

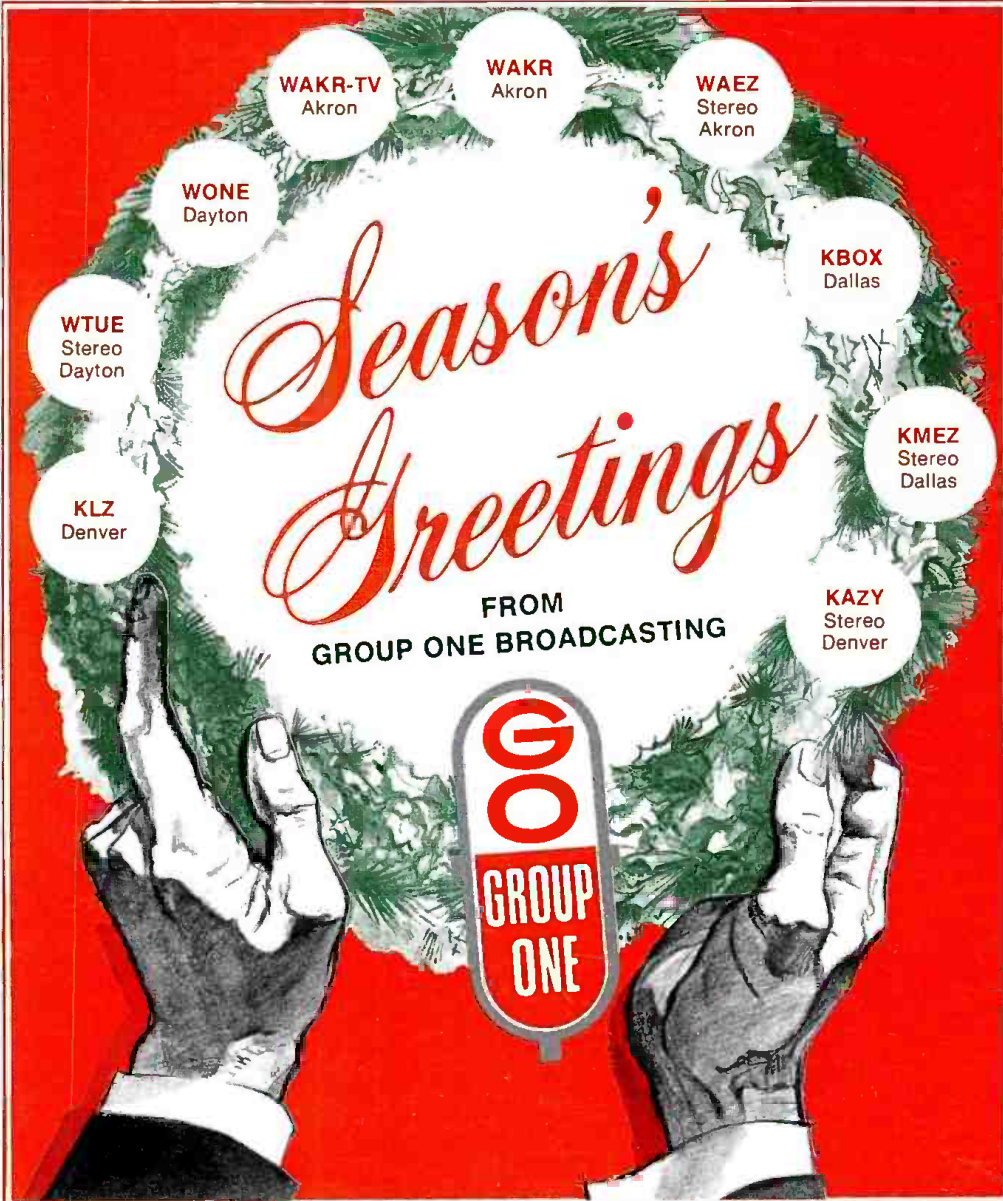
A snubbed Van Deerlin gets his back up on rewrite
The top 50 agencies □ The top 100 records

Broadcasting Dec 19

The newswweekly of broadcasting and allied arts

Our 47th Year 1977

NEWSPAPER



Season's Greetings

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WONE Dayton
WTUE Stereo Dayton
KLZ Denver
KBOX Dallas
KMEZ Stereo Dallas
KAZY Stereo Denver

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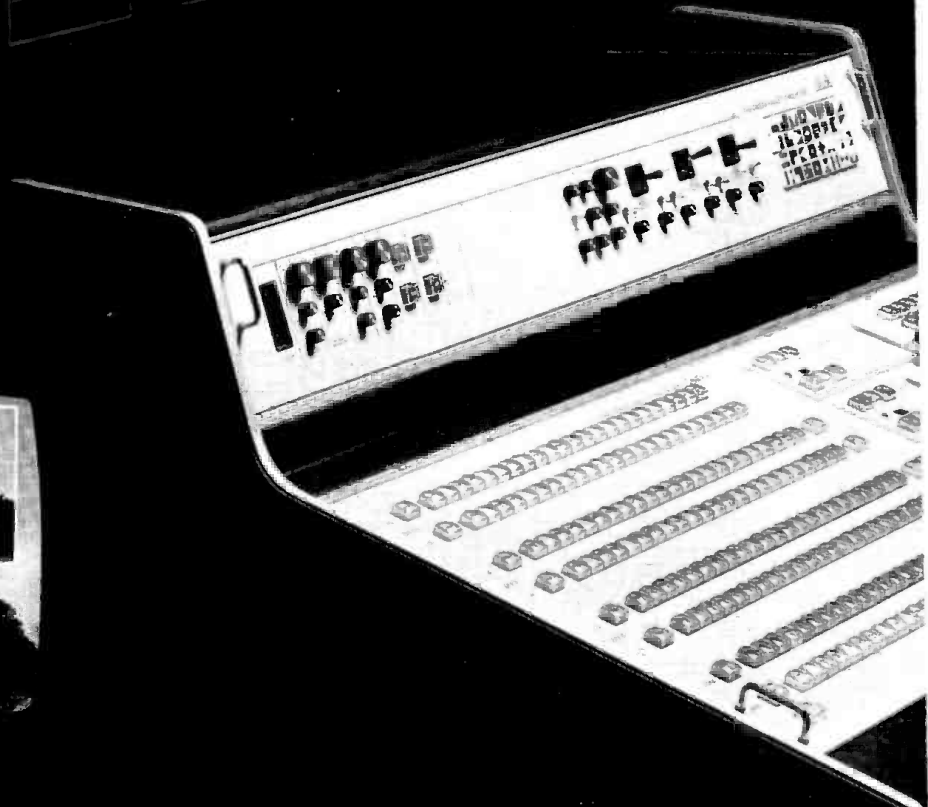
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The Week in Brief

RETURN FIRE □ Van Deerlin criticizes that broadcaster committee which was supposed to help him rewrite the Communications Act but which now says it won't. Van Deerlin says it had better, because "you don't graze on public lands without paying something for it." **PAGE 19.**

