarmouth, Mass. New affiliates of CBS Radio Network: KGBX(AM) Springfield, Mo.; WRFD(AM) Columbus, Ohio.

**Devaney sets up shop.** JPD Enterprises, Beverly Hills, Calif., has been established by James Patrick Devaney, sales account executive at NBC for past five years. First project is *Goin' Home*, starring Ed McMahon taking trips with stars in various fields to his or her home town to meet friends, early employers and family. *Goin' Home* is pilot for mid-December airing as special on NBC O&O's, according to JPD spokesman, who also said it would be syndicated to stations through Alan Lubell of Marathon Productions. Although JPD's major thrust will be packaging dramatic and documentary series, company will also feature commercials department, representing well-known personalities for off-network and foreign film ad appearances.

**Date in Dixie.** ABC Sports has signed television rights to final game of Atlantic Coast Conference Basketball Tournament. Championship game will be aired live on ABC's *Wide World of Sports* on Saturday, March 4, 1978. According to ABC, seven-team conference usually gets "two or three" places in college basketball's top 10. ACC's North Carolina lost to Marquette in final game of National Collegiate Athletic Association playoffs last year.

**All 100 and more.** Paramount Television, syndicators of *The Brady Bunch*, reports latest station signings for show bring market tally to 172, including all top-100 markets.

**Wildlife adventure.** Twenty-one new episodes of *World of Survival* have been produced by Survival Anglia Ltd., as show enters its seventh year of syndication. Distribution is being handled by JWT Syndication which expects same clearance as last year—some 65% to 70% of U.S. households. Show also is distributed worldwide and said to be seen in about 90 countries.

**Salute to Elizabeth.** NBC-TV plans three-hour special commemorating silver jubilee of England's Queen Elizabeth, to preempt all network's prime-time programs on Tuesday, Nov. 29 (8-11 p.m. NYT). *American Salutes the Queen* will have Bob Hope as host with guests that include Rudolph Nureyev, Cleo Laine, Julie Andrews, Carol Burnett, Shirley MacLaine and Muppets. Taping at London Palladium is scheduled Nov. 21.

**Third place.** CBS News's three-hour prime-time report on energy crisis Aug. 31 averaged 10.2 rating in national Nielsen overnights against 24.7 on ABC-TV and 11.3 on NBC-TV, both of which had entertainment.

**Old shows.** Public Broadcasting Service will present nightly *Over Easy*, "first major television series specifically intended for Americans over 55," beginning Nov. 14. Thirty-minute programs will be produced by KQED(TV) San Francisco. Hugh Downs will serve as host. Program is being funded by \$2.23 million grant from Department of Health, Education and Welfare's Administration on Aging and \$1.75 million from Corporation for Public Broadcasting.

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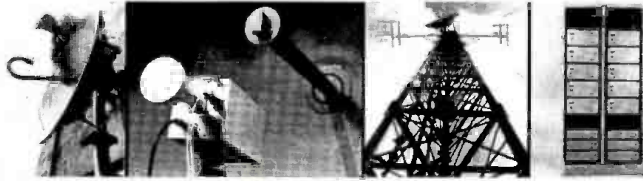
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## 'Today' to offer some new faces, extra ingredients

### Daily features added, duties of Shalit and Furness expanded

A spiced-up format for the *Today* show is set to premiere next Monday (Sept. 19) as NBC News enlarges the morning program's cast of characters and its inventory of features.

The changes—which Executive Producer Paul Friedman said “will add up to a brighter, fresher program”—will follow the introduction of a new *Today* set by about two weeks. After Labor Day, the network eliminated anchor desks from the basic set *Today* shares with the *NBC Nightly News* (BROADCASTING, Sept. 5).

Joining *Today* (7-9 a.m. NYT) on regular assignment will be correspondents Eric Burns and Jack Perkins who are to provide major pieces each week from Chicago and Los Angeles, respectively. Each will be backed by his own production unit.

New daily features will include “What’s Hot” and “Living.” According to Mr. Friedman, the former will “be concerned with little things that make up contemporary culture in America” and the latter will consist of life-style stories of how people cope with matters ranging from money management to home decorating. *Today* regulars will handle “What’s Hot”; new contributors for “Living” are being sought.

Another new feature, on Mondays, will have government officials answering questions from people on the street. Called “Washington on the Spot,” this segment will feature politicians live from NBC in Washington responding to questions taped by various news bureaus. Lead-off guest next Monday is Joseph Califano, secretary of health, education and welfare.

*Today*'s primary trio—Tom Brokaw, Jane Pauley and Gene Shalit—remains but the format changes call for a larger role for Mr. Shalit. Instead of contributing only one “Critic’s Corner” piece every two weeks, he will present one every Tuesday

**Ball bounced.** Reruns of Lucille Ball's last regular television series, *Here's Lucy*, will be edged off the CBS-TV daytime schedule Nov. 4 to make room for the new one-hour version of the soap opera, *The Guiding Light*. Miss Ball has had a series on the network almost continuously since the now-classic *I Love Lucy* program started in 1951. The original *I Love Lucy* was filmed live and won the comedienne a string of Emmys and other awards, as well as top-10 ratings. In 1957 the weekly series was replaced by *The Lucille Ball—Desi Arnaz Show*, five variety specials yearly featuring such subjects as Lucy mining uranium with Fred MacMurray and June Haver and skiing in Sun Valley with Fernando Lamas. After a two-year break, she returned to the network in 1962 with *The Lucy Show*, which later was renamed *Here's Lucy*, and which ran until 1974.

and Thursday. The three will share responsibility for short daily pieces—Mr. Brokaw on Monday, Ms. Pauley on Thursday and Mr. Shalit on Tuesday and Wednesday. Correspondent Edwin Newman will take a turn on Friday.

In addition, *Today* will expand Betty Furness's consumer reports to twice weekly (Tuesday and Thursday). Continuing with three pieces a week (Monday, Wednesday and Friday) will be *Today*'s doctor, Art Ulene. As before, Floyd Kalber will report the news and Lew Wood, the sports and weather.

## Two new games at NBC

NBC-TV has placed two new half-hour game shows in its daytime schedule. Both premiere Oct. 3.

*Knockout*, with comedian Arte Johnson as host, is described by the network as “a game of strategy, quick-thinking and deception.” To win, three contestants try to identify a relationship between three out of four words. The first contestant to do so eight times wins. The program, a Ralph Edwards production, airs from 11:30 a.m.

to 12 noon NYT. It replaces *It's Anybody's Guess*.

*To Say the Least*, described as a “word elimination game with celebrity teams,” will be emceed by long-time game host Tom Kennedy. A celebrity team and a contestant team take turns at conveying a clue sentence to each other in the fewest possible words. A Heater-Quigley Production, *To Say the Least* will air from noon to 12:30 p.m. It replaces *Shoot for the Stars*.

## HBO fills in its hand for fall

### New package of movies, expanded entertainment features on tap

Home Box Office, Time Inc.'s pay-cable programming arm, last week announced its fall line-up, with promise of a new show each Friday, Saturday and Sunday evening in prime time.

Among the new HBO offerings of 24 theatrical films for cable are “All the President’s Men,” “Taxi Driver,” “The Seven Percent Solution,” “Two-Minute Warning,” “The Shootist,” “Mahogany,” “Lipstick,” “The Man Who Fell to Earth” and “The Fox.”

Returning as a regular monthly feature is *Standing Room Only* which begins Sept. 18 with the spotlight on comedian Jerry Lewis. According to Michael Fuchs, HBO vice president, sports and specials, and SRO executive producer, the 90-minute Lewis show “is our most ambitious project to date,” representing “nearly a full summer of taping.” After its premiere, the program will be rerun on Sept. 22 and 26 and Oct. 1. SRO's October entry will feature Neil Sedaka, singer and songwriter, and the following month, the stage show, “Casino de Paris.”

HBO's *On Location* monthly series of nightclub performances and backstage interviews begins Sept. 24 with “The Second Annual Home Box Office Young Comedians Show” and continues in October with Soupy Sales and in November with Frank Gorshin.

Encore performances of HBO programs this season will include “Nightowl” late shows on Friday and Saturday nights.

On the sports side, HBO is adding a new weekly series, *Inside the NFL*. With a start date of Sept. 22, the hour program will feature a detailed review of the week's key National Football League game, highlights of other action and predictions on upcoming games. The show, being put together by HBO and NFL Films, will have a 17-week run, until the January 1978 Super Bowl.

HBO claims to supply programming to some 80% of the U.S. pay-TV industry, with more than 700,000 homes on its subscriber lists and about 350 cable system affiliates. Later this month, it celebrates its second anniversary of satellite transmission and two months after that, its fifth anniversary in the business.

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## Big boost for TV medium from all media

The fastest-growing category in spot television during the first six months of 1977 was publishing and media, which spent \$36 million, up 67% over last year's first half.

In the runner-up position in growth, ac-

ording to the compilation by the Television Bureau of Advertising, based on estimates compiled by Broadcasters Advertisers Reports, was records and tapes and radio and TV sets, up 58% to \$66.7 million. Other substantial gainers were beer and wine, up 29% to \$41.7 million and agriculture and farming, up 29% to \$12.1 million.

For the second quarter alone, according to TVB, the largest category gainer was records and tapes, radio and TV sets, which climbed 70% to \$20.3 million. Posting substantial advances were publishing and media, up 53% to \$13.6 million; consumer services, up 40% to \$17 million;

beer and wine, up 39% to 28.2 million and insurance, up 33% to \$5.9 million.

TVB reported that for the first six months of 1977 spot TV rose by 5% to \$1,119,627,600 (BROADCASTING, Sept. 5). Represented in the total were 1,978 national and regional companies advertising 7,754 brands during the first half of this year.

The largest advertiser category during the first half was food and food products with \$240.2 million in spot TV, followed by automotive, \$113.7 million; confectionery and soft drinks, \$87.1 million; household equipment and supplies, \$76.1 million and proprietary medicines, \$46.7 million.

	2d Quarter '77	Jan.-June '77		2d Quarter '77	Jan.-June '77
AGRICULTURE and FARMING	\$5,814,100	\$12,146,100	Household paper products	12,112,700	26,138,300
Fertilizers and feed treatment	3,079,100	5,387,700	Insecticides and disinfectants	2,894,300	3,197,400
Pest controls	2,384,000	6,021,500	Major appliances	8,448,400	15,377,100
Miscellaneous agriculture and farming	351,000	736,900	Patio and barbecue equipment	1,507,500	1,739,600
APPAREL, FOOTWEAR and ACCESSORIES	8,969,900	15,364,200	Small appliances and equipment	2,337,400	3,797,000
Apparel Fabrics & Finishes	496,600	758,800	Miscellaneous accessories and supplies	9,194,300	15,092,200
Footwear	3,352,100	4,956,800	HOUSEHOLD FURNISHINGS	3,903,900	7,498,400
Hosiery	845,500	2,143,100	Floor covering	630,500	1,547,700
Ready-to-wear	1,830,200	3,084,600	Furniture	1,655,900	3,196,700
Underwear, foundations and bras	2,025,000	3,558,400	Household fabrics and finishes	525,400	830,700
Miscellaneous apparel, accessories and notions	420,500	862,500	Miscellaneous household furnishings	1,092,100	1,923,300
AUTOMOTIVE	62,181,500	113,664,800	INSTITUTIONAL AND CORPORATE PROMOTION	917,100	2,547,000
Passenger cars	44,687,000	89,098,600	INSURANCE	5,867,100	13,399,300
Tires and tubes	6,898,200	8,328,100	Fire and casualty insurance	2,741,600	6,155,600
Trucks and mobile homes	6,920,100	10,338,800	Life insurance	3,125,500	7,243,700
Miscellaneous auto accessories and equipment	3,676,200	5,899,300	JEWELRY, OPTICAL GOODS AND CAMERAS	8,363,500	9,519,700
BEER and WINE	28,198,700	41,733,800	Cameras and photographic supplies	3,311,500	3,788,200
Beer and Ale	21,911,600	32,595,200	Jewelry, watches and optical goods	5,052,000	5,731,500
Wine	6,488,400	9,138,600	OFFICE EQUIPMENT, STATIONERY AND WRITING SUPPLIES	2,925,100	5,725,100
BUILDING MATERIAL, EQUIPMENT AND FIXTURES	12,911,600	18,766,800	Office machines and equipment	2,480,900	4,642,900
Building materials	896,900	1,222,600	Stationery, pen and pencils	444,200	1,082,200
Equipment fixtures & systems	7,570,800	12,287,500	PET FOODS AND SUPPLIES	16,261,600	29,837,700
Protective coating & finishes	4,443,900	5,256,700	Pet foods	12,741,300	24,915,100
CONFECTIONERY AND SOFT DRINKS	53,760,300	87,146,500	Pet supplies	3,520,300	4,922,600
Confectionery	18,551,000	36,754,500	PROPRIETARY MEDICINES	17,187,300	46,689,900
Soft drinks	35,209,300	50,392,000	Cough, cold and sinus remedies	1,096,100	9,425,100
CONSUMER SERVICES	17,005,200	33,993,300	Digestive aids and antacids	2,042,900	4,623,900
Communications and public utilities	7,682,500	12,839,100	Headache remedies and sedatives	4,375,700	10,386,500
Engineering and professional services	2,334,000	8,121,100	Laxatives	1,015,100	1,927,000
Financial	1,827,200	2,308,400	Medical equipment and supplies	1,314,000	1,917,000
Schools and colleges	3,069,600	7,459,000	Reducing aids	1,314,000	2,159,800
U.S. government	2,091,900	3,265,700	Skin products and liniments	3,846,400	12,089,800
FOOD AND FOOD PRODUCTS	121,329,400	240,235,600	Vitamins	846,100	1,729,500
Appetizers, snacks and nuts	4,395,300	7,718,500	PUBLISHING AND MEDIA	13,589,800	36,025,000
Bakery goods	17,916,500	36,747,700	Books	3,446,900	9,516,200
Cereals	14,446,600	26,482,700	Magazines and newspapers	10,142,900	26,508,800
Coffee, tea and cocoa	13,791,100	26,668,000	RECORDS AND TAPES, RADIOS AND TV SETS	20,261,200	66,741,400
Condiments	3,994,900	7,512,500	Musical instruments	72,400	233,700
Dairy products	17,364,300	30,562,100	Records and tape recordings	17,019,700	58,208,300
Desserts and dessert ingredients	1,871,200	3,604,300	Radios, TV sets, phonographs and recorders	2,238,600	6,460,000
Flour and baking mixes	872,600	3,261,700	Miscellaneous components and supplies	930,500	1,839,400
Fruit and vegetable juices	3,650,400	6,155,800	SMOKING MATERIALS	751,900	1,266,600
Fruit and vegetables	4,176,100	11,579,600	Cigars and Tobacco	572,200	694,800
Health and dietary foods	1,598,400	3,537,900	Miscellaneous smoking materials and accessories	179,700	571,800
Meat and poultry and fish	12,943,100	22,807,200	SOAPS, CLEANSERS AND POLISHES	28,866,700	56,881,300
Pasta products and dinners	3,172,200	8,178,800	Cleansers and polishes	11,956,900	20,255,900
Prepared dinners and dishes	4,216,300	8,890,300	Laundry preparations	5,324,600	9,255,100
Salad dressings and mayonnaise	4,988,100	8,306,300	Soaps and detergents	11,585,200	27,370,300
Shortening and oil	4,250,400	9,143,400	SPORTING GOODS AND TOYS	22,450,000	33,914,600
Soups	1,048,000	5,022,300	Games, toys and hobbycraft	15,673,900	23,656,000
Sugars, syrups and jellies	1,490,400	3,218,600	Sporting goods	6,776,100	10,258,600
Miscellaneous food and food products	5,135,500	10,837,900	TOILETRIES AND TOILET GOODS	49,659,600	85,919,700
GASOLINE, LUBRICANTS AND OTHER FUELS	14,273,400	20,647,100	Cosmetics and beauty aids	13,253,000	23,697,000
HORTICULTURE	10,772,900	13,291,000	Dental supplies and mouthwashes	9,752,600	18,466,600
HOUSEHOLD EQUIPMENT AND SUPPLIES	41,747,900	76,126,700			
Cooking utensils	2,147,900	5,174,300			
Deodorizers and air fresheners	1,130,900	2,636,400			
Food wraps and foils	1,974,500	2,974,400			



# TODAY'S RAILROADS, AMERICA'S GREAT UNTAPPED RESOURCE.

The energy crisis makes the conservation of dwindling petroleum resources an imperative. Luckily, America has two great resources whose full potential remains untapped. Together, they go a long way towards solving the energy crisis.

One is a source of energy: coal. The other is the most efficient way of moving that coal: railroads.

The President's target for coal production by 1985 indicates an increase of about 8% per year over last year's production. The railroads can handle that increase without any foreseeable problems.

Railroads already provide most of the transportation for coal because they carry it more efficiently to more places, using less fuel than any other means. And unlike proposed coal pipelines, the railroads exist now and move coal without consuming vast amounts of water.

Bigger freight cars and more efficient management of rail operations in recent years have produced additional capacity by reducing the use of existing track. (Train miles today are only half of what they were in World War II despite a 27% growth in railroad freight service.) Now that unused capacity can become a priceless national asset.

And hauling coal isn't the only thing railroads do well.

## **Piggybacking in the space age.**

The concept of trains with freight flatcars fitted out to handle big truck trailers and containers makes a lot of sense: it's cheaper, relieves highway congestion and saves up to 50% or more in fuel. It's the fastest-growing part of the railroad business.

This year 2½ million truck trailers and containers will move by rail.

## **Shippers who use this innovation don't miss the boat.**

"Bridge" operations take containerized cargoes from oceangoing ships and load them—still sealed—onto special trains bound for points within the U.S. Or the route can be reversed. Or—the "bridge" can even stretch overland for trade between Europe and the Orient. The result is faster freight service that avoids highly circuitous water routes, reduces loss and damage to cargo, lowers inventory levels and saves fuel in the process.

## **The great unit-train solution.**

Not only do railroads move solid trainloads of coal from mines to power plants efficiently and at low cost, entire trains of tank cars can serve as portable pipelines that can transport Alaskan crude oil almost anywhere without the long wait needed to build new pipelines. The advantages are obvious. The potential is virtually unlimited.

There is simply no more efficient, safer, fuel-thrifty way to move most volume shipments long distances throughout the nation than by rail. Because they have large amounts of unused capacity, purchased with yesterday's dollars, today's railroads are truly America's great untapped resource.

Association of American Railroads  
American Railroads Building  
Washington, D.C. 20036



	2d Quarter '77	Jan.-June '77		2d Quarter '77	Jan.-June '77
Depilatories and deodorants	3,424,200	5,948,900	TRAVEL, HOTELS AND RESORTS	23,764,200	44,441,400
Feminine hygiene products	1,718,900	2,405,500	Airlines	17,969,200	33,322,500
Hair products	11,735,700	19,518,800	Buses and trains	1,949,500	3,792,700
Men's shaving equipment	1,256,400	1,563,200	Car and truck rental	1,149,300	2,925,500
Men's toiletries	1,583,400	2,449,700	Hotels and resorts	2,628,300	4,221,600
Toilet soaps	5,367,700	10,136,700	Steamships	67,900	179,100
Women's shaving equipment	320,200	378,200	MISCELLANEOUS	3,502,600	6,104,600
Miscellaneous toiletries and toilet goods	1,247,500	1,355,100	<b>TOTAL</b>	<b>\$595,236,500</b>	<b>\$1,119,827,600</b>

## Turner mixes cable and per inquiry to help WTCG sales

### WATS lines rented to handle calls from outside Atlanta area

Direct-response marketing via spot television has taken a new slant at WTCG(TV) Atlanta, with Turner Communications Corp. renting its own WATS lines and taking a cut of the action.

The lure for the record, magazine and book club merchandisers as well as other such advertisers is not just a bite at the Atlanta market but at the one million plus viewers receiving the independent station by cable.

Since May, WTCG has been leasing toll-free telephone lines from National Data Corp. in Atlanta whose operators feed telephone response into a computer and each day furnish the station with a breakdown of calls. National Data claims that since the test began, "a large percentage" of the calls have come from outside Atlanta and Charlotte, N.C. (where Turner's WRET-TV also is experimenting, but on a smaller scale).

At the outset, about 15 advertisers were

said to be offered some 14 to 25 spots (generally 80 seconds or two minutes) per week. Turner's income was based on a formula of sales leads the commercials brought in. And if an advertiser fell below a minimum sales level, it was Turner's prerogative to drop the merchandiser.

At present, Turner admits that it continues to charge the advertiser between 60 and 70 cents per phone call, but refused to give further details on the basic sales formula it says has changed since May. Turner claims however that it is "inundated" with advertisers seeking to buy time.

## RAB claims low blow

Radio Advertising Bureau has protested an action of the New York State Board of Regents which would permit 29 professional groups to advertise in all media but would permit price information in print while banning it from broadcast media (BROADCASTING, Aug. 1).

Miles David, president of RAB, pointed out in a letter to the board that radio and television are regulated media and therefore "more sensitive to the letter and spirit of all laws." He said that the industry's broadcast codes number many sta-

among subscribers and noted there is no equivalent code for the printed media. Mr. David stressed that the banning of price advertising from television and radio would "stifle freedom of communication and freedom of competition."