LOOMIS IS LEAVING □ The CPB president, who admits not getting along so well with the board, resigns. He'll stay until a successor is named; Chamberlin has the inside track at the moment. **PAGE 22.**

PRECIPITATION □ FCC Commissioner Quello pens a memo to Chairman Ferris which says the time has come to deal comprehensively with UHF. The chairman's response is immediate and positive; Mr. Quello's suggestions will go on the agenda for the first commission meeting next year. **PAGE 24.**

TRY IT THIS WAY □ CBS-TV announces its second-season schedule realignment: four new shows — including another movie night — six time-slot shifts. Most of the changes are counterprogramming moves. **PAGE 25.**

PUBLIC BROADCASTING'S STATUS □ The new Carnegie Commission is still wrestling with questions in its evaluation of the noncommercial sector. The basic approach: up from ground zero. **PAGE 26.**

LAWYERS ON THE MOVE □ The District of Columbia Bar Association offers proposed rules to govern job switching between government and the private sector. **PAGE 30.**

SBA MONEY □ The majority of the comments are in favor of the plan to allow loans to broadcasters and cable operators, but stress the need for lending up to the \$500,000 limit. **PAGE 32.**

HARD TIMES □ Public interest law organizations are suffering from cutbacks in foundation funding, but they say they will survive. **PAGE 34.**

TOGETHER THIS TIME □ The National Association of Broadcasters and the National Cable Television Association file against ex parte restrictions proposed by the FCC. **PAGE 35.**

DISCRIMINATION CHARGES □ Van Deerlin's rewrite panel is told by minority broadcasters that they are treated

unfairly in the ratings and in the allocation of advertising. **PAGE 35.**

BUSY TIME OF YEAR □ Christmas has brought a boom in radio and television business. **PAGE 37.**

BEST YEAR YET □ Despite criticism of TV's rising costs, the top-50 agencies in 1977 spent \$900 million more in radio and television than they did in 1976. Here is a rundown of each agency's billings and a breakdown of the advertising accounts. **PAGE 41.**

WALD TO PBS □ The former president of NBC Television News accepts a consultancy on public affairs. **PAGE 51.**

GAP CLOSING □ With three dismal prime-time ratings weeks in a row, NBC-TV is close to losing its second-place status in the season-to-date ratings. **PAGE 52.**

SCHNEIDER'S ANSWER □ The CBS senior vice president says criticism of TV violence is not valid. Speaking to the National Association of Attorneys General, he cites survey results that support his contention. **PAGE 54.**

LOTHAR BOCK □ Here's a look at the international operator, intermediary and impresario who helped NBC-TV nail down the Moscow Olympics. **PAGE 55.**



Bock

TV IN RURAL AREAS □ A federal committee is hard at work on ways to equalize disparities between city and country service. Last week it issued a report that pinpoints some problems. **PAGE 58.**

'77's BIGGEST HITS □ BROADCASTING's annual compilation of the top songs of the year—country and top 40. **PAGE 61.**

IN TUNE WITH THE CUSTOMER □ Gene Edwards cut his baby teeth on a crystal set and since then broadcasting has been an all-consuming interest. As vice president-marketing for Harris Corp., he uses that wealth of experience to make the world of radio and TV a better place in which to broadcast. **PAGE 81.**

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FOUR OUT OF FIVE HOUSES CAN NOW GET MOUSES.

Now 80% of U.S. TV homes* have access to The New Mickey Mouse Club.

That's the highest penetration this #1 rated kids' show** has achieved since "the Mouse" went back into syndication in the 70's.

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*NTI TAB Oct '77 **NSI May '77

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Front and center

FCC feeling that translators are beginning to assume important role in broadcast-cable TV scheme of things is evident in major inquiry being cranked up in agency's Office of Plans and Policy. Cable television industry, concerned about competitive impact of translators, has raised number of questions about their proper role, and commission officials say there are questions, too, about impact on small-market broadcast stations.

Dramatic example of new use to which translators may be put is Spanish International Network's application for translator in Denver to serve Spanish-speaking population there. Programming would come from KMEX-TV Los Angeles, by way of domestic satellite.

Geller people

Although still serving only as consultant to Department of Commerce, Henry Geller has made some personnel decisions he will implement once his appointment as assistant secretary for telecommunications is made by President Carter and confirmed by Senate. Paul Bortz, head of industrial economics division of Denver Research Institute, will be deputy assistant secretary. Mr. Bortz is economist and mathematician. Forrest Chisman, colleague of Mr. Geller at Aspen Institute Program on Communications and Society, will be special assistant. Mr. Chisman is performing that role as consultant.

Meanwhile, drafting of executive order needed to complete establishment of new unit Mr. Geller will head at Commerce is still subject of haggling among Commerce, State Department, Department of Defense and Office of Management and Budget. Commerce will inherit most functions of Office of Telecommunications Policy, which is being dismantled, but others are also affected by shift. Indications last week were that order would not be completed until next month.

What Nielsen costs TV

U.S. television represents approximately \$25 million a year in revenues for A.C. Nielsen Co. That's estimate developed last week following issuance of Nielsen annual report for year ended Aug. 31, which puts worldwide sales of its media research services group at \$28.1 million. Nielsen officials wouldn't break it down, but other sources estimated company's TV services in U.S. accounted for at least 90%, maybe more, with rest coming from TV services in Canada, Japan and Italy and from relatively small nonbroadcast operation

that keeps records for vending machines.

Report did say sales of TV audience services increased 12% in fiscal year. At \$25-million level, they would be less than 10% of company's total sales.

Who, us?

Officials of National Association of Broadcasters are busily trying to disengage themselves from dispute between House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and advisory committee of broadcasters he appointed to consult on rewrite of Communications Act (see page 19). NAB president, Vincent T. Wasilewski, and senior vice president for government relations, Donald Zeifang, last week were denying that NAB orchestrated advisory committee's statement that Communications Act, in most detail, is fine as is, needs only some amendments. Both acknowledge, however, that NAB talked with most members of committee before its meeting two weeks ago (BROADCASTING, Dec. 12). Mr. Zeifang, who played low-key role at meeting, professed surprise at unanimity of feeling there.

Actually, NAB has no quarrel with group's decision not to supply list of act changes Mr. Van Deerlin had requested. NAB thinks right approach is to wait for rewrite draft to emerge from subcommittee, then discuss possible trade-offs if it looks as if industry has anything to gain. Advisory committee will probably go out of business now, and NAB isn't sorry about that.

Pretty please

FCC Chairman Charles D. Ferris fared well in appealing Office of Management and Budget cut in the appropriation commission is seeking in President's 1979 budget. After commission's request for \$9 million increase was whittled back to \$1 million (which would have permitted adding 38 positions, as against hoped-for 325), commission appealed for another \$1.5 million (and 20 positions), and got it, after Chairman Ferris and staff made pitch at OMB. Such appeals, commission officials say, are rarely approved.