## Hutton adds magazines with a TV angle

E. F. Hutton & Co., New York, which uses TV as the backbone of its advertising campaign, is turning to magazines this fall—with a twist: adapting the TV commercials to print ads reinforcing the TV effort.

The advertisements, created by Benton & Bowles, New York, highlight the attention-getting "frozen moment" scene which ends each Hutton commercial, with everyone turning to eavesdrop on a discussion of the brokerage firm's financial advice. The only copy to appear in the print ad is the tag line, "When E. F. Hutton talks, people listen." Future ads will be photographed this fall during the production of new E. F. Hutton commercials.

David Kreinik, senior vice president and management supervisor, Benton & Bowles, said the goals of the campaign are to strengthen the TV effort, which is still the main thrust of the agency's work for Hutton, and to reach business prospects who are not heavy TV viewers.

## Advertising Briefs

**Buying back.** Doyle Dane Bernbach Inc., New York, has reacquired 55,000 of its shares and its board of directors has authorized purchase of additional 100,000 shares. Agency said reason for these purchases is to have shares available for issuance in connection with company's non-qualified stock option plan and for its anniversary award plan.

**Money talk.** McGavren-Guild, New York, radio station rep firm, will hold seminar on "Pricing Your Radio Station for Profit" in New Orleans on Oct. 12, final day of National Radio Broadcasters Association's convention there. Curtis W. Symonds, president of Financial Control Associates, will conduct session, to be held 2-5 p.m. at New Orleans Hilton. Attendance will be limited to 40 persons at \$75 each.

**Buyer's guide.** James Duncan Jr.'s third edition of "American Radio Reports" based on spring Arbitron data, is now available from Gilmore Advertising in Kalamazoo, Mich. Book contains national and individual market rankings and information on reps, group owners networks and formats. Cost is \$35.



**Schooling in selling.** A sales training course for TV sales people and people wishing to enter TV from other sales fields will be offered by the Television Bureau of Advertising and its station-rep members beginning Sept. 27. TVB executives and members of the TVB national sales advisory committee, which includes all rep members, will conduct the 13-week, 23-lecture course, which will be coordinated by Joe Gavin, TVB marketing executive. It will be held Tuesday and Thursday evenings at the bureau's New York office and will have access to TVB's tape, print and slide materials. The course will be limited to "20 to 23" trainees, at \$150 each. It's designed, TVB officials said, "to meet two pressing television problems: the need for more sales people and the lack of time in which to train them," and will be in addition to the training programs that rep firms have for their own salespeople. Members of the planning committee are (l-r): James P. McCann, president of Top Market Television; Mr. Gavin; Robert Kizer, president of Avery-Knodel, and George Huntington, TVB executive vice president, operations. Messrs. McCann and Kizer are co-chairmen of the reps' education committee.



# If we can sell McDonald's, Pepsi, NBC Sports, Crest, Coppertone and Mr. Coffee, we can sell your station.

Have you ever wondered why your station ID's can't sound more like Pepsi and McDonald's instead of every other ID on every other station in the city?

Well, we're here to tell you that they can. Because we're Gavin/Conner Productions. We're the people who really wrote Pepsi's, McDonald's and lots of other award winning music commercials you hear playing — and selling — on your station. And now we're putting that experience into radio and television music packages.

## We give you something no one else can.

When you hire Gavin/Conner that's what you get. Gavin and Conner. Because the people who write the package are the company.

So you'll ask your questions to, and get your answers from the writers themselves. Not the conglomerate who hires the writers.

That translates into clearer communication, faster production, fewer fees, more competitive pricing, and more what you had in mind.

Just ask Ted Atkins at WTAE in Pittsburgh or Jay Scafone at WBNS/TV in Columbus. They're each sporting a brand new music image package that has their cities listening up and taking a good look.



## We helped Columbus discover 10.

\*"Take A Good Look At 10" gives a good sound to 10. Station promo music, news music, everything from movie opens to news bumpers and much more, all with New York's national sound.

## When we sing, Pittsburgh listens.

\*"Listen Up Pittsburgh" asks its audience to get involved and participate with the station in celebrating the joys of their city.



Instead of saying "We're the greatest station in the city, so you should listen to us", the Gavin/Conner package says "We're a station in the greatest city, so we should listen to you". Nice, huh?

Just as nice as our reel. Call Otis Conner, Jr. collect at 214-748-6441 or send in the coupon. Then hear the difference for yourself.

The team that sells national products on your station can sell people on your station, too. And just think. You can buy all this talent for a song.



GAVIN / CONNER PRODUCTIONS, LTD.  
420 Lexington Avenue  
New York, N.Y. 10017  
(212) PL1-6020 / 2902 Routh  
Dallas, Texas 75201  
(214) 748-6441

Yes! I want to Listen Up and  
Take A Good Look.

- Send me the Radio package.
- Send me the TV package.
- Send me Both.
- Call me today if not sooner.

Name \_\_\_\_\_

Title or position \_\_\_\_\_

Station \_\_\_\_\_

Street Address \_\_\_\_\_

City and State \_\_\_\_\_

Zip code \_\_\_\_\_ Phone \_\_\_\_\_



# The Broadcasting Playlist Sep 12

## Contemporary


<i>Last This</i> <i>week week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1 1	<i>I Just Wanna Be Your Everything</i> □ Andy Gibb	RSO
2 2	<i>Best of My Love</i> □ Emotions	Columbia
4 3	<i>Don't Stop</i> □ Fleetwood Mac	Warner Bros.
3 4	<i>Higher and Higher</i> □ Rita Coolidge	A&M
5 5	<i>Handy Man</i> □ James Taylor	Columbia
6 6	<i>Float on</i> □ Floaters	ABC
11 7	<i>Telephone Line</i> □ Electric Light Orchestra	United Artists
12 8	<i>Keep It Comin' Love</i> □ K.C./Sunshine Band	TK
18 9	<i>Theme from "Star Wars"</i> □ Meco	Millennium
7 10	<i>Easy</i> □ Commodores	Motown
13 11	<i>Strawberry Letter 23</i> □ Bros. Johnson	A&M
8 12	<i>Barracuda</i> □ Heart	Portrait/CBS
20 13	<i>Cold as Ice</i> □ Foreigner	Atlantic
16 14	<i>How Much Love</i> □ Leo Sayer	Warner Bros.
30 15	<i>That's Rock 'N' Roll</i> □ Shaun Cassidy	Warner Bros.
17 16	<i>Theme from "Star Wars"</i> □ London Sym.	20th Century
15 17	<i>Just a Song Before I Go</i> □ Crosby, Stills and Nash	Atlantic
19 18	<i>On and On</i> □ Stephen Bishop	ABC
22 19	<i>Nobody Does It Better</i> □ Carly Simon	Elektra/Asylum
21 20	<i>Smoke From a Distant Fire</i> □ S. Townsend	Warner Bros.
24 21	<i>Signed, Sealed and Delivered</i> □ Peter Frampton	A&M
26 22	<i>Boogie Nights</i> □ Heatwave	Epic
9 23	<i>You and Me</i> □ Alice Cooper	Warner Bros.
31 24	<i>I Feel Love</i> □ Donna Summer	Casablanca
34 25	<i>Jungle Love</i> □ Steve Miller Band	Capitol
29 26	<i>Don't Worry Baby</i> □ B.J. Thomas	MCA
33 27	<i>Brick House</i> □ Commodores	Motown
10 28	<i>Whatcha Gonna Do</i> □ Pablo Cruise	A&M
25 29	<i>Black Betty</i> □ Ram Jam	Epic
14 30	<i>I'm in You</i> □ Peter Frampton	A&M
32 31	<i>Undercover Angel</i> □ Alan O'Day	Pacific/Atlantic
27 32	<i>Do You Wanna Make Love</i> □ Peter McCann	20th Century
36 33	<i>You're My World</i> □ Helen Reddy	Capitol
28 34	<i>You Made Me Believe in Magic</i> □ Bay City Rollers	Arista
23 35	<i>Swaying to the Music</i> □ Johnny Rivers	Big Tree
44 36	<i>Heaven on the Seventh Floor</i> □ Paul Nicholas	RSO
42 37	<i>You Light Up My Life</i> □ Debby Boone	Warner Bros.
47 38	<i>Cat Scratch Fever</i> □ Ted Nugent	Epic
35 39	<i>Looks Like We Made It</i> □ Barry Manilow	Arista
39 40	<i>Give a Little Bit</i> □ Supertramp	A&M
— 41	<i>Do You Wanna Get Funky with Me</i> □ Peter Brown	Drive/TK
41 42	<i>She Did It</i> □ Eric Carmen	Arista
43 43	<i>The Greatest Love of All</i> □ George Benson	Arista
37 44	<i>Da Doo Ron Ron</i> □ Shaun Cassidy	Warner Bros.
— 45	<i>Surfin' USA</i> □ Leif Garrett	Atlantic
45 46	<i>It Was Almost Like a Song</i> □ Ronnie Milsap	RCA
— 47	<i>Margaritaville</i> □ Jimmy Buffett	ABC
49 48	<i>Another Star</i> □ Stevie Wonder	Motown
— 49	<i>Don't It Make My Brown Eyes Blue</i> □ C. Gayle	United Artists
— 50	<i>Jet Airliner</i> □ Steve Miller Band	Capitol

## Playback

**Endless summer.** *Surfin' USA*, the Beach Boys tune that was a hit in '63, is up again. But this time, it's recorded by Leif Garrett, child star whose latest movie, "Skateboard USA," is turning him into a teen idol. His recording debut is on Atlantic; it bolts to 45 on "Playlist." This summer finale is another hit for Mike Curb Productions (and producer Michael Lloyd), who handled Shaun Cassidy's *Da Doo Ron Ron*. It's on at WSPT(AM) Stevens Point, Wis., where music director Pat Martin vows the record got its start: "When I first heard it, I called it a minimum million seller. That kid is a star." It's also on at KTLK(AM) Denver and Rick Brady says the coming fall season won't hurt the record's chances: "We play Beach Boys even when it's snowing. I don't know why, but people are going for this one." **Afternoon rock.** "Ever since his days with the Amboy Dukes, Ted Nugent can't get the rock out of him," says Rish Wood of KINT(AM) El Paso, Tex., where Mr. Nugent's latest single, *Cat Scratch Fever* (Epic), is a mover—on the chart and in-tempo. It's also on at KREM(AM) Spokane, Wash., but the tune (from the album of the same name) is restricted to afternoon play only. Rob Harder says he's certain this one is not a morning song; it's too up. **Alternative.** As Steve Miller Band's *Jungle Love* (Capitol) bolts on "Playlist" this week, some stations have chosen another, *Swingtown*, cut from *Book of Dreams*. Rich Brady offers KTLK's research as proof it's the most popular cut on the album. "It's an up thing. Not as rowdy or raucous as *Jungle Love*. But it's got a long intro which may be a weak point."

## Country

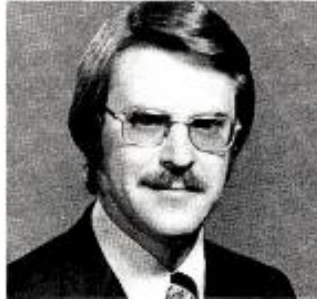
<i>Last This</i> <i>week week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1 1	<i>Don't It Make My Brown Eyes Blue</i> □ C. Gayle	United Artists
2 2	<i>I've Already Loved You in My Mind</i> □ Conway Twitty	MCA
23 3	<i>Why Can't He Be You</i> □ Loretta Lynn	MCA
3 4	<i>Daytime Friends</i> □ Kenny Rogers	United Artists
11 5	<i>That's the Way Love Should Be</i> □ Dave & Sugar	RCA
9 6	<i>Till the End</i> □ Vern Gosdin	Elektra
24 7	<i>Ya'll Come Back Saloon</i> □ Oak Ridge Boys	ABC/Dot
6 8	<i>Ramblin' Fever</i> □ Merle Haggard	MCA
14 9	<i>I Love You a Thousand Ways</i> □ Willie Nelson	Columbia
8 10	<i>Southern California</i> □ Jones & Wynette	Epic
5 11	<i>Sunflower</i> □ Glen Campbell	Capitol
— 12	<i>If You Ever Get to Houston</i> □ Don Gibson	ABC
22 13	<i>It's All in the Game</i> □ Tom T. Hall	Mercury
15 14	<i>The Pleasure's Been All Mine</i> □ Freddie Hart	Capitol
4 15	<i>Rollin' with the Flow</i> □ Charlie Rich	Epic
17 16	<i>Pledging My Love</i> □ Elvis Presley	RCA
12 17	<i>Baby, I Love You So</i> □ Joe Stampley	Epic
— 18	<i>Heaven's Just a Sin Away</i> □ Kendalls	Ovation
10 19	<i>If You Don't Love Me</i> □ Freddy Fender	ABC/Dot
— 20	<i>Where Are You Going, Billy Boy</i> □ Bill & Marylou	MCA
13 21	<i>Way Down</i> □ Elvis Presley	RCA
16 22	<i>Eastbound and Down</i> □ Jerry Reed	RCA
18 23	<i>I'm the Only Hell</i> □ Johnny Paycheck	Epic
7 24	<i>Play Born to Lose Again</i> □ Dotts	RCA
19 25	<i>It Was Almost Like a Song</i> □ Ronnie Milsap	RCA

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

# A message from Nursing Home Professionals.



*Theodore Carcich, Jr., President*



*Don L. Brewer, First Vice President*



*Arthur G. Stein, Treasurer*



*Fred Beene, Secretary*



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

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

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

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

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

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

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

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

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

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

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

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

**ahca** American  
Health Care Association

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



# Fates & Fortunes

## Media

**Marvin S. Mord**, vice president-research services, ABC Television, New York, given additional responsibility for expanded research support for ABC News and Sports as well as ABC Entertainment and ABC-TV network, and for evaluation and development of social research on TV's role in society. **Melvin A. Goldberg**, former head of research for National Association of Broadcasters, John Blair & Co., and Westinghouse Broadcasting Co., who since 1969, has been principal in MAGIC, New York-based research and consulting service, joins ABC Television as VP-primary and social research, reporting to Mr. Mord.



Mord



Davenport

**John Y. Davenport**, vice president-general



**She's Sherlee Barish.**  
And television news people  
are her specialty.  
Call her.

**Broadcast Personnel, Inc.**  
527 Madison Avenue, NYC 10022  
(212) 355-2672

\*The Wall Street Journal, 1977

manager of WESC-AM-FM Greenville, S.C., elected president, succeeding **Robert A. Schmid**, veteran broadcast executive (Mutual Network, NTA Film Network, Headley-Reed rep firm) and station owner, who becomes chairman of board.

**David Lykes** VP-corporate sales, Tichenor Media System, group station owner, Harlingen, Tex., named VP-general manager. **Jack Robards**, VP-general manager of its KUNO(AM) Corpus Christi, Tex., named to same post, co-owned KIFN(AM) Phoenix. **Luis Muniz**, KUNO VP-station manager, appointed VP-general manager. **Willie Harris**, VP-general manager, KIFN, named manager of corporate new market development division of Tichenor.

**Ken Taishoff**, director of advertising and publicity, WTMJ-TV Milwaukee, and VP of Broadcasters Promotion Association, named general manager, WTVG(TV) (formerly WBTB-TV) Newark, N.J.—Wometco-owned station that will function as dual over-air pay TV operation and conventional commercial broadcast facility. Mr. Taishoff, who in June was elected BPA president-elect, has resigned BPA office.



Taishoff



McDaniels

**Orrin H. McDaniels**, general sales manager, WTOP(AM) Washington, promoted to VP-general manager, succeeding **Peter Lund**, named VP, CBS-owned AM Stations (BROADCASTING, Sept. 5).

**Mitchell Saleed**, station manager, WWAY-TV Wilmington, N.C., appointed general manager.

**Laurence E. Bensignor**, news director, WKFD(AM) Wickford, R.I., named operations manager.

**Pamela M. Roberts**, from Gerber Advertising, Portland, Ore., named promotion director, KEX(AM) there.

## Broadcast Advertising

**John J. Cronin**, president and chief executive officer, JWT Canada, Montreal, named senior VP of parent company, J. Walter Thompson Co., New York.

**Gertrude I. McWilliams**, senior VP, Campbell-Ewald Worldwide, Detroit, joins Interpublic Group of Companies, New York, as senior VP, public affairs.

**John F. Bruemmer**, management supervisor, D'Arcy-MacManus & Masius, St. Louis, elected senior VP. **Percy J. Orthwein II**, account supervisor, named VP. **Mary D. Pand-**

**girls**, marketing research analyst, Amoco Oil Co., Chicago, joins DM&M as research account executive.

**Thomas R. Blanchard**, creative director, Kenyon & Eckhardt, New York, joins Detroit office in same capacity. **Jeff Theisen**, account executive, Kenyon & Eckhardt, Detroit, named regional account executive, Lincoln-Mercury Advertising Associations, Detroit, replacing **George Kane**, appointed regional account executive, Kenyon & Eckhardt, Atlanta.

**Thomas A. Krucher**, media research analyst, Young & Rubicam, New York, joins DKG Advertising, New York, as media planner.

**Dee DeCarlo Peters**, from NBC Spot Sales, Chicago, joins Blair Television's NBC sales team there as account executive. **Owen Johnson**, local account executive, WTOP-TV Washington, joins Blair TV's San Francisco sales staff.

**Pat Ludwin**, from Vern Gillum & Friends, Hollywood, joins Chapman & Olsen Film Co., television commercial production firm there, as staff assistant director-producer.

**Harold (Skip) Moss**, group sales manager, Peetry Television, Chicago, named national sales manager WGN-TV there.

**Wally Mullinax**, sales manager, WESC-AM-FM Greenville, S.C., named vice president, sales.

**Helen Feinbloom**, local sales manager, WTOP(AM) Washington, appointed general sales manager.

**INTV revamps board.** Elected to board of directors of Association of Independent Television Stations Inc. (INTV) for two-year term were: **Lawrence P. Fraiberg**, president, Metromedia Television, New York; **Harry J. Pappas**, president and general manager, KMPH(TV) Tulare, Calif.; **Evan Thompson**, president, television division, Chris-Craft Industries Inc. and general manager, KCOP-TV Los Angeles and **John T. Reynolds**, executive vice president and chief operating officer, Golden West Broadcasters, Los Angeles. Re-elected for second two-year term were: **Don B. Curran**, president, Field Communications, San Francisco, and **Robert L. Glaser**, president, RKO General Television, New York. Continuing on board are: **James C. Dowdle**, general manager, WTOG(TV) St. Petersburg, Fla.; **Milton Grant**, VP and general manager, wdca-TV Washington; **Herman W. Land**, president, INTV, New York; **William C. McReynolds**, VP and general manager, KPHO-TV Phoenix, Ariz.; **Leavitt J. Pope**, president, WPix Inc., New York; **Crawford P. Rice**, executive VP, Gaylord Broadcasting Co., Tampa, Fla.; **William A. Schwartz**, VP and general manager, KTVU(TV) Oakland, Calif., and **Robert J. Wormington**, president and general manager, KBMA-TV Kansas City, Mo.

**Richard J. Wolk**, national sales manager, WTAE-TV Pittsburgh, appointed general sales manager.

**Howard C. (Skip) Vose III**, sales representative, KSTW(TV) Tacoma, Wash., named national sales manager.

**Ronald L. Grubbs**, account executive, KSD(AM) St. Louis, appointed local sales manager.

**Barbara Clark McCully**, VP of advertising and publicity, Kaufmann's department stores, Pittsburgh, joins KYW-TV Philadelphia as market development manager.

**Courtney Thompson**, account executive, WCLR(FM) Skokie, Ill., named to same post, WFYR(FM) Chicago.

**Frank L. Fahringer**, account executive, WVEZ(FM) Cincinnati, named to same post, co-owned WCKY(AM) there.

**Jim Richards**, account executive, WCKY(AM) Cincinnati, and **Heleen Salt**, executive secretary to sales VP, WLW(AM) there, named WLW account executives.

**Jane L. Vance**, business manager, WVEZ(FM) Louisville, Ky., named account executive.

## Programing

**David Sacks**, VP at Universal Television Studios working in children's programing, named manager, film program operations, West Coast, NBC-TV. **Deena Silver-Kramer**, VP of Peter Guber's Filmworks, independent producer in Burbank, Calif., appointed director, motion pictures for television, West Coast, NBC-TV.

**Ron Roth**, executive in charge of movies for television, Hanna-Barbera Productions, Los Angeles, appointed VP of movies and long form development for Columbia Pictures Television, Burbank, Calif.

**Richard Kelly**, VP of Time-Life Films, New York, in charge of acquisition, marketing and distribution of programs for industry and education, named VP and general manager of video communications division, Teletronics International, New York. **George H. Doremus**, manager, graphic media/marketing communications at Xerox Corp., Rochester, N.Y., appointed director of corporate communications services of Teletronics' program division. **Joan Weede**, business manager for Ansel Productions, New York, joins Teletronics as business manager/sales department.

**Joseph J. Doyle**, operations VP, Four Star Entertainment, Beverly Hills, Calif., elected VP of parent, Four Star International.



Atchley

**Jerry Atchley**, general sales manager, TM Productions, Dallas, promoted to VP-general manager.

**Jim Crum**, freelance producer and West Coast coordinator of CBS Sports, joins KABC-TV Los Angeles as executive producer for all live programing except news.

**Sharon Blair**, program director, noncommercial KUHT(TV) Houston,

named executive program producer, WJXT(TV) Jacksonville, Fla.

**Jim Rafte**, from WCAO(AM) Baltimore, joins WAMS(AM) Wilmington, Del., as program director.

**Mike Florile**, freelance television producer, Philadelphia, joins WNAC-TV Boston as operations supervisor, production department. He succeeds **Howard Lowe**, named operations manager of noncommercial KVIE(TV) Sacramento, Calif.

**William E. Freehoff Jr.**, news director, WKPT-AM-FM Kingsport, Tenn., assumes additional duties as director of public affairs, WKPT-AM-FM-TV.

**Joanne Calloway**, producer for WMAQ(AM) Chicago, named music coordinator.

## Broadcast Journalism

**Amyre Porter Makupson**, associate director of public relations department, Michigan Health Maintenance Organization Plans Inc., and former co-anchor, WGPR-TV Detroit, joins WKBD-TV there as news and public affairs manager.

**Kathy Pepino**, assistant news director/co-anchor, WTVM(TV) Columbus, Ga., promoted to news director.

**Biff Cole**, on news staff, WGHP-TV High Point, N.C., named manager, news and community affairs department.

**Frances E. Cafarelli**, masters graduate, American University, Washington, appointed news director, WUTR(TV) Utica, N.Y. **Matthew Schwartz**, chief desk assistant, WCBS(AM) New York, joins WUTR as reporter.

**Dave Zorn**, assistant news director, all-news KTAR(AM) Phoenix, appointed director of news and programing. **Linda Alvarez**, reporter and community affairs program producer-hostess, KNBC(TV) Los Angeles, joins KTAR-TV as co-anchor/reporter.

**Ken Gullette**, reporter, WLAP-AM-FM Lexington, Ky., named news and public affairs director.

**David R. Ochs**, sports director, KLMO-AM-FM Longmont, Colo., assumes additional duties as news director.

**Jerry Hansen**, senior news producer KNBC(TV) Los Angeles, promoted to executive news producer.

**Renee Poussaint**, reporter, CBS News Chicago bureau, reassigned to network's Washington bureau. Replacing Mr. Poussaint is **Bob Jordan**, reporter/anchor WGN-TV Chicago.

**Jack Marschall**, news director-anchor, WHIZ-AM-FM-TV Zanesville, Ohio, appointed reporter-weekend anchor, WYTV(TV) Youngstown, Ohio.

**Jim Hilton**, newscaster, WBCB(AM) Levittown, Pa., joins WWAY-TV Wilmington, N.C., as anchorman. **Mary Jane Gallagher**, public information intern, West Virginia legislation, and graduate, West Virginia University, Morgantown, joins WWAY-TV as reporter. **Gene Motley**, sports director, WITN-TV Washington, N.C., joins WWAY-TV news department in same post.

**Terry Oprea**, producer of instructional TV programs, Center for New Communications, Bloomington, Ind., joins WOTV(TV) Grand Rapids, Mich., as assignment editor.

**Phil Allen**, reporter, KOOL-TV Phoenix, named

co-anchor/reporter, KTVK(TV) there.

**Lynne Ann Sawyer**, consumer affairs director, Better Business Bureau of Western Pennsylvania, named consumer affairs reporter, KDKA-TV Pittsburgh.

**Nancy J. Laffey**, anchor-reporter, WOWK-TV Huntington, W.Va., named reporter, WISN-TV Milwaukee.

**Mike Sloss**, photographer-editor, WALA-TV Mobile, Ala., joins KTRK-TV Houston in same capacity. Other photographers joining KTRK-TV news department: **Nelson Martinez**, from KSAT-TV San Antonio, Tex.; **Phil Grant**, from KOCO-TV Oklahoma City, and **Stan Walker**, from WAVE-TV Louisville, Ky.

**Eileen Jones**, reporter, WJXT(TV) Jacksonville, Fla., joins news department at WMC-TV Memphis.

**Al Novack**, news director, WNAR(AM) Norristown, Pa., named to suburban news bureau, WCAU(AM) Philadelphia.

**Melinda A. Coats**, news director, KZEL-FM Eugene, Ore., joins KEX(AM) Portland, Ore., as reporter.

## Cable



Albaum

**Malcolm H. Albaum**, director of engineering and production operations, noncommercial WNET(TV) New York, joins Home Box Office there as general manager-studio and network operations.

**C.J. (Dean) Bach**, director of sales, CATV division of Oak Industries, Crystal Lake, Ill., appointed marketing

VP for division.

**Kevin Carney Wilder**, counsel to Manhattan Cable TV, New York, appointed VP there.

**Stephen J. Davis**, director of advanced research, General DataComm Industries, named director of systems engineering, Warner Cable TV's Qube division, Columbus, Ohio. **Harry Surl**, responsible for Warner Cable's construction projects in Columbus, named director of technical operations for Qube.

**Harold E. Horn**, deputy director of field services, Cable Television Information Center, Washington, appointed executive director.

## Equipment & Engineering

**Peter J. Buck**, executive VP responsible for European and Far East operations, Westrex division of Litton Industries, Beverly Hills, Calif., appointed president of division, manufacturer of motion picture, sound recording, projection and electronic communication equipment.

**Joseph R. Creighton**, general counsel; **William R. LeMasters**, controller, and **Robert E. Sullivan**, treasurer, Harris Corp., Cleveland, named VP's.

**Andrew M. Hilliard**, manager, RCA mobile communications advertising and promotion, Camden, N.J., appointed manager-advertising

and promotion, RCA Communications Systems division.

**Henry A. Correa**, president, ACF Industries, New York, and **Lawrence H. Rogers II**, chairman, Cincinnati branch of Federal Reserve Bank of Cleveland, elected directors, Oak Industries, Crystal Lake, Ill.

**James P. Broderick**, in marketing capacity with Dictaphone Corp., Mountain View, Calif., manufacturer of Scully studio recorders and communications loggers, appointed international sales manager. **Homer E. Hull**, Eastern area manager, appointed marketing manager.

**Robert P. Huseman**, product manager, Commercial Electronics Inc., Mountain View, Calif., named director of marketing.

**Terry L. White**, microprocessor development aids specialist, Tektronix, Beaverton, Ore., joins Metric Resources, Burlingame, Calif., as national program director-microprocessor products. Metric Resources rents, leases and sells test instruments and communications equipment.

**Thomas D. Recine**, director of marketing for linear integrated circuits, National Semiconductor, Santa Clara, Calif., appointed director of distributor marketing.

**Michael P. Krehel**, chief engineer, KRBE(FM) Houston, promoted to director of technical operations for Lake Huron Broadcasting Corp. and its subsidiaries, GCC Communications of Houston (parent of KRBE) and Sun Coast Stereo of Florida.

## Allied Fields

**Claude Morris**, head of London-based international sales division of DCC International, Memphis, parent of Broadcast Industry Automation System (BIAS), appointed corporate VP-general manager. **William W. Boyce**, BIAS salesman, promoted to sales manager.

**David B. Woolfson**, account executive and office manager, Nielsen Station Index, Atlanta, named VP there. **Mahlon W. Edmonson**, account executive, Nielsen Station Index, New York, appointed VP.

**Karen Schmidt Currey**, advertiser/agency account executive, A.C. Nielsen, Chicago, joins Arbitron advertiser/agency sales there in same capacity.

**Carol Stevens**, VP in charge of television, Rogers & Cowan public relations, Los Angeles, joins ICPR there as VP-television programs. **Cliff Dektar**, ICPR VP, promoted to VP-television operations.

**Howard J. Stasen**, formerly with Katz Agency and Christal Co. station representatives and Hamilton-Landis station broker, joins brokerage firm of Blackburn & Co., Washington as Midwest representative.

**Susan M. Dingethal**, account executive, WKSW(FM), Cleveland, joins Compu/Net, New York, as Eastern sales manager.

**Ken Fairchild**, 23-year broadcasting veteran who has been news and programing VP for WMCA(AM) New York from 1970 to 1976 and formerly held similar posts with WNBC(AM) New York and TV and radio stations in Houston, named director of Telecommunications Course, unit of corporate communications division of J. Walter Thompson Co., New York. As director of course, which trains corporate spokespersons to appear before TV and radio interviewers, Mr. Fairchild succeeds **Jack Hilton**, who remains consultant.

**David H. Polinger**, VP and assistant to president of WPIX Inc., New York, named VP of International Radio and Television Society, New York, with supervisory responsibilities for educational projects.

**Albert M. Holtz**, VP-general manager, WPGH-TV Pittsburgh, named chairman, 1977 National UN Day Committee. UN Day is officially observed on Oct. 24, anniversary of United Nations.

**Ed Paulin**, general manager, noncommercial KOSU-FM Stillwater, Okla., named assistant professor and chairman, radio-TV-film department, Oklahoma State University there.

**Max M. Leon**, president-owner, WDAS-AM-FM Philadelphia and board chairman, KNTO(FM)

Wichita Falls, Tex., named to receive American Jewish Committee's Human Relations award Sept. 8 at testimonial dinner-dance at Sheraton hotel, Philadelphia.

**Walter Cronkite**, CBS News anchorman, is to be named honorary commodore by U.S. Coast Guard Auxiliary at group's annual conference in Louisville, Ky., Sept. 17.

**Nancy Hanks**, chairman, National Endowment for the Arts, Washington, resigns, effective Oct. 2. She has no immediate plans.

## Deaths

**Joseph M. Koehler**, 77, founder and former owner of Broadcast Information Bureau, New York, which publishes source books for television programing, died on Aug. 31 in New York from injuries suffered when he was struck by trailer-truck. He sold BIB in 1972 to Film Service International. He is survived by his wife, Marion, one daughter and two stepchildren.

**George Gingell**, 63, VP-general manager, WRBL-AM-FM-TV Columbus, Ga., died Sept. 1 after heart attack at Columbus health spa. He joined WRBL in 1948 as program director-personnel manager. He is survived by his wife, Kathleen; son, Chris, and daughter, Elizabeth.

**Victor W. Knauth**, 82, former owner of WAVZ(AM) New Haven, Conn., and WTRY(AM) Troy, N.Y., died at his home in Wilton, Conn., after long illness Sept. 6. Former United Press correspondent, he purchased stations in 1949 and 1958, respectively. Survivors include son, John, and daughter, Mary.

**Dave Williams**, 37, promotion manager, WNDU-AM-FM-TV South Bend, Ind., and producer of its *Beyond Our Control*, died Aug. 29 at St. Joseph's Mercy hospital in Ann Arbor, Mich., after brief illness and surgery.

**Jean Hagen**, 54, radio and TV actress who played Danny Thomas's wife in TV series, *Make Room for Daddy*, for three seasons before retiring in 1958, died of cancer Aug. 29 at Motion Picture Home and Country hospital, Hollywood. In 1940's she acted in radio serials including *Light of the World* and *Hollywood Story*.

# For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Aug. 29 through Sept. 1.

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

## New stations

### TV applications

■ Cocoa, Fla.—Astro Enterprises Inc. seeks ch. 52 (698-704 mhz); ERP 194 kw vis., 38.5 kw aur., HAAT 220 ft.; ant. height above ground 257 ft. P.O. address: c/o Raymond A. Kassis, 228 Forest Ave., Cocoa 32922. Estimated construction cost \$215,531; first-year operating cost \$300,549; revenue \$748,000. Consulting engineer Robert A. Jones. Principals: Mr. Kassis (66-2/3%) and Robert A. Jones (33-1/3%). They also own WWBC(AM) Cocoa. Mr. Jones is engineer and principal owner of WJQ(AM) Tomahawk, Wis. Ann. Sept. 1.

■ Denton, Tex.—Denton Channel Two Foundation Inc. seeks ch. 2 (54-60 mhz); ERP 100 kw vis., 20 kw aur., HAAT 1085.5 ft.; ant. height above ground 1088.5

ft. P.O. address: c/o C.C. Nolan, Box 13737 N. Texas State University, Denton 76203. Estimated construction cost \$1,455,100; first-year operating cost \$450,000. Legal counsel Pittman, Lovett Ford and Hennessey, Washington; consulting engineer Bob Combs. Applicant is nonprofit corporation. Ann. Aug. 30.

## Ownership changes

### Applications

■ KBLU(AM) Yuma, Ariz. (560 khz, 1kw-U);—Seeks assignment of license from KBLU Broadcasting Co., to Crites Broadcasting Corp. for \$300,000. Seller is owned by Robert W. Crites (20%), Victor Root, Horace Murfin (13% each), Paul Coleman, Thaddeus G. Baker (7% each), and three others. Buyer is principally owned by Robert W. Crites (70%), president of seller.



# On Monday, September 12th, these 224 radio stations were broadcasting Ronald Reagan's daily commentary.



KABC Los Angeles, CA; WRC Washington, DC; WFAA Dallas, TX; KMBR Kansas City, KS; KERE Denver, CO; KSDN Aberdeen, SD; KGAK Gallup, NM; KID Idaho Falls, ID; KNXR Rochester, MN; WDEN Macon, GA; WOAY Oak Hill, WV; KVOY Yuma, AZ; WGAJ Valdosta, GA; WRRR Rockford, IL; WRLM Taunton, MA; WAJR Morgantown, WV; KOON Pacific Grove, CA; WOCH North Vernon, IN; WRBC Jackson, MS; WBRJ Marietta, OH; WLLS Hartford, KY; KOYY El Dorado, KS; WATH Athens, OH; KIUP Durango, CO; WCVL Crawfordsville, IN; KGUC Gunnison, CO; KPAG Pagosa Springs, CO; KAHL North Platte, NB; WLRO Lorain, OH; WKNY Kingston, NY; WKRG Mobile, AL; KYCA Prescott, AZ; WSMN Nashua, NH; KWNA Winnemucca, NV; WTWN St. Johnsbury, VT; KDOK Tyler, TX; WFIG Sumter, SC; WDAC Lancaster, PA; KGEZ KallisPELL, MT; WEOK Poughkeepsie, NY; KVLV Fallon, NV; KHOM Houma, LA; WIS Columbia, SC; KLYD Bakersfield, CA; WPTW Piqua, OH; KPLS Santa Rosa, CA; KEEP Twin Falls, ID; KGWA Enid, OK; WWJB Brooksville, FL; KWBW Hutchinson, KS; WAPF McComb, MS; KPFL Lafayette, LA; KNDY Marysville, KS; KVEC San Luis Obispo, CA; KLUB Salt Lake City, UT; KBID Wichita Falls, TX; WINC Winchester, VA; WPAS Zephyrhills, FL; WWCA Gary, IN; KSEM Moses Lake, WA; KCYL Lampasas, TX; KTHO So. Lake Tahoe, CA; WRMT Rocky Mount, NC; KSGT Jackson, WY; KHRT Minot, ND; KTOQ Rapid City, SD; KNET Palestine, TX; WVIP Mt. Kisco, NY; WVCG Coral Gables, FL; WGNC Gastonia, NC; KSLO Opelousas, LA; WKBZ Muskogee, MI; WRIT Milwaukee, WI; KPRO Riverside, CA; KSID Sidney, NB; WCAB Rutherfordton, NC; KWTX Waco, TX; WLAQ Rome, GA; WFAW Ft. Atkinson, WI; KARI Blaine, WA; KXGO Arcata, CA; WBHP Huntsville, AL; KITN Olympia, WA; KVOZ Laredo, TX;

KMLB Monroe, LA; WMIS Natchez, MS; KWXV Palm Springs, CA; WLSR Lima, OH; WXLM Savannah, GA; KAYT Rupert, ID; WBAW Barnwell, SC; WDUZ Green Bay, WI; WFRL Freeport, IL; WSTU Stuart, FL; KWLM Willmar, MN; WKOA Hopkinsville, KY; KGGF Coffeyville, KS; KYFM Bartlesville, OK; WRMN Elgin, IL; KDSX Sherman, TX; WBRE Wilkes-Barre, PA; WJBC Bloomington, IL; WMUU Greenville, SC; KTTS Springfield, MO; KSDR Watertown, SD; WOAI San Antonio, TX; WQTW Latrobe, PA; WKBK Keene, NH; WPBR Palm Beach, FL; KZIQ Ridgecrest, CA; KWIX Moberly, MO; KYXX Odessa, TX; KSFE Needles, CA; KUMA Pendleton, OR; KEDO Longview, WA; KLAD Klamath Falls, OR; WSPY Plano, IL; KXLY Spokane, WA; KFDI Wichita, KS; KMED Medford, OR; WKYY Amherst, VA; WKSL Greencastle, PA; KCIA Hobbs, NM; KRDO Colorado Springs, CO; KSEN Shelby, MT; WTCM Traverse City, MI; WCLO Janesville, WI; KLCB Libby, MT; KSNM Pocahontas, ID; WFMB Springfield, IL; KTAE Taylor, TX; WTTR Westminster, MD; WSIB Beaufort, SC; KLEB Golden Meadow, LA; KHBT Humboldt, IA; WAKG Danville, VA; KAJO Grants Pass, OR; WSVL Shelbyville, IN; KBCQ Roswell, NM; WLKE Waupun, WI; KQPD Ogden, UT; KKYN Plainview, TX; KTOE Mankato, MN; WISP Kinston, NC; KDWN Las Vegas, NV; KEYR Scottsbluff, NB; WVOP Vidalia, GA; WIBW Topeka, KS; WGAU Athens, GA; WSMJ Greenfield, IN; WSEV Sevierville, TN; WYII Williamsport, MD; KTAM Bryan, TX; KIJV Huron, SD; WXLW Indianapolis, IN; KEXO Grand Junction, CO; KBEW Blue Earth, MN; KUHL Santa Maria, CA; KQCA Canton, MO; KBLI Helena, MT; KMCS Gatesville, TX; KASH Eugene, OR; WQBK Christiansburg, VA; WQSA Sarasota, FL; WJAG Norfolk, NB; WMNE Menomonie, WI; KQMS Redding, CA; KLUE Longview, TX; WIOU Kokomo, IN; WEBR Buffalo, NY; KNOX Grand Forks, ND; WFRB Frostburg, MD; KGAS Carthage, TX; KSCO Santa Cruz, CA; KRMG Tulsa, OK; KLWN Lawrence, KS; WHUB Cookeville, TN; WNVE Ft. Walton Beach, FL; WCER Charlotte, MI; KIXY San Angelo, TX; KOCY Oklahoma City, OK; KPDN Pampa, TX; WHON Richmond, IN; WDRL Monmouth, IL; KVVP Leesville, LA; KERV Kerrville, TX; KODE Joplin, MO; KODI Cody, WY; WJPF Herrin, IL; KCAD Abilene, TX; KADS Elk City, OK; KKOY Chanute, KS; KRHS Bull Head City, AZ; KPRB Redmond, OR; WCBK Martinsville, IN; KLIB Liberal, KS; WPAP Panama City, FL; KFWJ Lake Havasu City, AZ; WMFR High Point, NC; KBWD Brownwood, TX; KCOL Ft. Collins, CO; KAAA Kingman, AZ; WPMP Pascagoula, MS; KOH Reno, NV; KNFM Midland, TX; WSDR Sterling, IL; WTOW Baltimore, MD; KBAD Carlsbad, NM; WTS Bloomington, IN; WJBO Baton Rouge, LA; KIMB Kimball, NB; KBYG Big Spring, TX; WKTY La Crosse, WI; KOOL Phoenix, AZ; KMHT Marshall, TX; WKDY Spartanburg, SC; KYOR Blythe,

CA; KIBL Beaville, TX; KIXI Seattle, WA; KTRH Houston, TX; KYXY San Diego, CA; WOC Davenport, IA; WMNI Columbus, OH; KGO San Francisco, CA.

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Other buyers are Thaddeus Baker and Victor Root (15% each), secretary and chairman, respectively, of buyer. They also own KBLU(TV) Yuma (see below). Ann. Aug. 30.

■ KBLU-TV Yuma, Ariz. (ch. 13)—Seeks assignment of license from KBLU Broadcasting Co. to Chapman Television of Tuscaloosa Inc. for \$1,100,000. Seller is owned by Robert W. Crites (20%), Victor Root, Horace Murfin (13% each), Paul Coleman, Thaddeus G. Baker (7% each) and three others. They also own KBLU(AM) Yuma (see above). Buyer is owned by 12 individuals. Principals are W.S. Smylie, Jr. (10.4%), S.A. Rosenbaum (11.1%), Mr. Smylie's wife, Margaret (16.7%), and others. They also own WDAM TV Laurel, Miss., and WCFT-TV Tuscaloosa, Ala. Ann. Aug. 31.