Commission thus will be in new budget for \$67,035,000, up from current year's \$64,600,000. Most new positions will go to Office of Plans and Policy (10), Common Carrier and Field Operations Bureaus.

Other side of Hill

While House Communications Subcommittee grabs weekly headlines with its Communications Act rewrite,

counterpart subcommittee in Senate under Ernest Hollings (D-S.C.) plods quietly along with number of less spectacular but important issues. Major one is drafting of new legislation to grant cable TV status in federal law. Bill is likely to materialize next June or July. Subcommittee's cable pole attachments and forfeitures bill, ultimately expected to prevail over House-passed version, will probably clear Senate in January or February. Other matters scheduled for quick attention when Senate returns in January are controversial nomination of Irby Turner to board of Corporation for Public Broadcasting and President's public broadcasting bill.

Less immediate but still on agenda are renewal of TV sports antiblackout bill and inquiries into broadcast ratings, rural telecommunications, common carriers and satellites. Conspicuously absent from subcommittee agenda are main items on broadcasters' wish list: license renewal legislation and fairness doctrine repeal.

Shafto postlude

G. Richard Shafto, retired president of Cosmos Broadcasting Co., group owner headquartered in Columbia, S.C., will receive second annual award of Southern Baptist Radio and Television Commission for outstanding improvement in broadcasting and related arts presented in name of Vincent T. Wasilewski, president of National Association of Broadcasters. First award went posthumously to Grover C. Cobb, late executive vice president of NAB. Award, plus 11 Abe Lincoln citations to broadcasters for distinguished service, will be presented in ceremonies in Fort Worth Feb. 9.

Mr. Shafto, 73, retired as chairman and chief executive officer of Cosmos in 1969 and as president in 1968 but continues on board of directors of Cosmos and its parent company. Mr. Wasilewski, FCC Commissioner Robert E. Lee (chairman), and Willard E. Walbridge, senior vice president, Capital Cities Communications, constitute 1978 steering committee which made Shafto selection.

Comp up in cut-ins

Both ABC-TV and CBS-TV are reported to be raising compensation to affiliates on local cut-ins in prime time, effective in early January, from present 7.5% of one-hour payment rate to 15%. Move follows grumblings from affiliates that payment was too low and claims by stations and national reps that cut-ins cut into spot TV revenues. NBC-TV said cut-ins there are not pegged at percentage of payment rate but are set in consultation with affiliates, some of whom already are at 15% level.

Business Briefly

TV only

Gloria Marshall □ Figure-salon chain slates 26-week TV push starting in early January. Donald D. Lewis, Los Angeles, is seeking spots in 28 markets during day and early fringe time. Target: women, 18-49.

ITT Continental Baking Co. □ Homepride bread is featured in six-month TV campaign beginning in late December. Ted Bates, New York, is placing spots in 25 markets during day and fringe time. Target: women, 25-54, and working women.

Mobil Chemical □ Consumer plastics department highlights its Hefty II, two-ply bonded trash bag in 14-week TV flight starting late this month. Lee King & Partners, New York, will place spots in three markets during day and prime time. Target: women, 18 and over.

Pet Chemicals □ Pet products places three-month TV buy starting in January. Ross Hancock, Hollywood, Fla., is seeking

spots in 17 markets during day, fringe and prime time. Target: total adults.

Arthur Treacher □ Fish N' Chips fast-food chain schedules two four-to-seven-week TV flights beginning in late December and early February. Bozell & Jacobs, New York, is handling spots in Detroit during day, prime, early and late fringe time. Target: adults, 18-49.

Curtis Mathes □ Curtis Mathes TV sets get first quarter TV flight starting in early January. Curtis Mathes, in-house agency, Dallas, is seeking spots in 111 markets during day and fringe time. Target: total adults.

Pizza Inn □ Pizza restaurant chain schedules first quarter buy beginning in early January. Tracy-Locke, Dallas, is scheduling TV spots in at least nine markets during fringe and prime time. Target: women, 18-49.

Remco □ TV rental service places first-quarter TV buy beginning in early January. Weekley & Penny, Houston, is placing spots in 18 markets during all day parts. Campaign is budgeted at approximately

\$100,000. Target: women, 18-49.

Alberto-Culver □ Toiletries manufacturer is planning three-month TV campaign featuring its various products beginning in early January. Draper Daniels, Chicago, is placing spots in 31 markets during fringe time. Target: women, 18-49.

Health Industries □ Division of U.S. Industries plans 12-week TV campaign for its European Health Spas, starting in early January. Sumner Communications, Atlanta, is buying spots in about 35 markets during all dayparts. Target: men and women, 18-49.

Miles Laboratories □ Alka Seltzer Plus will be highlighted in 11-week TV promotion beginning late this month. Wells, Rich, Greene, New York, will schedule spots in 16 markets during day and prime time. Target: women, 18-49.

Hunt Wesson Foods □ Orville Redenbacher gourmet popcorn slates 10-week TV buy beginning late this month. SFM Media, New York, is placing spots in approximately 30 markets during fringe time. Target: women, 18-49.

Bryan Foods □ Canned meats firm features its potted meat and chili in 10-week TV buy beginning in early January. Cargill, Wilson & Acree, Atlanta, is buying spots in up to 11 markets during day, fringe and prime time. Target: women, 18-49.

National Oats □ Division of Liggett & Myers plans 10-week TV buy starting in early January featuring its Three Minute Oats. Grey-North, Chicago, is seeking spots in 30-35 markets during day and fringe time. Target: women, 18-49.

Olympia Brewing □ Olympia beer gets two five-week TV flights starting in early January and late February. Ayer Pritikin & Gibbons, San Francisco, is handling spots in five markets including Denver and San Francisco during fringe, prime and sports time. Target: men, 18-49.

Clorox Co. □ B&B mushrooms will be featured in eight-week TV promotion starting in early January. Young & Rubicam, New York, will buy spots in 24 markets during fringe time. Target: women, 25-54.

Steak N Shake Restaurants □ Fast food chain slots eight-week TV promotion beginning in late January. Grey-North Chicago, is placing spots in 10 markets during fringe and prime time. Target: adults, 18-34, and teen-agers.

Nestle □ Hot cocoa mix gets eight-week TV push beginning in early January. N.W.