■ WMFJ(AM)-WQXQ(FM) Daytona Beach (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 101.9 mhz, 25 kw hor, 7.4 kw vert.) WTNT(AM)-WDM(A) Tallahassee (AM: 1270 khz, 5 kw-U; FM: 94.9 mhz, 51 kw) both Florida—Seeks assignment of license from Walter-Weeks Broadcasting Inc. to Gilmore Broadcasting Corp. for \$2,150,000. Seller is owned by Robert M. Weeks, James W. Walter (45% each) and two others. They also own WJNO(AM) West Palm Beach, WJNO-FM Palm Beach and WSPB-AM-FM Sarasota, all Florida. Buyer is owned by James S. Gilmore Jr. (91.94%) and his sister, Gail Gilmore Smith (8.06%). They also own WREX-TV Rockford, Ill.; KODE-AM-TV Joplin, Mo.; WEHT(TV) Evansville, Ind., and WSYA(AM)-WQPO(FM) Harrisonburg, Va. Mr. Gilmore also owns 50% of WSFC(AM)-WSEK(FM) Somerset, Ky. Ann. Aug. 30.

■ WGGG(AM) Gainesville, Fla. (AM: 1230 khz, 1k w-D, 250 w-N)—Seeks assignment of license from Quality Broadcasting Corp. to Miller Broadcasting Inc. for \$500,000. Seller is principally owned by members of family of late Frederic M. Ayres (60.2%), Victor M. Knight (24.9%) and five others. They also own WDBF(AM) Del Ray Beach, Fla. Buyer is owned by Howard A. Miller, who also owns WRRR(AM) Rockford, Ill. Mr. Miller is free-lance radio and television performer. Ann. Aug. 30.

■ WKOG-AM-FM Gordon, Ga. (AM: 1560 khz, 5kw-D, 1kw-Ch; FM: 107.1 mhz, 3 kw)—Seeks assignment of license from Piedmont Broadcasting Co. to Vanco Broadcasting Inc. for \$180,000. Seller is owned by Cyler D. Garner (29%), Alfred Dienert, Walter Bennett (25.5% each) and Loren F. Bridges (20%). Messrs. Dienert and Bennett also own WPKO-AM-FM Waverly, Ohio. Buyer is owned by Dale E. Van Cantfort and his wife, Tara. Mr. Van Cantfort is general manager of WDKD(AM)-WWKT(FM) Kingtree, S.C. Ann. Aug. 30.

■ WPF(AM) Terre Haute, Ind. (102.7 mhz, 14 kw)—Seeks assignment of license from Ford FM, Inc. to Great Country Communications Inc. for \$175,000, plus \$75,000 covenant not to compete and engineering and site rental agreements totalling in excess of \$110,000. Seller is owned by Paul Dean Ford and his wife, Eleanor. They also own WKZI(AM) Casey, Ill., and have interests in KCKY(AM) Coolidge, Ariz., and WPDF(AM) Corydon, WWY(FM) Columbus, both Indiana. Buyer is owned by Bayard H. Walters (80%) and Melvin Browning (20%). Mr. Walters is owner of WKCM(AM) Hawesville, Ky., where Mr. Browning is station manager. Ann. Aug. 30.

■ WDOE(AM) Dunkirk, N.Y. (141.0 khz, 1 kw-D, 500 w-N)—Seeks transfer of control of Lake Shore Broadcasting Co. from James Broadcasting Co. (100% before; none after) to Michael and Gail Goldman (none before; 100% after). Consideration: stock transfer. Principals: Simon Goldman, principal owner of JBC, is exchanging stations for his son's and daughter's 3% and 2.4%, respectively, in parent company. Neither of younger Goldmans has other broadcast interests. JBC owns WJTN(AM)-WWSE(FM) Jamestown, N.Y., and licensees of WLKK(AM)-WLWU(FM) Erie, Pa., and WVMT(AM) Burlington, WSYB(AM)-WRUT(FM) Rutland; both Vermont. Ann. Aug. 30.

■ WYRU(AM) Red Springs, N.C. (1510 khz, 5 kw-D, 500 w-N)—Seeks assignment of license from K&R Broadcasting Corp. to Carolina Sunbelt Radio Inc. for \$135,000. Sellers are Frederick R. Keith Jr. and Thomas J. Rogers. Mr. Keith owns 35.1% of WZOO(AM) Asheboro, N.C. Mr. Rogers owns WTGR(AM)-WKZQ(FM) Myrtle Beach and one-third of WSSC(AM) Sumter, both South Carolina. Buyer is owned by William E. Morgan (60%) and Helen E. Sansone (40%). They also own 16.67% and 8.33%, respectively, of WPON(AM) Pontiac, Mich. Ann. Aug. 30.

■ WDZD Charlotte, N.C.—Broadcast Bureau granted mod. of CP to specify studio location/remote control location as Bank of North Carolina Building, South Main Street, Charlotte; change trans.; ant.; make changes in ant. system; ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted (BMPH-15,206). Action Aug. 19.

■ WNR(FM) Bellevue, Ohio (92.1 mhz, 1.1 kw)—Seeks assignment of license from Bellevue Community Broadcasting Co. to Bellevue Community Broadcasting, Inc. for \$90,000. Seller is John P. Bedard; who has no other broadcast interests. Buyer is owned by Robert Ladd and his mother, Jean M. Mr. Ladd is station manager. Ann. Aug. 30.

■ WYXI(AM) Athens, Tenn. (1390 khz, 500 w-D)—Seeks assignment of license from Three J's Broadcasting Co. to Two J's Broadcasting Co. Assignment is partial resolution of divorce decree concerning John P. Frew (60%) and Julia N. Frew (40%). Mrs. Frew will acquire full ownership of stations. Neither has other broadcast interests. Ann. Aug. 30.

■ KNOK-AM-FM Fort Worth (AM: 970 khz, 1kw-D; FM: 107.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from KNOK Broadcasting Co. to EGG Dallas Broadcasting Inc. for \$1,218,000, plus \$300,000 covenant not to compete. Seller is owned by Chatham Corp., Chicago, Garry Brainin is president. Buyer is Earl G. Graves, publisher of *Black Enterprises* magazine. He has no other broadcast interests (BAL-9059, BALH-2523). Action Aug. 26.

■ KIKT Greenville, Tex.—Broadcast Bureau granted mod. of CP to change trans. location to on Highway 24, fourteen miles N.E. of Greenville; studio location to 2824 Terrell Rd., Greenville; operate trans. by remote control from proposed studio location; change trans.; ant.; make changes in ant. system (decrease height); ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted (BMPH-15,129). Action Aug. 19.

■ KGNS-TV Laredo, Tex. (ch. 29)—Seeks assignment of license from Western Communications Inc. to Gulf Coast Broadcasting Co. for \$1,000,000, plus \$250,000 for property. Seller is principally owned by Donald W. Reynolds (98.5%), who also owns KORK-AM-FM-TV Las Vegas, KBR(S) Springdale, Ark.; KOLO(AM) Reno, Nev., and KFSA(AM) Fort Smith, Ark. Buyer is owned by T. Frank Smith (88%) and five others. They also own KRIS-TV Corpus Christi, Tex. Ann. Aug. 31.

#### Actions

■ KXGO(FM) Arcata, Calif. (93.5 mhz, 220 w)—Broadcast Bureau granted assignment of license from D.A. Plank to Winters Broadcasting Co. for \$80,000. Seller: Mr. Plank "wishes to retire and take life a little easier." He has no other broadcast interests. Buyer is owned by Melvin Winters (87.5%) and John Webb (12.5%). Mr. Winters is salesman with KTTV(TV) Los Angeles. Mr. Webb is KXGO sales manager (BAPLH-212). Action Aug. 25.

■ KRML(AM) Carmel, Calif. (1410 khz, 500 w-D)—Broadcast Bureau granted assignment of license from KRML Inc. to Edwards Broadcasting Co. for \$164,700. Seller is owned by Sam Salerno, who has no other broadcast interests. Buyer is principally owned by Mr. and Mrs. William Maher and Mr. and Mrs. Harry Horowitz. Mr. Maher has various petroleum interests in Michigan. Mr. Horowitz is president of Tulsa, Okla., oil equipment firm (BAL-9048). Action Aug. 19.

■ WNEB(AM) Worcester, Mass. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Harold D. Glidden to Harold H. Segal for \$360,000. Seller, has no other broadcast holdings. Mr. Segal, former media broker, also owns WKBK(AM) Keene, N.H. (BAL-9017). Action Aug. 11.

■ WEEP-AM-FM Pittsburgh (AM: 1080 khz, 50 kw-D, 25 kw-Ch; FM: 107.9 mhz, 36 kw)—Broadcast Bureau granted assignment of license from Golden Triangle Broadcasting Inc. to Radio 1080 Corp. for \$925,000. Seller is Myron Jones, group owner of WHOT(AM) Campbell-WHOT-FM Youngstown, both Ohio, and WJET-AM-FM-TV Erie and WTIV(AM) Titusville, both Pennsylvania. Buyer is owned by Entertainment Communications Inc. (100%). ECI owns WAYL(FM) Minneapolis-St. Paul, KBRG(FM) San Francisco, KLEF(FM) Houston, KTAC(AM)-KBRD(FM) Tacoma, Wash., and WAYL(AM) Richfield, Minn. Joseph M. Field, president (BAL-9052, BALH-2520). Action Aug. 31.

■ WJOI(FM) Pittsburgh (93.7 mhz, 41 kw)—Broadcast Bureau granted assignment of license from WKOI Inc. to E Z Communications for \$1 million. Seller is

Union National Bank of Clarksburg (W.Va.), executor of estate of Agnes J. Reeves Greer, which is also principal of WJAR-AM-FM Morgantown, W.Va. Buyer is group owner of WEZR(FM) Manassas, Va.; WEZC(FM) Charlotte, N.C.; WEZB(FM) New Orleans, and WEZS(FM) Richmond, Va. EZC is principally owned by Arthur Keller (BALH-2511). Action Aug. 25.

■ KCAN(AM) Canyon, Tex. (1550 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Palo Duro Broadcasting Co. to Canyon Broadcasting Co. for \$160,000. Seller: Ernest Coker Jr., who has no other broadcast interests. Buyer is owned by Jack L. Aldridge and his wife, Mary Beth. Mr. Aldridge is general manager of KITE(AM)-KEXL(FM) San Antonio, Tex. (BAL-9056). Action Aug. 31.

## Facilities changes

#### AM actions

■ CLW Broadcasters, Inc.—WSCW South Charleston, W. Va., WHYD Columbus, Ga., WCRJ Jacksonville, Fla.—Broadcast Bureau granted mod. of licenses covering change in licensee name to CLW Communications group. (BML-2642, BMP-14,450). Action Aug. 19.

■ WCMD Cumberland, Md.—Broadcast Bureau granted mod. of license covering change in licensee name to Greater Cumberland Broadcasting, Inc. (BML-2639, BMLRE-5300, BMLST-420). Action Aug. 19.

■ WWLM Canton, Miss.—Broadcast Bureau granted mod. of CP to change trans. location to Route 3; change trans.; change ant.; make change in ant. system (increase height); ERP 3 kw (H&V); ant. height 300 ft. (H&V) (BMPH-14,540). Action Aug. 19.

#### FM applications

■ KSJO San Jose, Calif.—Seeks CP to install new ant.; change ERP; 45.45 kw (H&V) and HAAT: minus 68 feet (H&V). Ann. Aug. 31.

■ KZEN Seaside, Calif.—Seeks CP to change TPO and ERP: 680 w (H&V). Ann. Aug. 31.

■ WQAO Hamden, Conn.—Seeks CP to install new ant.; make changes in ant. system: (increase height); change ERP: 16.4 w (H&V) and lengthen transmission line. Ann. Aug. 31.

■ WGHS Glen Ellyn, Ill.—Seeks CP to change trans. location to: 70 Crescent Blvd.; make changes in ant. system (decrease height). Ann. Aug. 31.

■ WHBF-FM Rosk Island, Ill.—Seeks CP to install new trans.; ant.; change TPO; ERP: 39 kw (H&V) and HAAT: 900 feet (H&V). Ann. Aug. 31.

■ WEEE Taylorville, Ill.—Seeks MP to change studio location to: 117 East Market; change trans.; ant.; TPO; ERP: 5 kw (H&V). Ann. Aug. 31.

■ KDBS-FM Alexandria, La.—Seeks CP to change trans. location to: intersection of Broadway and TP Railroad; install new ant.; make changes in ant. system (increase height); change TPO; ERP: 55.4 kw (H&V) and HAAT: 473 feet (H&V). Ann. Aug. 31.

■ WPOC Baltimore, Md.—Seeks to install new ant.; change HAAT: 864.5 feet (H&V). Ann. Aug. 31.

■ WFRB-FM Frostburg, Md.—Seeks CP to install new ant.; change TPO and ERP: 16.60 kw (H&V). Ann. Aug. 31.

■ KQIC Willmar, Minn.—Seeks CP to change trans. location to: U.S. Highway 71, 12 miles north of Willmar; install new trans.; ant.; make changes in ant. system (increase height); change TPO; ERP: 36 kw (H&V) and HAAT: 798 feet (H&V). Ann. Aug. 31.

■ KJFF Jefferson City, Mo.—Seeks CP to install new aux. trans. Ann. Aug. 31.

■ KWYK-FM Aztec, N.M.—Seeks MP to change trans. location to 1515 West Main, Farmington. Ann. Aug. 31.

■ WKNC-FM Raleigh, N.C.—Seeks CP to install new trans. and ant. Ann. Aug. 31.

■ WRAL Raleigh, N.C.—Seeks CP to redescribe trans. location: on U.S. highway 70 East, 1.6 miles SE of Auburn, N.C.; install new ant.; make changes in ant. system (increase height); change TPO; ERP: 100 kw (H&V) and HAAT: 1889 feet (H&V). Ann. Aug. 31.

■ WQWK State College, Pa.—Seeks CP to change trans. location to: 160 Clearview Ave.; install new



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## Call letters

### Applications

Call	Sought by
	<b>New AM's</b>
WXMN	Monticello Community Broadcasting Inc., Monticello, Me.
	<b>New FM's</b>
*WOEL-FM	Maranatha Bible Institute Inc., Elkton, Md.
*WOES	Ovid-Elsie Area Schools, Elsie, Mich.
WZZB	Western Mississippi Broadcasters Inc., Centerville, Miss.
WACR-FM	James W. Eatherton, Columbus, Miss.
	<b>Existing AM's</b>
KDAP	KAWT Douglas, Ariz.
KKTT	KGfJ Los Angeles
WHPI	WJPF Herrin, Ill.
WWIW	WNPS New Orleans
WTGF	WKKR Pickens, S.C.
KLYX	KCHF Sioux Falls, S.D.
KXYL	KEAN Brownwood, Tex.
WKDH	WIVE Ashland, Va.
WKIE	WRGM Richmond, Va.
KGAA	KJLO Kirkland, Wash.
	<b>Existing FM's</b>
WMGP	WGOK-FM Fairhope, Ala.
WKUE	WKKJ Green Cove Springs, Fla.
KTRO	KCLO-FM Leavenworth, Kan.
WSNI	WRCP-FM Philadelphia
KOSF	KCHF-FM Sioux Falls, S.D.

### Grants

Call	Assigned to
	<b>New TV</b>
WFFT-TV	Ontario Corp., Fort Wayne, Ind.
WMVW	Taft Broadcasting Corp., Hanover, N.H.
	<b>New AM's</b>
KBBC	Crawford Broadcasting Co., Cuba, Mo.
	<b>New FM's</b>
*WJSR	Jefferson State Junior College, Birmingham, Ala.
*KAZU	Great Silence Broadcasting Foundation Inc., Pacific Grove, Calif.
KDRB	Tri-City Broadcasting Co., Derby, Kan.
*KMHD	Mt. Hood Community College, Gresham, Ore.
*WGAE	Board of Education Girard School District, Girard, Pa.
*WTLR	Central Pennsylvania Christian Institute Inc., State College, Pa.
KOOV	Kova Broadcasting Co., Copperas Cove, Tex.
	<b>Existing TV</b>
WHME-TV	WMSH-TV South Bend, Ind.
KIMT	KGLO-TV Mason City, Iowa
WTVG	WBTV-TV Newark, N.J.
	<b>Existing AM's</b>
KNUU	KVEG Las Vegas
WDUR	WSSB Durham, N.C.
	<b>Existing FM's</b>
WVJC	WVJC-FM ML Carmel, Ill.
WAOR	WNIL-FM Niles, Mich.
KFMC	KSUM-FM Fairmont, Minn.
KDSO	KDSX-FM Denison-Sherman, Tex.

trans.; ant.; make changes in ant. system (increase height); change TPO; ERP: 3 kw (H) 2.95 kw (V) and HAAT: 78 feet (H) and 73 feet (V). Ann. Aug. 31.

■ WKTA McKenzie, Tenn.—Seeks MP to redescribe trans. location: state highway 22, .1 mile South of junction with highway 79; change trans.; ant.; change HAAT: 476 feet (H&V). Ann. Aug. 31.

■ KJCS Nacogdoches, Tex.—Seeks CP to install new ant.; change TPO; ERP: 48.051 kw (H&V) and HAAT: 370 feet (H&V). Ann. Aug. 31.

■ KJAK Slaton, Tex.—Seeks MP to change trans. location to .1 mile SW of U.S. highway 84, just SE of North Posey, Tex.; change trans.; ant.; TPO. Ann. Aug. 31.

■ KWTX-FM Waco, Tex.—Seeks CP to change trans. location 2.7 miles ENE of Moody; make changes in ant. system (increase height); change TPO and HAAT: 1569 feet (H&V). Ann. Aug. 31.

■ WKGI New Martinsville, W. Va.—Seeks MP to change trans. location: Hannibal-Ridge Route 536, .4 mile N of Hannibal, Ohio; change trans.; ant.; make changes in ant. system (decrease height); change TPO; ERP: 3 kw (H&V) and HAAT: 300 feet (H&V). Ann. Aug. 31.

### FM actions

■ KGAB Camarillo, Calif.—Broadcast Bureau granted mod. of license covering change in studio location to 2284 Ventura Ave. (BMLH-569). Action Aug. 19.

■ KHUM Eureka, Calif.—Broadcast Bureau granted mod. of permit to extend time to Dec. 1, 1977 (BMP-14,353). Action Aug. 19.

■ \*WEDM Indianapolis—Broadcast Bureau granted CP to make changes in ant. system (increase height and length of coaxial cable), (BPED-2496). Action Aug. 19.

■ WPVM Cumberland, Md.—Broadcast Bureau granted mod. of license covering change in licensee name to Greater Cumberland Broadcasting, Inc. (BMLH-586); granted mod. of CP to change permittee name to same (BMPH-15218). Action Aug. 19.

■ KPQD-AM-FM Portland, Ore.—Broadcast Bureau granted mod. of license covering change in licensee name to Inspirational Broadcasting Corp. (BML-2643, BMLH-585). Action Aug. 19.

■ KRAB Seattle—Broadcast Bureau granted CP to install new trans.; ant.; ERP 63 kw (H), 27 kw (V); ant. height 1200 ft. (H&V) (BPH-10610). Action Aug. 19.

■ KORM Orem, Utah—Broadcast Bureau granted mod. of CP to change trans. location to 66 East, 800 North; change trans.; ant.; make changes in ant. system (decrease height); ERP 3 kw (H&V); ant. height minus 920 ft. (H&V) (BMPH-15169). Action Aug. 19.

## In contest

### Procedural ruling

■ Patterson, N.J., **FM proceeding**: Patterson Communications Associates and Patterson Broadcasting Co. (Docs. 21272-3)—ALJ Walter C. Miller set certain procedural dates and rescheduled the hearing from Oct. 12 to Dec. 12. Action Aug. 25.

### Review board decisions

■ Baltimore, **AM proceeding**: J.B. Broadcasting Ltd. CP application to replace expired CP for its station WEBB—Review board set aside order by ALJ Frederick W. Dennison on grounds that licensee failed to comply with previous discovery requests made by Broadcast Bureau. Action Aug. 23.

■ Media, Pa., **FM proceeding**: Alexander S. Klein, Greater Media Radio Co. and Roberts Broadcasting Corp., competing for new FM station at Media, Pa.—Review Board reopened the record, remanded proceeding to ALJ David I. Kraushaar, and vacated the initial decision enlarging issues to include determination of ascertainment efforts of applicants and whether one applicant had kept its application up-to-date. Action Aug. 28.

### Complaints

■ Total of 9,341 broadcasting complaints from public were received by commission during July, an increase of 2,471 over June. Other comments, inquiries to Broadcast Bureau for July totaled 1,910, decrease of 1,873 from previous month. Commission sent 992 letters in response.

### Other actions

■ Commission ann. revised listing of acceptable editions of five forms: form 308, application for permit to deliver programs to foreign broadcast stations; form 330—R, application for renewal of ITFS and/or response station(s) and low power relay station(s) license; form 346, application for authority to construct or make changes in TV or FM broadcast translator station; form 349—P, application for authority to construct or make changes in FM booster station, and form 239—R, application for renewal of FM booster station license. Ann. Aug. 31.

## Allocations

### Petitions

■ Chatom, Ala.—Washington County Broadcasters,

Chatom, Ala., requests assignment of FM ch. 276A (RM-2942). Ann. Aug. 29.

■ Angola, Ind.—James A. Chase, Angola, requests assignment of TV ch. 51 and to delete ch. 51 from Sandusky, Ohio and to delete ch. 65 from Defiance, Ohio. Ann. Aug. 29.

■ Berlin, Md.—Musicradio Inc., Gaithersburg, Md., requests assignment of FM ch. 280A (RM-2940). Ann. Aug. 29.

■ Bridgeport, Tex.—Wise Media Inc., Bridgeport, Tex., requests assignment of FM ch. 244A (RM-2941). Ann. Aug. 29.

### Actions

■ Presque Isle, Me.—Broadcast Bureau has assigned ch. 269A as that community's fourth FM. Action is response to petition by University of Maine, licensee of WUPI. Effective April 1, 1978 or any earlier date requested. Action Sept. 2.

■ Amherst and Crozet, Va.—Broadcast Bureau proposed assignment of ch. 300 to Amherst and ch. 232A or 272A to Crozet as both communities' first FM. Amherst action was response to petition by Amherst Broadcasting Co. Associates, licensee of WKYY(AM) Amherst; Crozet action was response to petition by Lee Garlock. Comments due Oct. 14; replies Nov. 3. Action Sept. 1.

## Rulemaking

### Petition

■ Henry B. Ruh, Bloomington, Ind., requests rulemaking to allow the use of specific UHF frequencies presently allocated to TV for temporary use by amateur radio for vision transmissions in frequency band 470-890 mh. Ann. Aug. 29.

## Translators

### Applications

■ Merongo Valley, Calif.—County of San Bernardino seeks ch. 55 with 100 w rebroadcasting KNXT(TV), Los Angeles. Ann. Aug. 29.

■ Morongo Valley, Calif.—County of San Bernardino seeks ch. 60 with 100 w rebroadcasting KNBC, Los Angeles. Ann. Aug. 29.

■ Morongo Valley, Calif.—County of San Bernardino seeks ch. 62 with 100 w rebroadcasting KTLA, Los Angeles. Ann. Aug. 29.

■ Morongo Valley, Calif.—County of San Bernardino seeks ch. 64 with 100 w rebroadcasting KABC-TV, Los Angeles. Ann. Aug. 29.

■ Morongo Valley, Calif.—County of San Bernardino seeks ch. 67 with 100 w rebroadcasting KHJ-TV, Los Angeles. Ann. Aug. 29.

■ Morongo Valley, Calif.—County of San Bernardino seeks ch. 69 with 100 w rebroadcasting KTTV, Los Angeles. Ann. Aug. 29.

### Actions

■ K110B Bouse, Ariz.—Broadcast Bureau granted CP for new VHF TV translator station to rebroadcast signal of KPHO Phoenix, (BPTTV-5814). Action Aug. 19.

■ KO2IV Hanover, Kan.—Broadcast Bureau granted CP for new VHF TV translator station to rebroadcast signal of KTSB Topeka, Kan.: (BPTTV-5799). Action Aug. 19.

■ KO8JC Hanover, Kan.—Broadcast Bureau granted CP for new VHF TV translator station to rebroadcast signal of KHNE Hastings, Neb.: (BPTTV-5800). Action Aug. 19.

■ KO8JB Heart Butte, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to rebroadcast signal of KFBB Great Falls, Mont.: (BPTTV-5795). Action Aug. 17.

■ K12KY Heart Butte, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to rebroadcast signal of KRTV Great Falls, Mont.: (BPTTV-5797). Action Aug. 18.

■ KO2T Kake, Alaska—Broadcast Bureau granted CP for VHF TV translator station to rebroadcast signals of KUAC-TV Fairbanks, KAKM-TV Anchorage, and KYUK-TV Bethel, all Alaska: (BPTTV-5794). Action Aug. 15.

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- W47AB Mansfield, Ohio—Broadcast Bureau granted CP for new UHF TV translator to rebroadcast signal of WOSU Columbus, Ohio; (BPTT-3018). Action Aug. 16.
- K276AN Durango, N.M.—Broadcast Bureau granted CP for new FM translator station to rebroadcast signal of KRWN Farmington, N.M.; (BPFT-395). Action Aug. 17.
- K12LA Kenai, Soldotna, Alaska—Broadcast Bureau granted CP for new VHF TV translator station to rebroadcast signal of KAKM Anchorage; (BPT-TV-5759). Action Aug. 17.
- W68AG Altoona, Pa.—Broadcast Bureau granted CP for new UHF TV translator station to rebroadcast signal of WOPC Altoona, Pa.; (BPTT-3226). Action Aug. 17.
- W57AH Altoona, Pa.—Broadcast Bureau granted CP for new UHF TV translator station to rebroadcast signal of WOPC Altoona, Pa.; (BPTT-3224). Action Aug. 27.
- K10KM Cape Girardeau, Mo.—Broadcast Bureau granted CP for new VHF TV translator station to rebroadcast signal of WSIL Harrisburg, Ill.; (BPT-TV-5743). Action Aug. 19.
- K10KN Fruitland, Utah—Broadcast Bureau granted CP for new VHF TV translator station to rebroadcast signal of KTVX-TV Salt Lake City; (BPTTV-5809). Action Aug. 16.
- K12KZ Fruitland, Utah—Broadcast Bureau granted CP for new VHF TV translator station to rebroadcast signal of KUTV Salt Lake City; (BPTTV-5808). Action Aug. 16.
- KO70Y Orderville, Glendale, Utah—Broadcast Bureau granted authority to rebroadcast signal of KUED-TV Salt Lake City; (BPTTV-5786). Action Aug. 16.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Aug. 30 (stations listed are TV signals proposed for carriage):

- Saratoga Cable TV Co., for Ballston Spa N.Y. (CAC-10101): WRGB Schenectady, WAST Albany, both N.Y., WOR-TV New York, WSBK-TV Boston, WTEN Albany, WMHT Schenectady, both N.Y., WPIX New York.
- Community TV Corp., for Belmont N.H. (CAC-10102): WMTW-TV Poland Spring, WCSH-TV, WGAN-TV, Portland, all Me.; WMUR-TV Manchester, WENH-TV Durham, both N.H.; WBZ-TV, WNAC-TV, WCVB-TV, WSBK-TV all Boston WLVI-TV Cambridge, Mass. and WPIX New York.
- Samson Cablevision Corp., for Brightwaters, N.Y. (CAC-10104): WCBS-TV, WNBC-TV, WABC-TV, WNEW-TV, WOR-TV, WPIX, WNYC-TV all New York; WFSB-TV Hartford, WTNH-TV New Haven, both Conn.; WNET Newark, N.J.; WLIW Garden City, N.Y.; WHNB-TV New Britain, Conn.; WNJU-TV Linden, WXTV Patterson, both N.J.
- General Television of Maryland Inc., for Delmar,

- Del.; Fruitland, Hebron, Delmar, all Md.; Milford, Lewes, Blades, Rehoboth, Laurel, Georgetown, all Del. (CAC-10105-14): interim authorization for existing operation.
- Teltron Cable T.V., for Whiting, Park Ridge, Stevens Point, all Wis. (CAC-10115-8): interim authorization for existing operation.
- U.S. Cablevision Corp., for Fishkill, Marlborough, Platterkill, Lloyd, Wappingers Falls, La Grange, East Fishkill, Beacon, Woodbury, Blooming Grove, Monroe, Wappinger, Poughkeepsie all N.Y. (CAC 10119-31): interim authorization for existing operation.
- Greater Hartford CATV Inc., for Manchester, Glastonbury, Newington, Rocky Hill, Wethersfield, all Conn. (CAC-10133-7): WYAH-TV Portsmouth, Va.
- Suffolk Cablevision, for Shelter Island, Dering Harbor, North Haven, all N.Y. (CAC-10138-40): interim authorization for existing operation.
- Video Cable Systems Inc., for Steele, Pemiscot, both Mo. (CAC-10141-2): KETC, KDNL-TV, KPLR-TV all St. Louis, WYAH-TV Portsmouth, Va.
- Delta Video Inc., for Portageville, New Madrid, both Mo. (CAC-10143-4): KETC, KDNL-TV, KPLR-TV, all St. Louis, WYAH-TV Portsmouth, Va.
- Arizona Cable T.V. Inc., for Maricopa, Paradise Valley, both Ariz. (CAC-10145-6): KTTV Los Angeles, KZAZ Nogales, Ariz., WYAH-TV Portsmouth, Va.
- Montpelier Cable T.V., for Waterbury, Randolph, Montpelier, Braintree, all Vt. (CAC-10147-51): interim authorization for existing operation.
- Green Mountain Cable T.V., for Colchester, Shelburne, Winooski, Williston, South Burlington, Middlebury, Essex Junction, Burlington, all Vt. (CAC-10152-8): interim authorization for existing operation.
- Rutland Cable T.V., for West Rutland, Wallingford, Rutland, Rochester, Proctor, Brandon, Bethel, all Vt. (CAC-10159-65): interim authorization for existing operation.
- Better T.V. Inc., of Dutchess County, for Hyde Park, N.Y. (CAC-10166): certificate of compliance for existing operation.
- Greater Chicopee Cablevision Inc., for Chicopee, Mass. (CAC-10167): WSMW-TV Worcester, Mass.
- Redwood Empire Cablevision Inc., for Sea Ranch, Calif. (CAC-10168): KNTV San Jose, Calif., WYAH-TV Portsmouth, Va., WTCG, Atlanta.
- Palmer Broadcasting Co., for Naples, Marco Island, Collier, all Fla. (CAC-10169-71): WLRN-TV Miami.
- Armstrong Utilities Inc., for Ellwood City, Koppel, Wampum, Ellport, Perry, North Sewickley, Wayne, Franklin, all Pa. (CAC-10172-9): WOR-TV New York, WQEX Pittsburgh.
- Shore Television Co. Inc., for Snow Hill, Pocomoke City, Princess Anne, all Md. (CAC-10180-2): interim authorization for existing operation.
- Salina Cable T.V. Systems Inc., for Salina, Kan. (CAC-10183): certificate of compliance for existing operation.
- Antietam Cable T.V., for Williamsport, Washington, Hagerstown, all Md. (CAC 10184-6): interim

- authorization for existing operation.
- Cox Cablevision Corp. for Ocala, Marion, both Fla. (CAC-10187-8): interim authorization for existing operation.
- Sidney Video, for Sidney, Unadilla, both N.Y. (CAC-10189-91): interim authorization for existing operation.
- Cabletron, for Rome, Griffiss AFB, both N.Y. (CAC-10192-3): interim authorization for existing operation.
- Pioneer Cablevision Corp., for Endicott, N.Y. (CAC-10194): certificate of compliance for existing operation.
- Mountain State Cable Inc., for Kingwood, Fayetteville, Oak Hill, Terra Alta, all W. Va. (CAC-10195-200): interim authorization for existing operation.
- Shore Television Co., for Pocomoke, Snow Hill, Princess Anne, all Md. (CAC-10201-3): interim authorization for existing operation.
- Baisley T.V. Cable Co., for Cecil, Chartiers, North Strabane, Houston, Canonsburg, all Pa. (CAC-10204-8): WTCG Atlanta, WWVU-TV Morgantown, W. Va.
- Telcom General Inc., for Columbia, Mo. (CAC-10209): WYAH-TV, Portsmouth, Va.
- American Cablevision of Carolina Inc., for Temple, Wyomissing, both Pa. (CAC-10210-1): WOR-TV New York.
- Twin Lakes Television Corp., for Eureka Springs, Carroll, Green Forrest, Harrison, Bellefonte, Boone, Berryville, all Ark. (CAC-10212-8): WTCG Atlanta.
- Western Cable Inc., for Cameron, Tex. (CAC-10219): WFAA-TV Dallas.
- Community Television Cable System, for Lehigh Acres, Fla. (CAC-10220): WYAH-TV Portsmouth, Va., WHFT Miami, WKID Fort Lauderdale, Fla.
- Nation Wide Cablevision Inc., for Grass Valley, Calif. (CAC-10221): certify operation.
- Teleprompter of Ft. Bragg, for Mendocino, Fort Bragg, Highland, Lytle Creek, San Bernardino, Willits, all Calif. (CAC-10222-8): interim authorization for existing operation.
- Focus Cable Of Oakland Inc., for Oakland, Calif. (CAC-10229): interim authorization for existing operation.
- Piedmont Cablevision Inc., for Piedmont, Calif. (CAC-10230): interim authorization for existing operation.

### Certification actions

- Mid-Hudson Cablevision Inc., for villages of Catskill and Athens, towns of Catskill, Athens and Greenport and City of Hudson, all New York—commission authorized to add signal of WNEW-TV New York. Action Aug. 31.
- CATV Bureau granted following operators of cable TV systems certificates of compliance: Downs Cable Inc., for Downs, Kan. (CAC-07836); Delaware TeleService Co., for Dover AFB, Del. (CAC-07901); Televets Of Placer County Inc., for Placer, Calif. (CAC-07959); Tri-City CATV Co., for Copperhill, Tenn. (CAC-08015); Guttenberg TV Cable System, for Cutenberg, Iowa (CAC-08170); OVC Telecommunications Inc., for Albany, Burkesville, Carrollton, all Ky. (CAC-08211-3); Western Cable Inc., for Cameron, Tex. (CAC-08230); Sterling Cable TV, for Sterling, Colo. (CAC-08370); Ozark Cablevision Inc., for Ozark, Dale both Ala. (CAC-08508-9); Twin Lakes Television Corp., for Carroll, Green Forrest, both Ariz. (CAC-08526-28); Tele-Media Co. Of Key West Inc., for Key West, Fla. (CAC-08532); Comcast Cablevision Corp., for Flint, Mt. Morris, both Miss. (CAC-08535-6); Tele-Media Co. of Key West Inc., for Key Colony Beach, Monroe, both Fla. (CAC-08538-9); Sammons Communications Inc., for Forks, Pa. (CAC-08550); Vidi-Com Of Sugerties Inc., for Saugerties, N.Y. (CAC-08906-7); Carthage Cablevision Inc., for Carthage Mo. (CAC-09259).

### Other action

- Lower Bucks Cablevision Inc.—Commission granted request of Lower Bucks Cablevision Inc., for waiver of signal carriage and syndicated program exclusivity rules. Lower Bucks is operator of cable television system serving portions of Bristol Borough, Bristol Township and Middletown Township, Pa., all within the Philadelphia-Burlington, N.J., major television market (94). Action Aug. 31.

## Summary of broadcasting

### FCC tabulations as of July 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,476	6	21	4,503	46	4,549
Commercial FM	2,866	1	87	2,954	132	3,086
Educational FM	844	0	22	866	86	952
Total Radio	8,186	7	130	8,323	264	8,587
Commercial TV	721	1	3	725	46	771
VHF	513	1	0	514	8	522
UHF	208	0	3	211	38	249
Educational TV	242	3	13	258	7	265
VHF	93	1	7	101	3	104
UHF	149	2	6	157	4	161
Total TV	963	4	16	983	53	1,036
FM Translators	179	0	0	179	84	263
TV Translators	3,391	0	0	3,391	412	3,803
UHF	1,039	0	0	1,039	231	1,270
VHF	2,352	0	0	2,352	181	2,533

\*Special temporary authorization

\*\*Includes off-air licenses



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Sales Manager**, Florida medium market. Experienced pros only. Must be able to lead and sell. RAB trained. EOE. Resume to Box J-130.

**California Daytimer** seeking experienced strong Sales Manager who can sell, and lead a sales staff, promotion/community oriented. Great market: Great signal. Box J-91.

**Director of Sales**—No. 2 position with booming Houston's hottest station available Now! Require: Minimum three years management experience supervising entire Sales, Traffic, Billing area; proven leadership ability to inspire, train and direct local efforts and supervise high national sales. Base salary plus good incentive. KMJQ-FM is an R&B-Disco station with great technical/office facilities. Contact: James Maddox, VP/General Manager, KMJQ, Houston, TX (Part of Amaturio Group, Inc.). An Equal Opportunity Employer.

**Station Manager**, New England Medium Market, AM/FM. Must be good administrator—sales person. Career opportunity with a solid operation. Send resume and salary required. Box K-71.

**Leading research** and consulting firm for the broadcast industry is looking for a highly qualified individual with a thorough working knowledge of radio. Candidate must have a college degree. Research experience is also preferred. Resumes to: Frank N. Magid Associates, Radio Division, One Research Center, Marion, IA 52302.

### HELP WANTED SALES

**Learn To Sell** at a professional Midwest radio station. Box H-107.

**WVLD AM & WLGA FM** are looking for qualified Sales & Production people. 3 possible openings. Resume accepted, no calls. PO Box 1529, Valdosta, GA 31601.

**Wanted: California daytimer** seeking Strong Sales Manager, who can sell, train and motivate sales staff, familiar with workable promotional and merchandising sales aids. Box J-100.

**Medium market station** needs experienced sales manager for successful operation in North Dakota. 28-35K, car, benefits, growth opportunities galore. Box J-161.

**Major Market AM/FM Midwest**. \$200 per week against 40%. Excellent chance for big income. Box J-156.

**Can you sell** radio time? Would you like to make \$25,000+ next year? Are you willing to work for it? If your answers are yes to these questions, then I may have a job for you at KEZK in St. Louis. We are a rapidly growing beautiful music station that believes in aggressive sales and results. We offer excellent benefits, working conditions and sales support. Send resume with complete job and salary history to William J. Clark, c/o KEZK.

**WPRC—4 Salespeople** needed in expansion—New facility being planned. Resume to: Gen. Mgr., Box 190, Lincoln, IL 62656. 217—735-2337.

**Excellent Opportunity** for combination salesperson/jock on new central Illinois FM rocker. Experience helpful, but will train in sales. Good pay and benefits with stable established company. Resume and aircheck to Marc Phillips, Sangamon Broadcasting-Danville, 1501 N. Washington, Danville, IL 61832. EOE, no calls.

**Experienced Local Sales** person to assume top local-regional account list for a No. 1 Adult Contemporary station in a major Ohio market. E.O.E. Send resume to Box I-56.

**Christian station** looking for experienced, aggressive sales person. Management possibilities soon. Send resume to J. Boardman, KTGA, M33-Warden Plaza, Ft. Dodge, IA 50501.

**Aggressive salesperson** for Long Island area—AM-FM operations in excellent market—managerial opportunity. WHLI—Box 219, Hempstead, NY 11550. Equal opportunity employer.

### HELP WANTED ANNOUNCERS

**Immediate opening** for announcer. First Tickets only. Write KPOW, Box 968, Powell, WY 82435. EOE.

**Unique Opportunity** for a two person Radio Team. If you'd like to be one, we'll find you a partner. If you're a team, let's talk now. Must be creative, talented and dedicated. No. 1 M.O.R. Southwest. Equal Opportunity Employer. Send resume to: Box K-34.

**Help wanted**, first phone announcer, Eastern, Kentucky. Box K-48.

**Indianapolis needs** a great morning personality. If you have experience, common sense and a winning attitude, here's your opportunity to join WFMS, one of the nation's hottest country stations. Good benefits with a major group. Rush tape and resume to WFMS, Box 18270, Indianapolis, IN 46218. EOE M/F.

**Afternoon jock** with sales experience needed for new central Illinois FM rocker. Personality and appearance equally important. Interested sales beginners encouraged to apply. Good growth, pay, & benefits. Airchecks and resumes to Marc Phillips, Sangamon Broadcasting—Danville, 1501 N. Washington, Danville, IL 61832. EOE no calls.

**No. 1 rated WTHI-AM** seeking morning person with personality plus creativity. Modern country format. Tape and resume to G.M., WTHI-Radio, P.O. Box 1486, Terre Haute, IN 47808.

**WFTP needs experienced** country air personality. Send resume and tape to WFTP, Box 1330, Ft. Pierce, FL 33450.

**Greater Cincinnati** Beautiful Music station seeks Production/Copywriter. Send tape, resume and copy samples to John Stolz, WLTV, Love Park, Fairfield, OH 45014. Equal Opportunity Employer.

**WMAS AM, Springfield** looking for adult contemporary announcer. Production and writing skills a must. Send tape, resume, and salary requirements to Stan Brooks, WMAS, 101 West Street, Springfield, MA 01104. EOE.

**Creative, Strong Jock** for top-rated major Ohio Adult Contemporary station. Superior production a must. E.O.E. Contact Box I-55.

### HELP WANTED TECHNICAL

**Chief Engineer:** Will need experience AM-FM-MUZAK SCA, Marti, EBS, Automation. Working Chief with full responsibility, authority of 51 year old Pioneer in great community. Box 1390, Enid, OK 73701 or call 405—237-1390. E.O.E.

**Chief Engineer, 5 KW AM, DA, 3 KW automated FM.** Midwest Sunbelt, small market \$800-\$900/month. Opening due retirement. Equal Opportunity Employer. Box K-27.

**Leading Sunbelt Broadcaster** seeking superbly qualified Chief Engineer. This person will receive excellent pay and benefits in this career position. We expect in return long hours, hard work, and expertise in all phases of radio, including transmitter maintenance, studio equipment, preventive maintenance, and FCC Rules and Regulations. We are a highly professional organization seeking one additional professional to join our staff. Our person will know how to manage his/her time and our money and will settle for nothing less than a high quality, first class, superior sounding radio station. M/F An Equal Opportunity Employer. Reply in confidence with complete resume to Box K-45.