My Three Sons

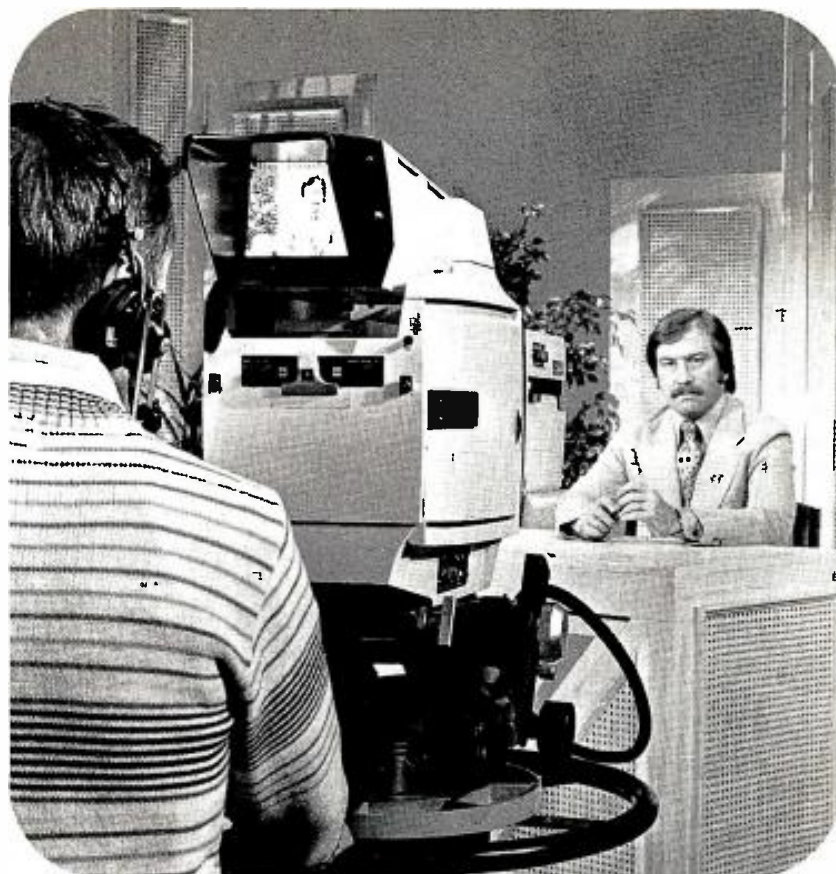
Now you can get the best years of Fred MacMurray's all-family sitcom: 160 color episodes that averaged a 22 rating and a 35% share in prime time. 120 stations will tell you, Fred's family wins new friends fast!

Viacom

Source: NTL, Oct.-Apr. 1965-70 and Oct.-Dec. 11 (Wk. 1) 1970 (excludes 12 non-report weeks. Audience estimates subject to qualifications available on request.

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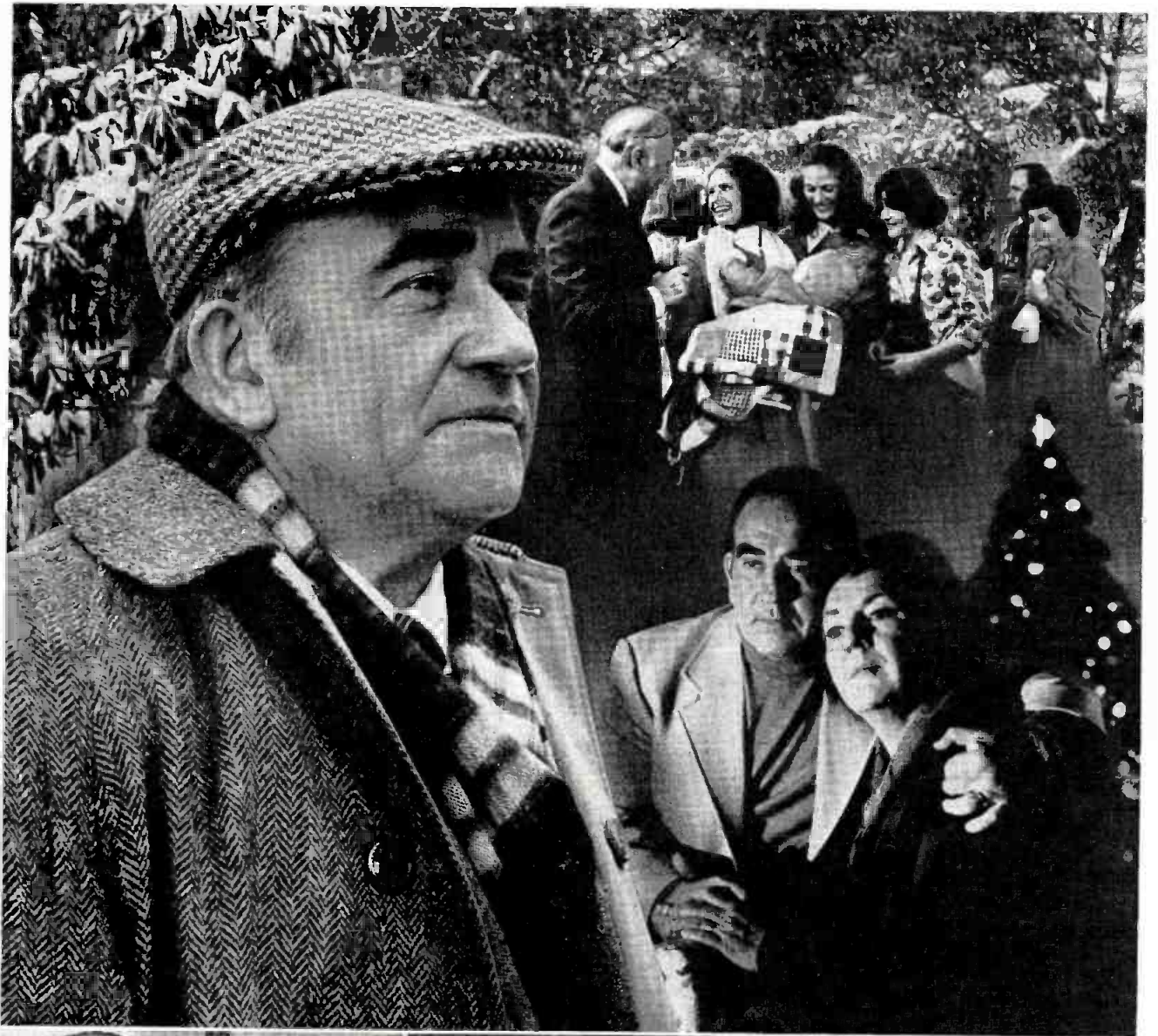
Harris' engineering accomplishments have led to such innovations as the first U.S. manufactured full Triax capability...first with electronic picture rotation... first to use field selectable Anti-Comet Tail tubes... increased reliability...and great economy through optimum performance at low light levels and reduced setup time.

Years of broadcast experience and advanced technology have gone into the design of the Harris line of television cameras. And, Harris cameras are user proven...over 200 in use in stations throughout the world where Harris equipment is building better images... creating better pictures...saving time and money!

For complete information write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.



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ELECTRIFYING DRAMA... AND THERE'S NO END IN SIGHT ON ABC

ABC has proved beyond any doubt that our original concept of serialized novels for television is no accidental success. The brilliantly written, highly acclaimed season opener, **WASHINGTON: BEHIND CLOSED DOORS**, demonstrated that substantial programming which also entertains is one of the best reasons to watch ABC.

And will America ever forget **YOUNG JOE**, **THE FORGOTTEN KENNEDY**? For good reason millions watched this remarkable chapter in the bittersweet story of a family raised to be leaders.

The controversial two-part drama, **THE TRIAL OF LEE HARVEY OSWALD** enthralled ABC viewers with its hypothetical questions. While **INTIMATE STRANGERS** starring Sally Struthers and Dennis Weaver attracted a massive television audience as it portrayed the timely problem of men with a terrible rage and the women who suffer at their hands.

Critics and viewers raved over **MARY**

WHITE, the true and touching story of editor William Allen White's gifted daughter whose spirited young life ended much too soon.

More recently, **THE GATHERING**, an unusually fine drama starring Edward Asner and Maureen Stapleton, told an emotional story of a man for whom life saved the best for last. **CAPTAINS COURAGEOUS** was a forceful saga of seafaring heroism and humility based on Kipling's classic novel. And of course, millions of viewers enjoyed Marlo Thomas' holiday special, **IT HAPPENED ONE CHRISTMAS**.

Early next year ABC's continuing commitment to original and unusually fine drama promises still more exceptional television. Look for **BREAKING UP**, a wrenching and contemporary story of a crumbling marriage, starring Lee Remick. **ROLL OF THUNDER, HEAR MY CRY** is an important multipart drama about a Southern black family struggling

to maintain some sense of dignity in the depths of a cruel depression.

Alex Haley's 12-hour award-winning **ROOTS** was a television landmark when it was aired on ABC early this year. For this reason viewers will not want to miss **ROOTS—ONE YEAR LATER**. This extraordinary program will be hosted by Louis Gossett, Jr., who played the role of Fiddler. The program will examine the phenomenal influence which **ROOTS** exerted on the entire world, including an emotional pilgrimage as Mr. Haley returns to the village of Juffure.

The westward trek continues as the incredibly popular **HOW THE WEST WAS WON** returns as a new weekly series. This remarkable epic starring James Arness and a massive cast promises to be another major television event of interest to all. No matter who you are, no matter what you are, no matter where you live or what you do...you'll find electrifying drama on ABC all year long.

ABC TELEVISION NETWORK 

Ayer, New York, will buy spots in 25 markets during day and prime time. Target: women, 25-49.

Booth Fisheries □ Division of Consolidated Foods is arranging seven-week TV promotion for its fish starting in late January. Grey-North, Chicago, is selecting spots in 20 markets during fringe and daytime. Target: women, 18-49.

United Industries □ Company features its Chem Tabs battery additive in six-week TV campaign beginning in early January. Allen & Associates, Little Rock, Ark., is placing spots in six markets during fringe and news time. Target: men, 18-49.

J.H. Filbert □ Mrs. Filbert's margarine gets two three-week TV flights starting in early February and March. W.B. Doner, Baltimore, is selecting spots in about 42 markets during day and prime time. Target: women, 18-49.

Chrysler □ Marine products division focuses on its outboard engines in two three-week TV flights beginning in early February and March. Ross Roy, Detroit, is placing spots in approximately 65 markets during fringe time. Target: men, 18-49.

Equitable Savings & Loan □ Bank group schedules five-week TV drive starting late this month. Coile & McVoy, Minneapolis, is placing spots during daytime in Oregon, Washington & Idaho. Target: adults, 25 and over.

Minolta □ Camera group will focus on its XG-7 camera in five-week TV drive beginning in early February. Bozell & Jacobs, New York, will place spots in 34 markets during late news and sports time. Target: men, 18-34.

Vanity Fair □ Household paper products manufacturer focuses on its Seamond

fiberboard meat trays in one-month TV buy beginning early next year. Henderson, Roll, Friedlich, New York, is placing spots in about six markets during late fringe and day time. Target: women, 18-49.

U.S. Marine Corps □ Marine corps plans four-week TV recruitment promotion beginning in early January. J. Walter Thompson, Washington, is selecting spots in 76 markets during fringe time. Target: men, 15-24.

Bank of America □ Bank corporation features its savings accounts in three-week TV drive beginning in late December. Grey, Los Angeles, is picking spots during fringe, prime and prime access time. Target: total adults.

Allen Products □ Alpo Snap treats will be highlighted in three-week TV push beginning in early January. Weightman, Philadelphia, is seeking spots in 17 markets during day and fringe time. Target: women, 25-64.

Union Fidelity □ Insurance company launches two-week TV campaign starting late this month. Marvin Advertising, Chicago, is selecting spots in 145 markets during day, prime and early fringe time. Target: total adults.

Chevrolet □ Truck division schedules two-week TV drive beginning in late February. Campbell-Ewald, Detroit, is seeking spots in more than 100 markets during fringe and prime time. Target: men, 25-54.

Rosarita □ Mexican foods group places two three-to-four-week radio flights beginning in January and February. Dailey

Rep appointments

- WCJB(TV) Gainesville, Fla.: Kettell-Carter, Boston (for New England).
- WIRV(AM) Irvine, Ky.: Regional Reps, Cincinnati.



All smiles. Signing a contract that makes Peters, Griffin, Woodward, New York, the national representative of WRDU-TV Raleigh-Durham, N.C., is Carl Venters Jr., president of Durham Life Broadcasting Services, owner of the station. Looking on (l-r) are James R. Sefer, president of PGW; R. Douglas McLarty, vice president and general manager, WRDU-TV; Peter W. Deveraux, general sales manager of the station, and Charles R. Kinney, executive vice president of sales, PGW.

& Associates, Los Angeles, is scheduling spots in seven markets including Houston and San Francisco. Target: women, 18-49.

New York State Department of Commerce □ Agency arranges four-week radio push for skiing areas beginning late this month. Wells, Rich, Greene, New York, is buying spots in 10 markets including Albany and Cleveland. Target: adults, 18-34.

Fox-Stanley □ Photo products firm places three-week radio campaign beginning in January. Glenn, Bozell & Jacobs, Dallas, will pick spots in 14 markets including Houston, Kansas City, Mo., and St. Louis. Target: men and women, 18-49.

Ford Dealers □ Dealer association slates two-week radio push starting late this month. J. Walter Thompson, New York, is arranging spots in Philadelphia, Harrisburg and Allentown, all Pennsylvania. Target: men, 18-49.

Dell Publishing □ Publisher will feature five of its books in one-week radio promotion beginning in late January. Chapman Communications, New York, will purchase spots in 12 markets including Cleveland, Dallas, Denver and Washington. Target: adults, 18-49.

Ameron Automotive Centers □ Division of Kelly-Springfield arranges one-week radio promotion starting in early January. Kenrick Advertising, St. Louis, is selecting spots in 22 markets including Houston and Kansas City, Mo. Target: men, 18 and over.