**1st Class Engineer** maintained, 1 KW small FM, Good salary. Box K-47.

**Chief Engineer Wanted.** 5 KW AM and 100 KW FM stereo. Must have working knowledge of directional patterns and automation. Perfect opportunity for a person ready to assume full responsibility. Location is in beautiful snow country of Upper Michigan and Northern Wisconsin. Contact Bob Knutson at WJMS Ironwood, MI. 906—932-2411.

**Dirty Hands Chief** with practical AM FM experience. Excellent working conditions. If you qualify phone collect Harold Sudbury 501—762-2093.

**Chief Engineer, AM/FM.** Strong on maintenance. FCC Reg. 301—939-0800. WASA/WHDG, Box 97, Havre de Grace, MD 21078.

**Beaumont, Texas,** super station needs person with technical and voice ability. K106, 713—769-2852. E.O.E.

**Chief Engineer**—Northeast. Group owner needs aggressive Chief. Must be a self starter and capable of working without supervision. All benefits. Equal Opportunity Employer. Box K-65.

**Chief Engineer wanted** for FM Stereo operation in Southwest Virginia. Must know audio. We care about our sound. Send resume and salary requirements to Box K-69.

**First Class Tech.** 5KW Transmitter. AM/FM audio work. 5 years exp. Harold Higgins, Chief Eng, WGR, 259 Delaware Ave. Buffalo, NY 14202. Equal Opportunity Employer.

**Chief Engineer** for aggressive AM in Hawaii. New Equipment. Ideal working conditions. EOE. Contact Donald E. Winget, O'Day Broadcasting Co. 1305 3rd Ave., Suite 400, Seattle, WA 98101. 206—682-2828.

### HELP WANTED NEWS

**News Person Wanted** for three person Midwest AM-FM local news department. Box J-37.

**People reporter** whose talents to interview and investigate will enlighten listeners on the people and events behind the hard news. We're expanding our AP award-winning news department with a unique position. If you have unusual creativity, proven abilities to deal with people from every field, and a track record to demonstrate, write now. The challenge involves some investigative reporting, and on-air anchoring. WDIF, P.O. Box 524, Marion, OH 43302.

**Radio News Director** who wants to get into TV? Need producer for weekly TV minicam for news documentary. Send resume to WNED-TV, attention John Hutchinson, 184 Barton Street, Buffalo, NY 14213. Equal Opportunity Employer.

**News Person** with Third Phone for New York State group operated stations. Send tape and resume to WBNR, Box 511, Beacon, NY 12508.

**WOBM Toms River** NJ needs an experienced, capable newscaster (with good references) who enjoys writing, editing, and delivering local newscasts. We take pride in our news; we have six full time people in our news department and 13% of our air time is devoted to news. Equal Opportunity Employer. Call Paul Most at 201—269-0927.

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director** for Modern Country FM in medium Southern market. Must be top jock and able to motivate people. Excellent salary, benefits and bonuses. Only those with modern country programming experience need apply. Send references and resume to Box K-14.

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## HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

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**Need Program Director** for Southern medium market. Up-tempo Contemporary station. Two years P.D. experience needed. Should be good administrator and experienced with music. Send resume, ratings, references and salary requirements to Box K-31.

**Copywriter, Production** person, in charge of station operations 24 hour automated FM in Southern PA. Top station in the market. Experience necessary. Send resume to Box K-49.

**Operations Director.** Outstanding opportunity in major market with large group, must be knowledgeable Contemporary or a person with good discipline and leadership ability. Tell all and why you are ready for a challenging move. Box K-63.

**WEAQ Radio seeks** business-minded, research-oriented music programmer with good air skills to help perpetuate success of one of America's finest medium market stations. Salary, benefits and working environment much above average for market size. Send materials, including tape, to Steve Dickoff, Operations Manager, WEAQ, Box 1, Eau Claire, WI 54701. EOE M/F. Don't delay.... this position is available October 1.

**Assistant Director** of University Relations. Indiana University-Purdue University at Fort Wayne is seeking an individual to direct the new campus FM radio station, which is scheduled to go on the air five hours-a-day in April, 1978; to investigate, write, and disseminate news releases to various media; and to provide general supervision of the IPFW Speakers Bureau. In addition, this individual will also be responsible for planning and writing the quarterly alumni newspaper and coordinating the layout and printing of other University publications. Candidates should have a bachelor's degree or equivalent experience and possess an FCC Third Class License with a broadcast endorsement. University experience and/or broadcasting and journalism background is desired. Application deadline: September 26, 1977. Please send complete resume and names of at least three references who may be contacted to: Dr. Raymond S. Wilkes, Coordinator for Advancement, Indiana University-Purdue University at Fort Wayne, 2101 Coliseum Boulevard East, Fort Wayne, IN 46805.

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## SITUATIONS WANTED MANAGEMENT

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**GM-Currently Midwest** success. Desires move to Florida Small-Medium markets. Family man. Box J-185.

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## SITUATIONS WANTED ANNOUNCERS

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**College grad,** 3rd phone endorsement, experience in MOR and C&W, seeks full-time position. Will relocate. Gary DeSantis, 18480 Westphalia, Detroit, MI 48205, 313-372-3567.

**Beginner seeking work** as a DJ in small market. Will relocate anywhere. Hold 3rd Endorsed. Broadcast Schl. grad. Sincere and creative. You need me, I need a chance. For tape and resume, call Keith 815-399-6986.

**DJ, solid news,** commercials, tight board, some experience, 3rd, ready now, go anywhere. Box J-158.

**AOR is my speciality.** I am a trained broadcaster, with my 3rd Class. Give yourselves a break. Hire me. Box K-25.

**Announcer DJ,** 29, 3rd Endorsed. Reliable—dependable. Presently on air 7 days a week. Box K-36.

**Anywhere, U.S.A.:** Need an entertaining morning man? Ten years experience, mornings, talk, 1st phone. Looking for station and community I can really get involved in. Have presently resigned as PD for California AM, FM, Cable TV and will be taking a much-needed vacation. Will be driving across country visiting friends, relatives and radio stations. May put your facility on the agenda if you are interested in talking. Call toll free 1-800-824-5136 (California call 1-800-852-7631) and request resume and/or return call from "Jacobs M2166".

**Need a disc jockey** (3rd endorsed), newswoman, copywriter, music director? Don't hire 4 people—hire me! Tape and resume. Call Rosemary 212-595-3146.

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**Hello—I'm 26** and have been broadcasting for eight years. I have graduate degrees in Political Science and Journalism and would like to move into T-A-L-K Radio. My name is Steve and you can give me a call at 617-353-2540.

**D.J. looking for first job.** Willing to work anywhere, great on intros, 3rd Endorsed, all markets: Thomas Matriciano, 1323 S. Kenilworth, Berwyn IL 60402. Call between 9 AM-10 PM 312-788-5068.

**Talented Announcer,** available immediately. Good delivery, tight board, quality production, 1st Phone. 712-277-2499.

**I am the right man** for your next announcer opening. Over four years experience, some major market. Seeking Adult Contemporary, AOR, or Beautiful Music, medium or large Northeast market only. Currently afternoon drive medium Illinois market. Box K-60.

**Female,** 2 Yrs. experience at MOR FM. DJ, Production, News, Talk. 3rd. endorsed. Seeking contemporary AM or FM. Small - Medium market. Ind.-Ohio. Box K-62.

**Buffalo, Rochester.** First Phone, 4-1/2 years MOR, Country, Contemporary. Bernie Bacon (716)-343-6604. (Ratings: last employer (505)-334-2323).

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## SITUATIONS WANTED TECHNICAL

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**Experienced AM directional,** FM stereo, automation. Chief medium and major markets. Only top 50 markets need reply. c/o Broadcasting Box J-186.

**Desire technical** and/or announcing position, small or medium market station. Prefer Midwest. Two year college grad, three years electronics troubleshooting experience. First Phone, licensed Ham seven years. Bruce Stucky, Box 314, Moundridge, KS 67107. 316-345-2266.

**Chief Engineer** matured, well experienced in AM/FM all phases. Strong maintenance. South, Southwest. Box K-41.

**Chief or Assistant,** quality radio operation. Thoroughly experienced, capable, mature, family, references. Box K-42.

**Get the air sound You want.** Engineer, 27, BS degree, AM/FM/SCA major market chief experience. Box K-68.

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## SITUATIONS WANTED NEWS

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**News journalist/writer** with two years experience desires local news position with a growing or established station. 3rd endorsed. Call Stan Froelich 212-526-1831 day/night.

**Black Female** Broadcast Journalism degree. Seeking entry level position as newscaster, announcer. Well-trained. 3rd endorsed. Adaptable. Box K-58.

**Award winning broadcast** journalist, top 40 market, seeks News Director position, medium-major market, experienced, qualified, hard working, college graduate. Box K-66.

**Hard working newperson/director** with five years experience, AOR and Contemporary, seeks a position of challenge in medium or major market. Contact Peter Kelley 203-649-9103.

**Need an industrious,** young communicator who knows weather? Contact: Tim Halterman, OS466 East St., Winfield, IL 60190. 312-668-7285.

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## SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

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**Automation minded** minority with major market mass appeal credentials. B.S. Michael McIver, POB 21, Jamaica Plain, MA 02130.

**Advertising, Promotion/Community** Affairs. 4 years experience as assistant in NY market M.A. in Radio/TV. Female. Will relocate. Box K-13.

**Experienced Major/Suburban** Major Market Programmer—Currently employed—looking for Programming Assignment in competitive market of any size. Salary negotiable. Box K-30.

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**Network experienced,** technically oriented, audio, AD, character generator operator, stage manager. Willing to start as PA. Andrew Faber, 3217 Overland, Apt. No. 6108, La. Ca 90034.

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## TELEVISION

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### HELP WANTED MANAGEMENT

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**Station Operations Manager** Top 20 Southern Network Affiliate needs a person with program, production and promotion experience and the ability to apply it. Must also be strong in handling people. Company is growing and offers great potential for more managerial responsibility. Station is an Equal Opportunity Employer and welcomes applicants from qualified females and minorities. Send resume and salary history to Box K-24.

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### HELP WANTED SALES

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**Salesperson,** Peoria area, full or part-time, experience helps but not necessary. Contact Mike Dupont, 602 West Glen, Peoria, IL 61614, 309-685-5947.

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### HELP WANTED TECHNICAL

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**Transmitter Supervisor** wanted at VHF affiliate in West Virginia to maintain all transmitter site equipment. Must be experienced with transmission lines, antennas, microwave and R/C equipment. Must have good knowledge of FCC rules and regs. An equal Opportunity Employer. Box H-8.

**Remote TV Engineer.** For Studio and Remote operations. FCC license required. Must have technical and operating background. Send resume and salary requirements to: Chief Engineer, WTCG-TV, 1018 West Peachtree St., Atlanta, GA 30309.

**Maintenance Engineer** Quad Tape and Cameras with good technical background. EOE M/F Box K-7.

**Tape and Camera Maintenance** Engineer for TV Station/Production House. EOE M/F. Box K-8.

**VTR/Camera operator** with good technical background and FCC 1st Class for major market production house. EOE M/F. Box K-9.

**Transmitter Technician**—Experienced 1st phone for VHF TV operation with modern facility on the growing Gulf Coast. Good working conditions and year-round outdoor recreation. Equal Opportunity Employer. Send resume to: Personnel Officer, P.O. Box 1488, Lake Charles, LA 70601.

**Studio Maintenance** engineer—New studio cameras, cart tape, Southeast. Salary open—Call Bob King 404-324-6471. Equal Opportunity Employer.

**Assistant Chief Engineer** to supervise studio/remote operation and maintenance. FCC 1st Class and Good technical background required. EOE M/F. Box K-10.

**Maintenance Engineer** for Cameras and VTR, must have 3-years maintenance experience with TV station and formal Tech school training. EOE M/F. Send resumes to: Chief Engineer, WPHL-TV, Inc., 5001 Wynnefield Ave., Philadelphia, PA 19131.

**Camera and VTR** operator, minimum 5 years broadcast experience and FCC 1st Class. EOE M/F. Send resumes to: Chief Engineer, WPHL-TV, Inc., 5001 Wynnefield Ave., Phila., PA 19131.

**Assistant Chief Engineer** to oversee studio production and maintenance. Must have maintenance and supervision experience. EOE M/F. Send resumes to: Chief Engineer, WPHL-TV, Inc., 5001 Wynnefield Ave., Philadelphia, PA 19131.

**Remote Truch supervisor** and maintenance engineer for very active major market TV station. EOE M/F. Box K-12.

**Chief Engineer:** California Public Television Licensee needs qualified Chief Engineer successful in experience in all engineering aspects of color and digital remote controlled UHF 30 kw transmitter as well as studio. Minimum 5 years experience. Apply at Fresno County Department of Education, Personnel Department—Rm. 212, 2314 Mariposa St., Fresno, CA 93721. Deadline: Sept. 23, 1977.

## HELP WANTED TECHNICAL CONTINUED

**Chief Engineer**, Public station, KLVX-TV. Three years responsible TV Engineering experience and a degree in electronics or related field: Additional experience may be substituted for degree. Excellent fringe benefits including fully paid retirement. Overtime. Send resume by September 26, 1977, to Classified Personnel Department, Clark County School District, 2832 East Flamingo Road, Las Vegas NV 89121. Equal Opportunity Employer.

## HELP WANTED NEWS

**E.O.E. Southeast number one** fifties market size wants experienced reporter with producing background who can serve as back up anchor. Enterprise, speed, ability to think on feet and handle multiple assignments are musts. Also shooting, editing SOF and ENG. Salary \$175.00. Box J-189.

**Co-Anchors Person** for a major group owned VHF station in three-station market. Must be interested in joining growing news staff. Send tape and resume to Chris Clackum, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

**Reporter—both Radio and TV**. Medium Midwest Market, Network Affiliate. Send Audio Cassette, resume. Equal Opportunity Employer. News Director, WNDU, Post office Box 1616, South Bend, IN 46634.

**Producer for Weekly** Minicam news documentary. Must have strong Broadcast Journalism background. Send resume to John Hutchinson, WNED-TV, 184 Barton Street, Buffalo, NY 14213. Equal Opportunity Employer.

**On-Air Reporter** for weekly minicam news documentary. Street reporting experience necessary. Send resume and cassette of on-air work to John Hutchinson, WNED-TV, 184 Barton Street, Buffalo, NY 14213. Equal Opportunity Employer.

**Head Writer wanted** for national PBS series, to supervise staff of 9 and contribute scripts. TV writing experience required, news management experience helpful. Salary \$14-15,000. Send resume and writing samples to: Joy Josowitz, Md. Center for Public Broadcasting, Owings Mills, MD 21117.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Operations Director**: Totally experienced in operations. ABC affiliate. Heavy management responsibilities. Send complete info to M.D. McKinnon, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78411. Equal Opportunity Employer.

**Promotion Person** Experienced in print and broadcast promotion. Contact Bob Stough, WSBA-TV, York, PA. Phone 717-843-0043. An Equal Opportunity Employer.

**Promotion Director**—major market network television affiliate. Group, Midwest. Emphasis on audience promotion, especially for news. Must be able to plan campaigns, write and produce for on-air. Equal opportunity employer. Letter, resume to Box K-1.

**Studio Director/Manager**. Major position on our production team. Requires strong directing background. Must know quality and be able to supervise crew. Beautiful SE market. Box K-17.

**Promotion Manager**—Southern network affiliate needs a promotion manager. Must have television production experience from developing ideas, scripting, to the finished product. An excellent position for a creative and energetic person that wants to run their own shop. Salary open. E.O.E. Please reply to: Box K-33.

**Director of Development** for growing PBS affiliate in Midwest. Primarily responsible for fund raising activities and increasing community support. Ability to work with people and handle administrative responsibilities necessary. Experience in Public Broadcasting desired. Salary \$16,000. Send resume by October 1st to Box K-70.

**Top 10 Market VHF** has immediate opening for Producer/Director with emphasis on minority programming and news. Three years minimum experience required. Send resume and salary requirements in first mailing to Box K-61.

**Graphic Artist**. One year experience in commercial art. Graduation school of commercial art or equivalent. Send resume by September 19, 1977. Classified Personnel Department, Clark County School District, 2832 East Flamingo Rd. Las Vegas, NV 89121. Equal Opportunity Employer.

**Producer T.V./Assistant** or Associate Professor: Teach half-time in Radio/TV. and serve half-time as Producer of University T.V. programs. Masters degree required, with proven experience. Ph.D. preferred. Send resume and names of three references by 30 Sept. 1977 to: Department of Communication, UMC 46, Utah State University, Logan, UT 84322. An Equal Opportunity/Affirmative Action Employer.

## SITUATIONS WANTED TECHNICAL

**Television Studio Engineer**, First Phone, Call Bob Smith after 7 p.m. E.D.T. 315-478-8896.

**1st Phone Experienced** cameraman. Production Assistant, audio-video tape, wide range of skills. Young & affordable. Scott, 212-592-0739. Box K-16.

## SITUATIONS WANTED NEWS

**TV Sportscaster**. 18 year veteran. News oriented. Seeking major market weekend anchor supplemented by field reporting and production. Box J-154.

**Creative Feature Reporter** in major market seeking reporter, reviewer, or talk show position. Good production experience. Former model. Box J-187.

**Energetic young newswoman** with varied radio and TV news background seeks entry level report position. Will relocate. Box J-188.

**Award Winning Radio Journalist** wants TV reporter's job. 6 years experience, good looking, top references. Box K-38.

**Enthusiastic Aggressive News Reporter** seeks entry-level position. Extremely hard worker willing to learn. BA. VTR available. Richard Dubroff, 2067 Gerlitsen Avenue, Brooklyn, NY 11229. 212-645-2277.

**25 Year Old Anchorman** with four years experience. Good working knowledge of film, tape, while doubling as producer, in city of 100,000. Will relocate anywhere. Prefer anchor, would consider a News Director job. Dan Corporon, Odessa, TX. 915-367-6249.

**Experienced reporter**, with anchor and producer experience. Available almost immediately anywhere. Steve Kremer 301-797-0126.

**Husband-wife anchor team** seeks right move. Awards, major market experience. Box K-64.

**Newsmen—Skilled** investigative reporter with on-camera street and anchor capability. Background investigation, air writing, top TV, radio news stations, NYC. Record of major news scoops. Interested street-reporting with latitude for initiative work, some anchoring. Prefer East. Box K-67.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**'77' college graduate** with B.A. in Broadcast Journalism. No commercial television experience. Internship, ENG editing. Would like a start! Call Bill Langlois-904-249-8918.

**Television and Public Relations Professional**. Broadcasting skills include sales promotion, marketing, syndication, budgeting, writing, production and program development. Box K-73.

**Ten year radio veteran** wants into TV in any size market that will afford me a living. I have a good track record and an AP sports award because of my Production ability, I'm willing to learn and contribute in any phase of TV except Anchoring. 1st Class license available at 1205 W Chimes, Apt 102, Baton Rouge, LA 70802.

## WANTED TO BUY EQUIPMENT

**Paul Schafer wants** to buy late model transmitters 10,20 KW FM, 1, 5, 10 KW AM. Phone 714-454-1154.

**D. A. seeks specifications**, price ranges for audio-video equipment for instruction. Sales literature to: Neil Goodman, Office of The District Attorney, Bernalillo County Courthouse, 415 Tijera, N.W. Albuquerque, N.M. 87102.

**Automation Systems**—Top dollar for used systems. Call or write, Eastern Broadcast Supply, 419 Boylston St., Boston 02116. 617-534-8987.

## FOR SALE EQUIPMENT

**Collins 831G- 20 KW FM**, 3102-1 Exciter, SCA, Stereo, spare parts. Removed from service 7/77. 3 years old, installation assistance available. Priced to sell. R. B. Bell Box 520, Poteau, OK 74953. 918-647-2288.

**Schafer 800 Automation** control unit. Immediately available. Just removed from air, \$1200. FOB Salt Lake City. Contact Paul Schafer, Schafer International, phone 714-454-1154.

**Stop throwing away** SMC Carousel Voters. We sell the Fiber drive gear. Direct Replacement. Immediate shipping any time. 607-433-2500.

**Grass Valley 1400-4 Video Switcher**—12 Input with downstream mix. 305-587-9477.

**Computer Image**—Computer Interchangeable Switcher 6 Input AFV—softwipes, edger, disk. Ideal for computerized editing system. 305-587-9477.

## COMEDY

**Deejays**: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

**"Free" D.J. Catalog!** Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

**Hundreds have renewed!** We guarantee you'll be funnier. Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

**"The Weekly Wipe"**—Dee Jay Gags and jokes—no record intro's—no junk. Free sample. The Weekly Wipe, Box 3715; Jackson, GA 30233.

**Knockers!** A great set of funny recorded bits for your show. Sample. Fuller, Box 1008, Kaneohé HI 96744.

## MISCELLANEOUS

**Have a client** who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

## INSTRUCTION

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 12, October 24. Student rooms at each school.

**REI 61 N. Pineapple Ave.**, Sarasota, FL 33577. 813-955-6922.

**REI 2402 Tidewater Trail**, Fredericksburg, VA 22401. 703-373-1441.

**"Tests-Answers"** for FCC First Class License. Plus "Self-Study Ability Test." Proven! \$9.95. Free Brochure. Command, Box 26348-B, San Francisco 94126

**1st class FCC**, 6 wks, \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

**OMEGA STATE INSTITUTE**, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.



## INSTRUCTION CONTINUED

**Don Martin School**—40th Yr. providing training in FCC 1st Class License. 4 mo. course—Jan., May, Sept. 8 wk. course—Jan., July, Nov. Complete XMTR., studio. Radio & TV courses start every mo. 7080 Hollywood Blvd., L.A. 90028, 213—462-3281.