Radio only

BAR reports television network sales as of Nov. 27

ABC \$1,115,109,600 (34.3%) □ CBS \$1,082,381,500 (33.3%) □ NBC 1,051,253,900 (32.4%)

Day parts	Total minutes week ended Nov. 27	Total dollars week ended Nov. 27	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.	199	\$ 2,027,800	7,049	\$ 46,459,800	\$ 35,471,000	+31.0
Monday-Friday 10 a.m.-6 p.m.	998	26,508,700	47,296	716,099,500	581,107,400	+23.2
Saturday-Sunday Sign-on-6 p.m.	274	11,272,400	14,302	369,602,400	304,047,500	+21.6
Monday-Saturday 6 p.m.-7:30 p.m.	106	5,908,500	4,704	181,052,700	144,017,900	+25.7
Sunday 6 p.m.-7:30 p.m.	22	1,637,000	996	52,817,600	43,291,000	+22.0
Monday-Sunday 7:30 p.m.-11 p.m.	408	47,505,500	19,766	1,657,762,000	1,375,787,500	+20.5
Monday-Sunday 11 p.m.-Sign-off	221	6,198,500	9,879	224,951,000	198,877,900	+13.1
Total	2,228	\$101,058,400	103,992	\$3,248,745,000	\$2,682,600,200	+21.1

Source: Broadcast Advertisers Reports

COMMAND DECISION WILL BE MADE AT MIDNIGHT



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Midnight or 2 P.M. or 7 P.M. or anytime. Because great movies and great stars are great anytime. And there are hundreds of enduring MGM Pre-48 movie classics available. We've purposely rested these classics for many years, making them first-run again.

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Waterloo Bridge—The Harvey Girls—Blossoms In The Dust—Strange Cargo—Edward, My Son—Yellow Jack—Mrs. Parkington—Grand Hotel, and more.

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We've got the movies.
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ONE THING ABOUT THE NEWS BUSINESS: YOU NEVER GET A SECOND TAKE.

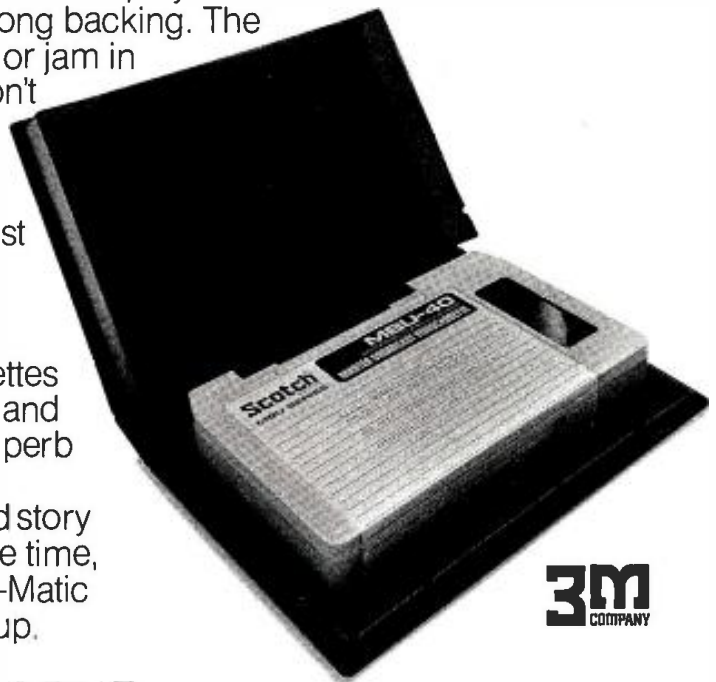
Here's a videocassette made for the people who make the news. It's the new "Scotch"® Brand Master Broadcast U-Matic videocassette. MBU for short. The first $\frac{3}{4}$ " videocassette designed specifically for tough ENG recording and the repetitive stress of editing.

We took the same high energy oxide videotape you've used for years and fused it to an incredibly strong backing. The result is a videotape that won't twist, tear or jam in the field. An unyielding videotape that won't stretch under the strain of tape editing's shuttling modes or degrade in extended stop motion.

And to protect it even under the worst conditions, "Scotch" MBU videotape comes packed inside a high impact cartridge.

Of course, "Scotch" MBU videocassettes have the same high signal-to-noise ratio and low headwear and dropout rates of our superb quad tapes.

So if you've ever worried about a good story and a videocassette breaking at the same time, record on "Scotch" Master Broadcast U-Matic videocassettes. They'll always back you up.



"Scotch" MBU Videocassettes.

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Monday Memo[®]

A broadcast advertising commentary from Buck Warnick, vice president-music director, Young & Rubicam, New York

Sound decisions and cooperation lure Kentucky Fried Chicken to Young & Rubicam

Creating a presentation for a major new advertising account is always an exhilarating but tension-ridden experience, and the atmosphere at Young & Rubicam was highly charged in October when we entered the competition for the lucrative Kentucky Fried Chicken account.

Obviously, everyone at Young & Rubicam was delighted when word finally came down that we had been awarded the account. I was especially pleased because I was involved with the massive effort the agency mounted in its campaign for this new client. The creative teams assigned to this project labored to come up with a presentation we felt would suggest a strong new direction.

The culmination of our intense period of creativity began at 9:30 on a crowded Thursday morning at the spanking new control room of Soundmixers Recording Studios at the old Brill building in New York. The effort ended 21 hours later at 6:30 a.m. in the same place. We had rewritten, recorded, mixed, edited and finalized the sound track for a package of commercials we felt equalled the best ever turned out by Young & Rubicam.

Although the Soundmixers studios are equipped for full-color video tape replay, we were flying blind on those recording sessions. In another part of town, a separate Y&R creative team was working equally hard on the visual end of our presentation. In addition to a group of highly qualified singers and musicians, my associate, David Horowitz, and I worked intimately with a precious little invention called the Click Track. It was our solemn duty to take the terrifically exciting theme music created for this campaign by Ed Labunsky and his associates and hone it down to precise air-time limits of 28 seconds and 58 seconds. To help us deal with the stark reality of the clock, copywriters rushed to the studio from the agency to work side by side with us, trimming away fine strips of muscle we suddenly discovered to be unnecessary fat.

Fortunately, we were blessed with an extremely patient engineer, Geoff Daking. He stuck with us throughout the entire grueling yet somehow exhilarating experience, spinning the 24-track tape forward



Fifteen years ago Buck Warnick was conducting the Ice Capades orchestra on Broadway and preparing for a 40-week cross-country truck and bus tour. John Wellington, Young & Rubicam's dean of commercial music, saw Mr. Warnick at work and asked if he'd like to try his hand at advertising. Mr. Warnick had conducted 49 Broadway shows and countless TV orchestras, but never a commercial session. He took to the new medium immediately, and has been at Y&R ever since. When his mentor, John Wellington, retired in 1965, Mr. Warnick succeeded him as Y&R music director. He became a vice president in 1968. Recent assignments for the 61-year-old music man include working with Peggy Lee for Eastern Airlines, Debbie Reynolds for General Electric, and a marathon 21-hour recording session for Y&R's presentation (successful) for the Kentucky Fried Chicken account. In the accompanying article, Mr. Warnick emphasizes the importance of teamwork by those involved in making that presentation.

and back countless times, allowing us to agonize over each crucial decision. Not once did Geoff look at us as if to say, "That's good enough, let's get some sleep." He seemed as concerned about this project as we were, and his attitude truly contributed to the esprit de corps in the studio that night.