**Free booklets** on job assistance, 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets. benefits.

**Cassette recorded First phone** preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, St. Louis. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213—379-4461.

**Get First Phone** in exciting Music City, U.S.A. Shortest, most inexpensive. Since 1966. Hundreds of graduates working coast-to-coast. Limited classes. Oct. 3, Oct. 31, Nov. 28. 615—297-5396. Tennessee Institute of Broadcasting, 2106-A 8th Ave. S. Nashville, TN 37204.

## RADIO

### Help Wanted Sales

#### Chicago Area

Great opportunity for sales or management type sales person who knows radio or radio station owners, to sell our service to radio station owners or managers. We have over 400 radio station accounts now and growing. No traveling, age no barrior, will teach you our business. R. Berman. 312—478-1000.

#### LOCAL SALES MANAGER

Position to be open on or about January 1, 1978. Centrally located. Contemporary format. Account list plus override. Send full details of experience, education and personal history. EOE .... M/F. Box K-72

#### CAN YOU SELL NEWS?

The nation's largest news-gathering organization is seeking the finest sales people in the country to showcase its products to radio and television stations.

We have positions available now. We also are building a talent-bank for future openings.

We are looking for:

—a minimum of five years in radio or television sales; preferably, both.

—substantive experience in radio and/or television news.

If you're still with us, send your resumé today complete with references and salary requirements, to Box J-163.

**RESTAFFING  
NEW ACQUISITION**  
Need a General Manager, Sales Manager, Program Director, and strong Air Personalities for a dominant signal in an Eastern Midwest Major Market, awaiting FCC approval.  
Station will program Adult Contemporary Music. E.O.E.  
Send resume to  
**Box I-57.**

## Help Wanted Sales Continued

### STATION-SALES MANAGER

for Ohio FM. Knowledgeable about Country Format and FM Automation. Must be aggressive, sales oriented and have sales promotion ideas. Excellent opportunity, salary, override, fringes. Box J-159.

### Help Wanted Announcers

#### "MAGIC", WMGK

WMGK is looking for an experienced natural, pleasant sounding announcer. Third phone needed. EOE/MF. Send tapes and resume to

Dave Klahr  
WMGK  
2212 Walnut St.  
Phila. Pa. 19103

### Situations Wanted Announcers

**Tired of the same ol' schtick?** I'll trade you some new blood, for a good stable job. Ideas are my career, but I'm out of work. HELP! Exp. top 40, PBR music director, chief copy, even TV news & sports. Prefer East but I'll TAKE ANYTHING—radio, TV, small, medium or large market. I WANT TO WORK! Stan 215—376-9147. 121 Noble Street, Reading, Pa. WRAW, WHUM, WEEU ... how about you?

### Situations Wanted Programing, Production, Others

#### PROGRAMMER

of Medium Market Contemporary Country looking. At current position 13 years. Stable, family, 35, with excellent credit. Smooth, one to one air show. Excellent voice & production. Consider programming, assistant, or jock for right money Country or MOR. Box K-56.

## TELEVISION

### Help Wanted Programing, Production, Others

## EXECUTIVE PRODUCER

### Change Your Station...

...to this key position with KNBC. Opening requires strong directing and producing experience, both live and video tape, and management background. Must have handled administration of large budgets. Submit resumes to:



Employee Relations  
KNBC  
3000 W. Alameda Blvd.  
Burbank, CA 91523

We are an affirmative action employer MIF

## Help Wanted Programing, Production, Others Continued

### Market/Opinion Analyst

We are a major broadcast firm looking for a top market researcher or public opinion research analyst. You must be capable of directing original research projects from questionnaire design to client delivery. We are not looking for a rating book interpreter but rather a true social scientist. This job involves extensive travel and contact with top people in broadcast management. Our employees are aware of this ad. Please respond to K-55.

## TV PROGRAM DIRECTOR

KAKE-TV is seeking an exceptional individual with strong knowledge and experience in all programming and production areas. We are looking for a thoroughly professional, creative person to lead our excellent programming department. KAKE is locally owned and deeply involved in community service. We want a Program Director who can share our commitment and innovative philosophy and who wants a career with a station dedicated to excellence. An Equal Opportunity Employer. All replies confidential. Send resume to Martin Umansky, Box 10, Wichita, KS, 67201. No phone calls, please.

## Help Wanted Technical

**TV Engineering Supervisor**—Immediate opening for individual to supervise technicians assigned to TV production and maintenance. Solid technical background, an FCC First Class license and a minimum of 5 years of TV broadcast experience is required. Previous supervisory experience is desirable. This position involves rotation to day and evening shifts. Please send resume to the Personnel Department, WNAC-TV, RKO General Building, Government Center Boston, MA 02114. An Equal Opportunity Employer M-F-H-Vets.

## Help Wanted News

### Charismatic Weather Person Wanted

Immediate need for experienced, professional, enthusiastic weather person for top 25 market in California. Interested in successful individuals from any size market. Group owned network affiliate. Interesting opportunity, pleasant working conditions. An equal opportunity employer. Send letter and/or resume. Will contact you for tape. Box J-174.

## Situations Wanted News

# NBC Network Sportscaster

AVAILABLE IMMEDIATELY

Contact: Walker T. Watkins (216) 543-8228  
17800 Chillicothe Rd., Chagrin Falls, Ohio 44022

## Employment Service

# Job Leads

### YOUR MONEY BACK...

If the first issue doesn't give you a head start on the jobhunting competition. **EXCLUSIVE RADIO & TV OPENINGS:** DJ's...News...Technical...Sales...Everyone

\$15 for 12 weeks OR  \$35 annually.

Name \_\_\_\_\_

Street \_\_\_\_\_

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

1680-BF Vine St., Hollywood, CA 90028

## Free Film

# FREE FILMS? CALL MODERN TV

The leading distributor. We have the most PSA's & newsclips too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

## 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

## Business Opportunity

### PROGRAM SYNDICATION

company for sale. Yearly gross \$60,000 from 15 radio stations. Priced at \$100,000 with terms which includes equipment, tape dubbers, music masters, three music libraries and \$50,000. In future receiveables from lease contracts. Box K-74.

### CLIO AWARD-WINNING COMMERCIALS

Now available in your market. Freshen up your air while you "beef" up your billings. Write for demo tape and details.



Fred Arthur Productions, Ltd.  
1218 E. 18th Ave.  
Denver, Co. 80218  
(303) 832-2664

## Wanted To Buy Stations

**Public Company** interested in acquisitions and/or mergers. T.V.—Radio Profitability not a factor.

Reply Box E-69.

### GREATER MIDWEST

Experienced ownership group seeks fulltime AM, AM/FM combination, or FM only to \$1 million on equitable terms. Must be commutable by air with the Twin Cities. Write (or phone) in confidence with details of your situation. Broker offerings invited/protected.

Steven T. Moravec  
First Concord Corporation  
2096 Bayard Avenue  
St. Paul, MN 55116  
612-698-2192

## For Sale Stations

### H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

WEST COAST: 1204 RUSS BUILDING • SAN FRANCISCO, CALIFORNIA 94104  
415/773-4474

EAST COAST: 210 EAST 83RD ST., NO. 50, New York 10022  
212/588-0757

### MEDIA BROKERS APPRAISERS

RICHARD A.

**SHAHEN INC.**

435 NORTH MICHIGAN • CHICAGO 60611

312-467-0040



### 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

- Class "C" Stereo. Central Texas. 30,000 pop. trade area. Good billing. \$260,000.
- Class "C" Stereo covering more than million pop. with strong signal. Mississippi. Terms.
- Fulltimer within 50 miles of Orlando. Only fulltime AM in 30,000 pop. trade area. Real Estate. Billing about \$140,000. \$395,000. \$70,000 d.p.
- Stereo station metro area of Oklahoma City. Collected about \$250,000. \$585,000. Terms.
- Fulltimer within 60 miles of Chico, Calif. Single station market. Potential for FM now on file. \$480,000. Terms.
- Fulltimer in Eastern Tennessee city. Billing more than \$300,000. \$600,000. Good Terms.
- Class "A" stereo with two translator outlets. Small town near Springfield, Mo. \$95,000. Terms.
- Fulltimer with real estate. Billing about \$100,000. About 50,000 Pop. in county. Southern W.Va. \$230,000.
- Good buy for \$725,000 in N.M.

All stations listed every week until sold. Let us list your station, inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**  
615-894-7511 24 HOURS

## STATION MANAGERS . . . PUBLIC INTEREST GROUPS

Accurate step-by-step instruction for non-profit public service groups who want to use advertising media.

### MEDIABILITY



- How to use radio and television
- Preparing slides, videotape spots
- Talk shows, editorial reply, news coverage
- Getting free production
- Newspaper, magazine, outdoor advertising
- Ad Council and other professional help
- Legal concerns, recourse to unfair treatment

AND MUCH MORE

Authors Len Biegel and Aileen Lubin

Clip this ad and send to: Broadcasting Book Division  
1735 DeSales St. N.W.  
Washington, D.C. 20036

Enclose \$7.50 for each copy of Mediability, along with your name and address. Payment must accompany order.



# THE CBS SOUND EFFECTS LIBRARY IS THE BEST YOU CAN BUY.

**OVER 8 HOURS OF  
SOUND EFFECTS:** fire engines and fire-  
works . . . wind and waves . . . birds and  
sea lions . . . horses & buggies and racing  
autos . . . explosions and avalanches . . .  
airports . . . stadiums . . . courts of law  
. . . factories . . . orchestras . . . parties  
. . . sirens . . . fighting . . . kids at play  
**407 CUTS IN ALL -- AND ALL IN A  
16-LP RECORD SET FOR ONLY  
\$150. COMPLETE!**

**BROADCASTING BOOK DIVISION  
1735 DeSales St., NW  
Washington, DC 20036**

Please ship the 16-LP CBS Sound Effects  
Library to:

Name \_\_\_\_\_

Firm or Call Letters \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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

I agree to purchase this set for \$150.

My check (payable to  
BROADCASTING BOOK DIV.)  
is enclosed.

## For Sale Stations Continued



### STATIONS

WV	Small	Fulltime	\$217k	Terms
CA	Medium	Profitable	\$250k	\$64k
TX	Medium	FM	\$150k	\$50k
SE	Metro	Fulltime	\$1,570k	\$455k
NY	Major	AM/FM	\$1,700k	29%

### CONTACT

John King	(517)467-2201
Ray Stanfield	(213)467-5764
Bill Hammond	(214)243-6043
Bill Chapman	(404)458-9226
Art Simmers	(617)837-6711

To receive offerings of stations within the areas of your interest, write:  
Chapman Company, Inc., 1835 Savoy Dr., NE, Atlanta, GA 30341.

**RALPH E. MEADOR**  
Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544



**Brokers & Consultants  
to the  
Communications Industry**

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## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.  
(Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category  
desired: Television or Radio. Help Wanted or  
Situations Wanted, Management, Sales, etc. If this  
information is omitted, we will determine the ap-  
propriate category according to the copy. No make  
goods will be run if all information is not included.

The publisher is not responsible for errors in print-  
ing due to illegible copy. All copy must be clearly  
typed or printed.

Deadline is Monday for the following Monday's  
issue. Copy must be submitted in writing. (No  
telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be  
addressed to (box-number) c/o BROADCASTING,  
1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot re-  
quest audio tapes, video tapes, transcriptions,  
films or VTR's to be forwarded to BROADCASTING  
*Blind Box* numbers. Audio tapes, video tapes,  
transcriptions, films and VTR's are not forwarda-  
ble, and are returned to the sender.

Rates: Classified listings (non-display) Help  
Wanted: 70c per word. \$10.00 weekly minimum.  
Situations Wanted: (personal ads) 40c per word.  
\$5.00 weekly minimum. All other classifications:  
80c per word. \$10.00 weekly minimum. Blind  
Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted:  
(personal ads) \$30.00 per inch. All other  
classifications: \$60.00 per inch. For Sale Stations,  
Wanted To Buy Stations, Employment Services,  
Business Opportunities, and Public Notice adver-  
tising require display space. Agency Commission  
only on display space.

Publisher reserves the right to alter Classified  
copy to conform with the provisions of Title VII of  
the Civil Rights Act of 1964, as amended.

Word count: include name and address. Name of  
city (Des Moines) or state (New York) counts as  
two words. Zip code or phone number including  
area code counts as one word. Count each ab-  
breviation, initial, single figure or group of figures  
or letters as a word. Symbols such as 35mm, COD,  
PD, etc. count as one word. Hyphenated words  
count as two words. Publisher reserves the right to  
abbreviate or alter copy.

Name (Print) \_\_\_\_\_ Signature \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

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

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_



# Stock Index

Stock symbol	Exch.	Closing Wed. Sept. 7	Closing Wed. Aug. 31	Net change in week	% change in week	1977		PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
<b>Broadcasting</b>											
ABC	N	40 7/8	40 7/8		.00	46 3/4	37	8	18,107	740,123	
CAPITAL CITIES	CCB	47 3/4	47 1/2	+	1/4	57	44 3/4	9	7,481	357,217	
CBS	N	54 3/8	54 1/4	+	1/8	62	54 1/4	9	28,395	1,543,978	
COX	N	26 1/8	26 7/8	-	3/4	33 5/8	26 1/8	7	5,878	153,562	
GROSS TELECASTING	GGG	15 1/4	14 3/8	+	7/8	15 1/2	13 5/8	7	800	12,200	
KINGSTIP COMMUN.	KTVV	5 1/4	5 1/4		.00	5 1/2	3 7/8	9	461	2,420	
LIN	O	19 7/8	17 5/8	+	2 1/4	20 3/8	16 1/2	8	2,739	54,437	
MOONEY	O	2 5/8	2 5/8		.00	2 5/8	1 7/8	9	425	1,115	
RAHALL	O	17	17 1/4	-	1/4	18 1/2	8 5/8	20	1,281	21,777	
SCRIPPS-HOWARD	SCRP	36 1/2	36 1/2		.00	37	31 1/2	8	2,589	94,498	
STARR**	SBG	5 3/8	5 7/8	-	1/2	7	3 1/2		1,418	7,621	
STORER	SBK	20 3/4	20 3/8	+	3/8	26 7/8	20 1/4	5	4,876	101,177	
TAFT	N	26 5/8	27 1/4	-	5/8	33 7/8	26 5/8	7	4,070	108,363	
									TOTAL	78,520	3,198,488

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 3/4	5 1/2	+	1/4	+	4.54	5 7/8	3 3/4	8	1,232	7,084
AVCO	AV	N	15 3/4	15 7/8	-	1/8	-	.78	17 7/8	13 3/8	3	11,656	183,582
JOHN BLAIR	BJ	N	18 1/2	18 7/8	-	3/8	-	1.98	19	11 1/8	6	2,419	44,751
CHRIS-CRAFT	CCN	N	7 3/4	7 5/8	+	1/8	+	1.63	7 3/4	4 1/2	5	5,810	45,027
COMBINED COMM.	CCA	N	22 1/4	20 5/8	+	1 5/8	+	7.87	23 1/4	19	7	6,692	148,897
COWLES	CWL	N	14 3/4	14 3/4				.00	15 5/8	12 1/2	18	3,969	58,542
DUN & BRADSTREET	DNB	N	30 1/4	30	+	1/4	+	.83	30 7/8	26 1/4	15	26,447	800,021
FAIRCHILD IND.	FEN	N	14 1/4	13 3/4	+	1/2	+	3.63	15 5/8	9 1/2	12	5,708	81,339
FUQUA	FQA	N	9 7/8	8 7/8	+	1	+	11.26	13	8 7/8	6	9,293	91,768
GANNETT CO.	GCI	N	35 5/8	35 1/2	+	1/8	+	.35	40 3/4	32 3/4	15	22,430	799,068
GENERAL TIRE	GY	N	25 1/8	25 1/4	-	1/8	-	.49	29 1/4	24 3/8	5	22,239	558,754
GLOBE BROADCASTING	GLBTA	O	4	4				.00	4 3/8	2 1/8	2	2,783	11,132
GRAY COMMUN.	O	12	12		.00	12 3/4	8	5	475				5,700
HARTE-HANKS	HHN	N	31 1/8	30 1/4	+	7/8	+	2.89	31 7/8	26	12	4,474	139,253
JEFFERSON-PILOT	JP	N	30 3/8	30 1/8	+	1/4	+	.82	32 3/8	26 5/8	10	24,056	730,701
MARVIN JOSEPHSON	MRVN	O	13	12 3/4	+	1/4	+	1.96	17 1/4	10 1/4	6	1,992	25,896
KANSAS STATE NET.	KSN	O	7 3/4	6 3/4	+	1	+	14.81	7 3/4	4 3/4	9	1,716	13,299
LEE ENTERPRISES	LNT	A	23 1/2	23	+	1/2	+	2.17	28 1/8	22 1/4	11	5,010	117,735
LIBERTY	LC	N	22 3/8	21 3/8	+	1	+	4.67	23 1/8	18	7	6,762	151,299
MCGRAW-HILL	MHP	N	19	19 1/4	-	1/4	-	1.29	19 5/8	15 5/8	10	24,664	468,616
MEDIA GENERAL	MEG	A	14 5/8	14 7/8	-	1/4	-	1.68	20	14 5/8	7	7,463	109,146
MEREDITH	MDP	N	21 7/8	21 1/2	+	3/8	+	1.74	21 7/8	17 3/8	5	3,067	67,090
METROMEDIA	MET	N	27	26 7/8	+	1/8	+	.46	31 1/8	25 1/4	6	6,700	180,900
MULTIMEDIA	MMED	O	24 1/4	24	+	1/4	+	1.04	25 1/2	21 1/2	10	4,392	106,506
NEW YORK TIMES CO.	NYKA	A	16 3/8	16 7/8	-	1/2	-	2.96	19 1/2	15 3/4	7	11,207	183,514
OUTLET CO.	OTU	N	18 1/4	18 1/4				.00	24 1/4	16 5/8	8	2,140	39,055
POST CORP.	POST	O	21 3/4	21 3/4				.00	21 3/4	16 1/4	7	869	18,900
REEVES TELECOM	RBT	A	2 1/2	2 1/2				.00	3	1 3/4	25	2,380	5,950
ROLLINS	ROL	N	19 1/8	18 5/8	+	1/2	+	2.68	24 1/4	17 1/8	10	13,404	256,351
RUST CRAFT	RUS	A	22 5/8	21 5/8	+	1	+	4.62	23 1/2	8 1/2	14	2,291	51,833
SAN JUAN RACING	SJR	N	9 7/8	9 7/8				.00	11 3/4	7 5/8	10	2,509	24,776
SCHERING-PLOUGH	SGP	N	32 1/2	33 7/8	-	1 3/8	-	4.05	44 3/4	32	11	54,084	1,757,730
SONDERLING	SQB	A	12 3/4	12 1/4	+	1/2	+	4.08	12 7/8	8 3/8	6	1,103	14,063
TECH OPERATIONS**	TO	A	3 1/2	3 3/8	+	1/8	+	3.70	3 7/8	2 3/8	6	1,344	4,704
TIMES MIRROR CO.	TMC	N	23 3/4	22 7/8	+	7/8	+	3.82	25 3/8	20 3/4	11	33,919	805,576
WASHINGTON POST CO.	WPO	A	28 7/8	28 5/8	+	1/4	+	.87	30 1/8	21 3/4	9	8,659	250,028
WOMETCO	WOM	N	11	10 7/8	+	1/8	+	1.14	12 3/4	10 7/8	7	8,563	94,193
									TOTAL	353,921	8,452,779		

## Cablecasting

ACTON CORP.	ATN	A	7	7				.00	7 3/8	3 1/8	13	2,757	19,299
AMECO**	ACO	O	1/8	1/8				.00	1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	26 3/4	26 3/4				.00	27 1/2	19 3/4	17	3,465	92,688
ATHENA COMM.**	O	3/8	3/8		.00	3/8	1/8		3/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O	4 3/4	4 1/2	+	1/4	+	5.55	4 3/4	3 1/8	26	8,325	39,543
CABLE INFO.	O	3/4	5/8	+	1/8	+	20.00	7/8	1/2	4		663	497
CONCAST	O	4 3/4	4 7/8	-	1/8	-	2.56	5 1/4	3 3/4	9		1,662	7,894
COMMUN. PROPERTIES	COMU	O	7 5/8	7	+	5/8	+	8.92	7 5/8	3 5/8	29	4,761	36,302
ENTRON	ENT	O	1 1/8	1 1/8				.00	2	7/8	1	979	1,101
GENERAL INSTRUMENT	GRL	N	19 3/4	19 1/2	+	1/4	+	1.29	23	18 1/8	9	7,332	144,807
GENEVE CORP.	GENV	O	8 1/2	8 1/2				.00	9 1/4	7 1/2	37	1,121	9,528
TELE-COMMUNICATIUM	TCUM	O	5 7/8	5 7/8				.00	5 7/8	2 7/8	35	5,281	31,025
TELEPROMPTER	TP	N	8 7/8	8 3/8	+	1/2	+	5.97	9 3/8	6 3/4	49	16,793	149,037
TEXSCAN	TEXS	O	1 3/8	1 3/8				.00	2	1 1/4	8	786	1,080
TIME INC.	TI	N	34 7/8	34	+	7/8	+	2.57	38 1/4	33	9	20,324	708,799
TOCOM	TOCM	U	3 1/2	3 3/8	+	1/8	+	3.70	3 3/4	2 1/4	13	617	2,159
UA-COLUMBIA CABLE	UACC	O	20	20				.00	21 1/4	15 1/2	14	1,679	33,580
UNITED CABLE TV**	UCTV	O	5 7/8	5 5/8	+	1/4	+	4.44	5 7/8	3 7/8		1,879	11,039
VIACOM	VIA	N	17 3/4	17 3/4				.00	17 7/8	9 1/2	15	3,750	66,562
									TOTAL	85,499	1,355,886		

Stock symbol	Exch.	Closing Wed. Sept. 7	Closing Wed. Aug. 31	Net change in week	% change in week	1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Programing</b>											
COLUMBIA PICTURES	CPS	N	16 3/4	16 1/2	+ 1/4	+ 1.51	17	7 3/8	13	6,748	113,029
DISNEY	DIS	N	39 5/8	40 3/8	- 3/4	- 1.85	47 5/8	32 1/2	16	31,895	1,263,839
FILMWAYS	FWY	A	8 7/8	8 5/8	+ 1/4	+ 2.89	9 7/8	6 7/8	8	2,275	20,190
FOUR STAR			1	1		.00	1 1/8	3/4	10	667	667
GULF + WESTERN	GW	N	12 1/8	12 1/4	- 1/8	- 1.52	18 3/8	12	4	48,239	584,897
MCA	MCA	N	39 1/4	37	+ 2 1/4	+ 6.08	42 3/4	36 3/8	9	18,024	707,442
MGM	MGM	N	22 3/4	21 3/8	+ 1 3/8	+ 6.43	24 1/8	16	9	13,102	298,070
TELETRONICS INTL.		D	4 1/4	3 3/4	+ 1/2	+ 13.33	6 1/2	3 3/4	7	1,018	4,326
TRANSAMERICA	TA	N	15 1/8	15 1/8		.00	15 1/2	13 5/8	7	67,238	1,016,974
20TH CENTURY-FOX	TF	N	24 1/2	22 3/4	+ 1 3/4	+ 7.69	25	10	9	7,631	186,959
WARNER	WCI	N	28 7/8	29	- 1/8	- .43	32 1/2	26 1/4	6	14,411	416,117
WRATHER	WCO	A	8	7 1/4	+ 3/4	+ 10.34	8	4 1/2	12	2,243	17,944
TOTAL									213,491	4,630,454	

### Service

BHDD INC.	BBDD	O	29 1/2	29 3/4	- 1/4	- .84	29 3/4	22 1/2	9	2,513	74,133
COMSAT	CO	N	30 3/4	31	- 1/4	- .80	35 3/4	29 3/8	9	10,000	307,500
DOYLE DANE BERNBACH	DOYL	O	21 1/4	20 1/4	+ 1	+ 4.93	22	16 3/4	7	1,866	39,652
FOOTE CONE & BELDING	FCB	N	16 3/4	16 7/8	- 1/8	- .74	17 7/8	14 3/4	8	2,304	38,592
GREY ADVERTISING	GREY	O	23 1/2	23 1/4	+ 1/4	+ 1.07	28	16 1/2	5	821	19,293
INTERPUBLIC GROUP	IPG	N	35 3/4	34	+ 1 3/4	+ 5.14	37 1/2	28 1/8	8	2,387	85,335
MCI COMMUNICATIONS**	MGIC	O	2 7/8	2 7/8		.00	2 7/8	7/8	26	20,137	57,893
MOVIELAB	MOV	A	1 1/2	1 1/4	+ 1/4	+ 20.00	2	1 1/4	9	1,410	2,115
MPO VIDEOTRONICS	MPO	A	4 7/8	5	- 1/8	- 2.50	9	4	7	520	2,535
A. C. NIELSEN	NIELB	O	21 1/4	21 1/8	+ 1/8	+ .59	22 1/4	18 7/8	12	10,762	228,692
OGILVY & MATHER	OGIL	O	38	36 1/4	+ 1 3/4	+ 4.82	38	31	9	1,605	68,590
J. WALTER THOMPSON	JWT	N	16 7/8	16 3/4	+ 1/8	+ .74	18 1/2	15 1/8	6	2,649	44,701
TOTAL									57,174	969,031	

### Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	4 1/4	4 1/8	+ 1/8	+ 3.03	6	2 3/8	8	1,672	7,106
AMPEX	APX	N	10 5/8	10 1/2	+ 1/8	+ 1.19	11	7 3/8	13	10,885	115,653
ARVIN INDUSTRIES	ARV	N	16 3/8	14 1/2	+ 1 7/8	+ 12.93	19 1/4	14 1/2	4	5,959	97,578
CCA ELECTRONICS*	CCA	O	5/8	5/8		.00	5/8	1/8	3	897	560
CETEC	CEC	A	3	3		.00	3 1/4	1 3/4	12	1,654	4,962
COHU	COH	A	3 3/8	3 1/2	- 1/8	- 3.57	3 1/2	2 1/8	12	1,779	6,004
CDNRAC	CAX	N	22 1/4	21 1/8	+ 1 1/8	+ 5.32	27 1/4	21 1/8	8	1,793	39,894
EASTMAN KODAK	EASKD	N	61 3/4	61 5/8	+ 1/8	+ .20	86 3/4	57 5/8	16	161,371	9,964,659
FARINON ELECTRIC	FARN	O	8 1/4	8 1/4		.00	12	8	9	4,616	38,082
GENERAL ELECTRIC	GE	N	55	53 3/8	+ 1 5/8	+ 3.04	56 5/8	49 1/4	12	184,581	10,151,955
HARRIS CORP.	HRS	N	37 5/8	36 5/8	+ 1	+ 2.73	39	28	13	12,275	461,846
HARVEL INDUSTRIES*	HARV	O	5	5		.00	5 1/2	3 1/8	13	480	2,400
INTL. VIDEO CORP.**	IVCP	O	1	1		.00	2 3/8	1/4		2,701	2,701
MICROWAVE ASSOC. INC	MAI	N	24 1/2	24 7/8	- 3/8	- 1.50	26	20 1/4	10	1,320	32,340
3M	MMM	N	52 1/2	52 1/8	+ 3/8	+ .71	57	48 3/8	16	115,265	6,051,412
MOTOROLA	MOT	N	43 1/4	44 1/4	- 1	- 2.25	56 7/8	37 3/4	13	28,544	1,234,528
N. AMERICAN PHILIPS	NPH	N	29 3/4	29 1/2	+ 1/4	+ .84	36	29 3/8	6	12,033	357,981
OAK INDUSTRIES	OAK	N	14 1/4	14	+ 1/4	+ 1.78	17 7/8	9 5/8	11	1,639	23,355
RCA	RCA	N	28 3/8	28 3/8		.00	31 3/4	25 3/8	10	77,807	2,207,773
ROCKWELL INTL.	ROK	N	31 3/4	31 7/8	- 1/8	- .39	36 3/4	30 7/8	8	32,400	1,028,700
RSC INDUSTRIES	RSC	A	1 7/8	2	- 1/8	- 6.25	2 3/8	1 5/8	9	2,690	5,043
SCIENTIFIC-ATLANTA	SFA	A	18 1/8	18 3/8	- 1/4	- 1.36	21 1/8	16 3/4	11	1,668	30,232
SONY CORP.	SNE	N	8 7/8	8 1/2	+ 3/8	+ 4.41	10 3/8	8 1/8	15	172,500	1,530,937
TEKTRONIX	TEK	N	37	37		.00	68 1/2	28 1/4	15	17,342	641,654
TELEMATION	TIMT	O	7/8	7/8		.00	7/8	1/2	1	1,050	918
VARIAN ASSOCIATES	VAR	N	17 3/4	17 3/4		.00	21	14 3/4	11	6,838	121,374
WESTINGHOUSE	WX	N	19 5/8	19 3/8	+ 1/4	+ 1.29	22	16 1/4	7	87,492	1,717,030
ZENITH	ZE	N	17 7/8	17 1/8	+ 3/4	+ 4.37	28	17 1/8	9	18,818	336,371
TOTAL									968,069	36,213,048	
GRAND TOTAL									1,756,674	54,819,686	

Standard & Poor's Industrial Average 107.9 106.5 +1.4

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, Hemphil-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.

## With RTNDA's banner now flying high, Schultz wants to solidify the flagpole

Ernie Schultz, a mild-mannered, self-effacing newsman from Oklahoma City ("I'm really nobody," he insists), takes charge of the Radio Television News Directors Association at the end of its convention this week in San Francisco. Mr. Schultz, director of information for KTVY(TV), becomes president of the association atop a wave of optimism: RTNDA memberships are up 57% in the past three years (to more than 1,500), last year's convention in Miami was a record-setter (likely to be exceeded this year) and RTNDA has hiked its visibility and clout with the establishment of a permanent Washington office. But Mr. Schultz has no larger worlds in mind for RTNDA to conquer right now. During his administration, he hopes, the association will consolidate its recent gains and provide a firm foundation for the future.

It's an inside job as he describes it, and he might well be the best man for it. Others in RTNDA speak of his organizational ability; Mr. Schultz speaks of the association as his "first love." He has been a member for 16 years and worked on any number of committees, been a board member, served as host for regional workshops, helped produce several of the national conventions and last year was elected vice president of the association. "You get out of an organization just about what you put into it," he says.

He puts a lot into his feelings for RTNDA. "A terrific force for good in the industry," he calls it. "I really believe in RTNDA and everything it stands for."

The association stands, of course, for full rights under the First Amendment for broadcast newsmen. But Mr. Schultz also sees another function for RTNDA: an almost fraternal organization whose members can turn to one another in time of trouble. "A million problems come up in a week," says Mr. Schultz—people, equipment, unions, news judgments. "It can get very lonely," he says. "RTNDA is someone to call up."

On a less intimate scale, however, it's a national organization that now has an office in Washington. Mr. Schultz will be pressing hard to elevate the status of the D.C. operation and put it on a firm financial footing (the office was set up with a \$30,000 financial pump-priming from the three major networks). Mr. Schultz says the association is looking at several means of boosting its revenues: restructuring dues, increasing income from the annual convention, adding advertising to the *Communicator* newsletter. At the same time, he'll be trying to talk down fears



Ernest John Schultz—president, Radio Television News Directors Association, and director of information, KTVY(TV) Oklahoma City; b. March 6, 1930, Tucson, Ariz.; BA, radio/speech, University of Oklahoma, 1951; U.S. Army, 1951-54, reaching rank of first lieutenant; in news and promotion, KGEQ-TV Enid, Okla. (now KOCO-TV Oklahoma City), 1954-55; joined KTVY (then WKY-TV) in 1955 as reporter-photographer; news director, 1963; director of information, with responsibility for all nonentertainment programming, 1971; m. Theda (Teddy) O'Blander, April 5, 1953; children—Jack, 18, Elizabeth, 16.

among the membership that a centralized office will take power from the news directors who run RTNDA.

He also hopes during his tenure to help talk up broadcast journalism to the public, to industry, to the government and to broadcasters. This and his other RTNDA activities will mean, Mr. Schultz knows, that he will spend "days on end without seeing the newsroom." But he says he has the strong backing of his management above him at WTVY and a highly efficient news staff below him.

When he is in the newsroom, he's directing the top-rated news station in a hot news town. WTVY, he says, draws the best news numbers in town; the May 1977 Nielsens gave its 10 p.m. newscast eight of the top 10 positions in the market.

Mr. Schultz covers the news with the aid of 8,000 square feet of newsroom and studio space, a staff of 30 (19 of them in hard news, the rest in sports, weather, etc.), Ikegami and Fernseh minicams, two mobile vans (one microwave-equipped) and six film cameras.

The station is still 70% film, despite "how effective" ENG is, "especially for sports."

Mr. Schultz probably would be reluctant to tip the balance in favor of tape. He began in the business as a cameraman-re-

porter, and still, although he says he is rusty, occasionally picks up a 16 mm and heads out to do an interview or story. And film, or at least moving pictures, lies at the heart of his news philosophy and method.

"Everybody in my shop shoots film," he says—anchors included. Several of his cameramen have been cited by the National Press Photographers Association for their efforts, two of them winning honors as top film cameramen of the year, and many have moved on to the networks.

"The reason TV news is so dominant is because of the picture," he says. "There's so much more impact in showing people situations, events, controversies, people making news." And a skillful editor, he adds, can "create an illusion of reality, that you are there—this is where the impact of television can be maximized."

Mr. Schultz runs a goals-oriented shop. "I look for people who can produce," he says. And that means literally as well as figuratively. Anchors not only shoot film, they produce their own shows—there are no separate producers, and "I haven't a single newsreader on my staff," he says. Mr. Schultz himself produces and anchors the noon news show, writing all the live copy. It's a duty he's been performing since his early days with the station.

Mr. Schultz says he became hooked on broadcasting in junior high school when he acted in radio dramas. He majored in radio speech at the University of Oklahoma (where his father taught music and which his son attends today), wavered a bit as he tried out Army life (including nine months on the front lines in Korea), then edged his way into the newsroom from a beginner's promotion job at a TV station in Enid, Okla. He started on-air work there ("I remember my first time on-camera—I remember going on and going off, but nothing in between") and within a year was drafted by WKY-TV (now WTVY), where he's been ever since. He acquired his news director's stripes in 1963 and 10 years later became director of information, with responsibility for news, weather, sports and farm programming and special projects.

Mr. Schultz is not the only one in his family in broadcasting—or at KTVY. His wife, Teddy, is the station's courtroom artist (it was one of her cartoons on his resume that helped in landing that first broadcast job). She was chosen incognito by the news staff and regularly supplies KTVY's newscasts with illustrations from the courts and other government agencies from which cameras are barred.

Mr. Schultz relaxes with his wife and two children on the family's tennis court, when he has time. He won't have much in the year ahead, given his devotion to RTNDA and the goals he has set for his presidency.



## New ballgame

There is about to be a change in the chairmanship of the FCC and with it, in all probability, a change in the character of the agency itself. A conservative Republican is leaving. A liberal Democrat is coming in.

Although it is true that a chairman has only one of seven votes on the FCC, it is equally true that an energetic and resourceful chairman can exert influence beyond that. The departing Richard E. Wiley demonstrated the latter truth as vividly as anyone in the agency's history. Charles Ferris arrives with a reputation for career, resourcefulness and political acumen sharpened by a career of service with some of the wildest operators on Capitol Hill.

Mr. Ferris will not be prejudged on this page. There can be no doubt, however, that his anticipated accession to the chairmanship is already having an effect. As reported elsewhere in this issue, Commissioner Joseph Fogarty, a Democrat, suddenly emerged from the closet last week to declare himself the people's champion and broadcasting obsolete. Clearly Mr. Fogarty fancies an enlarged role in a period of regulatory fervor.

It won't be the same FCC.

## A matter of money

There is growing pressure on the federal government to ease the way for blacks and other minorities to enter broadcast ownership. The government is showing signs of response.

At the FCC, an inquiry is under way to determine whether all station sellers should be required to give a 45-day notice of their intention to sell before signing contracts with buyers. The announced purpose is to alert minorities to properties on the market in time to enter competing bids. The probable result, as set out on this page in the issue of Aug. 1, would be a distortion of the station-trading market at no gain whatever for the minorities that the proposed rule has been advertised to benefit.

At the Small Business Administration, as reported by FCC Chairman Richard E. Wiley to a meeting of the National Black Media Coalition (BROADCASTING, Sept. 5), there is talk of providing financing for the acquisition of broadcast stations. This approach is a little more sophisticated than the FCC's in the latter's 45-day inquiry. It still leaves questions to be resolved.

The SBA's existing rules prevent the lending of money to anyone for the acquisition or creation of media that express opinions. The idea behind the rules is sound enough: to keep the government from financing communications organs that it might hold captive on editorial policies.

The proposed relaxation would justify the financing of radio or television ownerships on the ground that broadcasting is already controlled by another federal agency, the FCC, and thus beyond the need of ministering by the SBA. There is in that approach at least a tacit confirmation of the FCC's Big Brother role in programming.

The latest incentive to minority ownership has been offered by the National Association of Broadcasters which has asked the FCC to issue tax forgiveness on capital gains earned by broadcasters who sell their stations to minorities (BROADCASTING, Sept. 5). This proposal is superficially attractive. It avoids the compulsory features of affirmative government rules. It offers broadcasters a tangible reason to seek out minority buyers.

If adopted, however, the NAB's proposal would create reverse discrimination on a scale at least equal to the tax savings in any

given transaction. In negotiations any buyer representing a "majority" would have to offer a price inflated by the tax bill the seller would face if selling to anyone outside a minority. To put it in a more straightforward way, a penalty would automatically be exacted of any "majority" buyer. There must be a more equitable way to improve minority entry.

With or without the NAB incentive, the basic problem facing minority buyers (or anyone else in first ventures into ownership) is capital. Of all the prospects now advanced, the Small Business Administration may have the most logical role.

If the SBA were to offer financial guarantees for broadcast investments by applicants of all racial and ethnic backgrounds, on a reasonable showing of ability and prospect of success, the discrimination that minorities now suffer at the entry level would to that extent be eliminated. The SBA rule ought to be written with a strict prohibition against the agency's intrusion into the programming decisions of its mortgagees and with no reference to any FCC power over what is on the air.

Within the broadcasting establishment there is growing recognition of minority aspirations and a willingness to correct old prejudices and slights. In the long run, however, the minorities will establish themselves by meeting the same standards the establishment now meets—achieving professional competence, acquiring venture capital, putting it to productive use.

## Hard act to follow

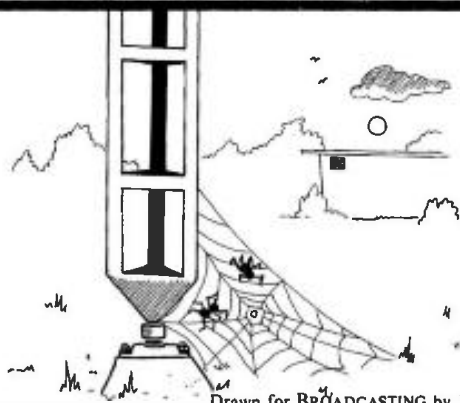
A case against mandatory retirement at the age of 65 will be on display on the CBS evening news through November. After that, Eric Sevareid must move on to other things.

The company that Mr. Sevareid will be leaving wasn't much when he arrived. Broadcast journalism was of smaller consequence. The attraction to broadcasting of men of Mr. Sevareid's qualities was what changed things.

Radio became the premiere news medium in World War II because its advantageous technology was put to use by professionals who respected broadcast content. The same reasons propelled television into dominance a few years later.

As journalism media, radio and television will continue to expand their roles if they continue to attract broadcasters with the class of Mr. Sevareid, whose perceptive thoughts on a number of subjects appear in this issue.

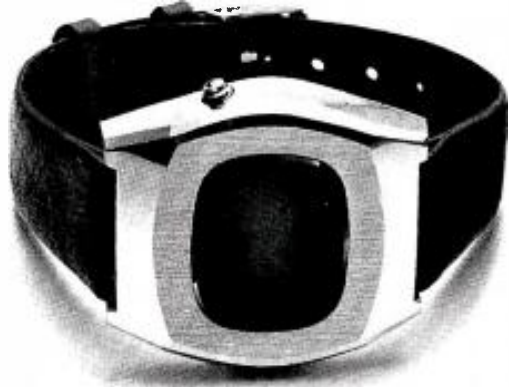
Next Saturday Mr. Sevareid is to be given the Radio Television News Directors Association's highest award. About time.



Drawn for BROADCASTING by Jack Schmidt

*"Hang on. When they first turn this thing on, there's a jolt."*

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#### **Advertising. To get the word out fast.**

That's because scientific and technological breakthroughs are happening faster than ever. And manufacturers rely on advertising to get the word out almost as soon as they happen.

#### **Free enterprise is good for the country.**

The success of the digital watch is due to its accuracy. (Once to be found only in Swiss-made products.) And that success has revived an entire industry right here in America. Creating real jobs. Paying taxes. And helping to keep our economy humming.

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We're Combined Communications Corporation. And our business is delivering advertising information to consumers through our big-city newspapers, our television and radio stations, our supermarket merchandising system, and our network of outdoor advertising companies.

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#### **There's more.**

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**Radio:** WWDJ-AM Hackensack. KIIS-AM & FM Los Angeles. KBBC-FM Phoenix. KTAR-AM Phoenix. KEZL-FM San Diego. KSDO-AM San Diego. MUZAK Arizona.

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**Sign Manufacturing:** Claude Neon Industries. Limited. Canada. Tennessee Continental Corporation (TENCON). Centerville. Tennessee.

**Newspaper:** The Cincinnati Enquirer. The Oakland Tribune.

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