Working with 24 separate tracks of music and voice material could have presented considerable "noise" problems, but again our choice of a recording studio proved to be a wise one. Soundmixers' Dolby noise reduction equipment cleared

the tapes and gave us a fine, true sound. It is my honest feeling that the spots we recorded that day (and night) are 100% air quality. I would feel totally right about sending them out as of this minute.

We knew from the start we were up against the finest minds and talents the competition had to offer, and that the 15 Kentucky Fried Chicken franchise owners who were flying in from around the country to scrutinize our efforts were sure to be highly critical. We had to be right on target.

To prevail in a situation like this, we had to pull out the stops in every area. We hired the best musicians and singers in the city. We went with a brand-new recording studio because we knew it offered facilities that were unparalleled in New York or anywhere. Harry Hirsch, the owner of Soundmixers, is an old pro who has worked with me on many other crucial assignments. I knew his attitude and the skill of his technicians would be the vital link necessary to enable us to translate the music and copy we'd designed for Kentucky Fried Chicken into powerful and moving commercial messages.

The decision proved right all the way home. This was one shirt-sleeve operation that was a pleasure to handle. If you're in a race against time and top competition, you want to have the very best tools and equipment available to give you that indefinable little edge. We had it all and then some.

The atmosphere of the sessions was tense, but the feel of the room gave us a sense of assurance and well being. Here was a situation where everything worked in our favor. It's strange, in a way, considering how much pressure we were all under, to think that the place we were working in had much bearing on what we were doing. But I believe that studio had a dramatic and positive effect on our attitude that day.

The proof of the pudding, as they say, is in the tasting. The next morning, bright and early, our heavy artillery—Chairman Ed Ney and President Alex Kroll—presented the fruit of our labors to the people from Kentucky Fried Chicken. Their decision was reported in the advertising trade press the following week. Young & Rubicam had won the account.

Harry Hirsch sent a magnum of champagne to my office that afternoon to congratulate me on our victory. It was a perfect gesture, and I offered a toast to him for coming up with one of the important tools we needed to win the game.

Datebook

■ indicates new or revised listing

This week

Dec. 19—Public meeting, *Carnegie Commission on Future of Public Broadcasting*. WTTW(TV) Chicago, 5400 North St. Louis Avenue.

Also in December

Dec. 21—FCC's new deadline for comments in its inquiry into AM stereo broadcasting (Docket 21312). Reply comments are now due Jan. 23, 1978. FCC, Washington.

January 1978

Jan. 2—FCC's new 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.

Jan. 3—FCC's new deadline for comments in inquiry relating to the commission's radio operator licensing program. Replies are now due Jan. 31, 1978 (Docket 20817). FCC, Washington.

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

■ **Jan. 7**—Legal seminar covering such areas as libel, slander, gag orders and courtroom coverage, sponsored by the *National Association of Broadcasters, Radio Television News Directors Association, Reports Committee for Freedom of the Press and Sigma Delta Chi*. Fred Graham, CBS News, will be keynote speaker. Studios of KMGH-TV Denver. Registration is \$35 for members of sponsoring organizations and \$50 for non-members with charge covering all printed materials and box lunch. Contact: Len Allen, RTNDA, 1735 De Sales Street, N.W., Washington 20036.

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

Jan. 9—Deadline for entries in competition for Peabody Awards of *Henry W. Grady School of Journalism and Mass Communications*, University of Georgia, Athens, Ga. 30602.

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

Jan. 10—*Nebraska Broadcasters Association* annual dinner honoring the state legislature, including presentation of 1978 inductees into NBA Hall of Fame. NBA membership meeting will be held earlier in the day. Nebraska Club, First National Bank building, Lincoln, Neb.

Jan. 10—*Tennessee Association of Broadcasters* annual legislative reception. National Life Center, Nashville.

■ **Jan. 10**—*Radio Advertising Bureau* sales clinic. Fairmont hotel, Dallas.

Jan. 11—*Winter meeting of New England Cable Television Association*. Holiday Inn, Newton, Mass.

■ **Jan. 11**—*Radio Advertising Bureau* sales clinic. Regency-Denver hotel, Denver.

Jan. 11-13—Special winter meeting of the *Association of Maximum Service Telecasters board of directors*. Agenda will include reports on the short-separation drop-in case before the FCC; report on plans for the 1979 World Administrative Radio Conference in Geneva; report on association work in connection with improvement of UHF reception and capabilities, and plans for the meeting in Las Vegas during the National

Association of Broadcasters convention. Mauna Kea Beach hotel, island of Hawaii.

■ **Jan. 12**—*Radio Advertising Bureau* sales clinic. Crown Center, Kansas City, Mo.

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

Jan. 15-17—*Florida Cable Television Association* midwinter management conference. Hyatt House, Sarasota, Fla.

■ **Jan. 16**—Oral arguments in crossownership case. *U.S. Supreme Court*, Washington.

■ **Jan. 16**—Deadline for submission of entries by TV stations and cable television firms for the 1977 competition of the *National Academy of Television Arts and Sciences* for its national award for community service. Entry forms: NATAS, 110 West 57th Street, New York 10019.

Jan. 16-20—*National Association of Broadcasters* joint board meeting. Cerromar hotel, Puerto Rico.

Jan. 16-30—*National Association of Farm Broadcasters* agricultural seminar at sea. Aboard Queen Elizabeth II, sailing from East Coast to Los Angeles. Contact: Russell Pierson, WKY(AM)-KTVY(TV) Oklahoma City.

■ **Jan. 17**—*Radio Advertising Bureau* sales clinic. Sheraton-LA. Airport, Los Angeles.

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

Jan. 18—*New Jersey Broadcasters Association* midwinter managers' meeting. American hotel and National Broadcasters Hall of Fame, Freehold, N.J.

■ **Jan. 18**—*Radio Advertising Bureau* sales clinic. Hyatt Regency, San Francisco.

■ **Jan. 18-19**—National foreign policy conference for editors and broadcasters conducted by the *Department of State*. Maximum possible information on current foreign policy information will be afforded by top government officials to domestic organizations

informing the general public in this respect. Department of State building, C and 22nd Street, N.W., Washington. For invitations: Mrs. Doris Williams, conference coordinator, office of public affairs, room 5825, Bureau of Public Affairs, Department of State, Washington 20520.

■ **Jan. 19**—Dr. George Gerbner, professor of communications and dean of Annenberg School, University of Pennsylvania, who created violence profile and index for TV, will meet with the *Caucus for Producers, Writers and Directors*. Los Angeles.

■ **Jan. 19**—*Radio Advertising Bureau* sales clinic. Airport Hilton, Seattle.

Jan. 19-21—First U.S./Southeast Asian Telecommunications Conference and exhibition, sponsored by *Electronic Industries Association's Communication Division*. FCC Chief Engineer Raymond E. Spence Jr. will be keynote speaker. Hyatt Singapore, Singapore.

Jan. 19-21—*Alabama Broadcasters Association* winter conference. Ramada Inn, South, Tuscaloosa, Ala.

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

Jan. 20-21—*Mississippi Broadcasters Association* annual sales seminar. MBA board meets Jan. 20 and general membership meeting will precede seminar Jan. 21. Coliseum Ramada Inn, Jackson, Miss.

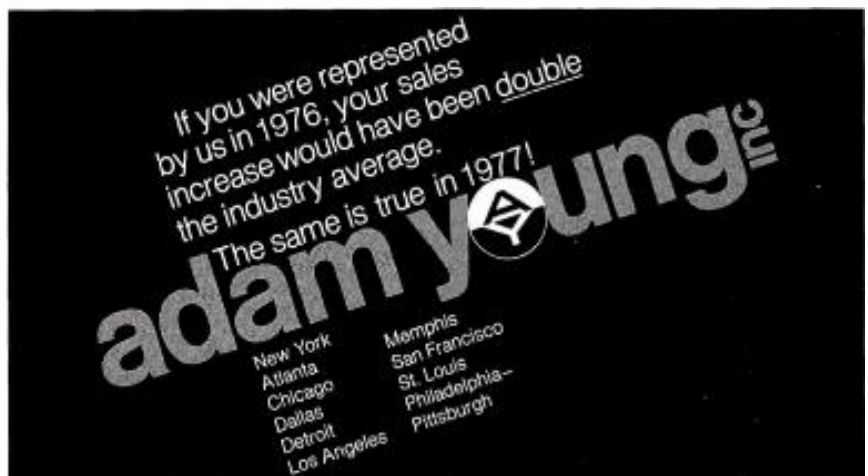
Jan. 21—*Florida Association of Broadcasters* midwinter conference featuring license-renewal seminar. Errol Estate Inn and Country Club, north of Orlando, Fla.

Jan. 22-24—*South Carolina Broadcasters Association* winter convention. Scheduled speakers include Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), South Carolina Supreme Court Justice Littlejohn, Dan Redmond of Washington law firm of Dow, Lohnes & Albertson, and Richard Shiben, chief of FCC renewal and transfer division. Sheraton Inn I-85, Hearon Circle, Spartanburg, S.C.

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

Jan. 23—FCC's deadline for comments on proposal to amend form 395—commission's annual employment report. Commission is considering changes in form's job categories and definitions to reflect more accurately job positions in broadcast industry (Docket 21374). Replies are due Feb. 22. FCC, Washington.

Jan. 23—FCC's deadline for comments in inquiry on problems encountered by "saturated" cable systems in complying with FCC's mandatory signal carriage



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rules (Docket 21472). Replies are due Feb. 22. FCC, Washington.

Jan. 25—Deadline for nominations for *Sigma Delta Chi Distinguished Service Awards*. Of the 16 categories, there will be three in radio and three in television; reporting, public service in journalism and editorializing. Cassettes, tapes or film and a typewritten summary, plus scripts are required. Awards will be presented April 28 in St. Louis. Sigma Delta Chi Awards in Journalism, 35 East Wacker Drive, suite 3108, Chicago 60601.

Jan. 26—*Southern Cable Television Association* financial seminar to acquaint lending institutions in Southern states with cable television. Capitol Airport Inn, Atlanta.

Jan. 27-28—Annual meeting of *Northwest Broadcast News Association* in conjunction with *Radio and Television News Directors Association*. Sheraton Ritz, Minneapolis.

Jan. 27-28—*Utah Broadcasters Association* convention. The Four Seasons motel and convention center, St. George, Utah.

Jan. 28—*Hollywood Foreign Press Association's* 35th annual Golden Globe Awards banquet and presentation. NBC-TV will telecast event. Beverly Hilton hotel, Hollywood.

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

Jan. 29-30—Eighth conference on weathercasting (radio and TV) as part of the *American Meteorological Society's* 58th annual meeting (Jan. 29-Feb. 2). De Soto Hilton hotel, Savannah, Ga.

Jan. 29-30—Public meeting. *Carnegie Commission on Future of Public Broadcasting*. Los Angeles.

Jan. 29-Feb. 1—*Association of Independent Television Stations* fifth annual convention. Vacation Village, San Diego.

Jan. 31—Deadline for entries in *Eastman Kodak Co.* and *National Press Photographers Association* competition for 1977 "Television News Photographer of

the Year" and "Television News Photography Station of the Year" awards. In addition, NPPA will again conduct its annual competition in the areas of spot news, general news, sports, features, minidocumentaries and documentaries. Contact: Sheila Keyes, chairman, Television News Photography Competition, NPPA, 1819 North Grismer Avenue, Burbank, Calif. 91504.

Jan. 31—*Radio Advertising Bureau* sales clinic. White Plains hotel, White Plains, N.Y. (for New York City area).

February 1978

Feb. 1—*Radio Advertising Bureau* sales clinic. Sheraton Airport Inn, Bloomington, Minn. (For Minneapolis area).

Feb. 1-2—*American Advertising Federation* public affairs conference. Federal Trade Commission Chairman Michael Pertschuk will be keynote speaker. Hyatt-Regency hotel, Washington.

Feb. 1-2—*Ohio Association of Broadcasters'* professional sales school. Carrousel Inn, Columbus, Ohio.

Feb. 2—*Radio Advertising Bureau* sales clinic. Pick-Congress, Chicago.

Feb. 2-3—*Arkansas Broadcasters Association* winter convention. Pine Bluff Convention Center and Holiday Inn South, Pine Bluff, Ark.

Feb. 2-6—*International Radio and Television Society's* faculty/industry seminar. Tarrytown Conference Center, Tarrytown, N.Y.

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

Feb. 4—Regional conference of *Northeast Region of National Federation of Local Cable Programmers* which will include seminars on funding, media access, production and media for social change. Boston Film and Video Foundation, Boston. Contact: Sallie Fischer, region coordinator, P.O. Box 75, Derby, Conn. 06418.

Feb. 5-7—Seminar on impact of cameras in courtrooms, sponsored by *Florida Association of Broadcasters and Florida Press Association* and presented by University of Florida College of Journalism and Communications. Hilton hotel, Gainesville. Contact: Pamela M. Zimpler, division of continuing education, University of Florida, 2012 West University Avenue, Gainesville 32603.

Feb. 6-7—*South Carolina Cable Television Association* annual meeting. Wade Hampton inn, Columbia. Information: Vic Nicholls, (803) 271-8526.

Feb. 7—*Radio Advertising Bureau* sales clinic.

Holiday Inn, Charlotte, N.C.

Feb. 8—*Radio Advertising Bureau* sales clinic. Omni International, Atlanta.

Feb. 9—Ninth annual Abe Lincoln Awards presentation of the *Southern Baptist Radio-Television Commission*. Dr. Billy Graham will be keynote speaker and will accept the commission's Distinguished Communications Medal. Tarrant County Convention Center, Fort Worth.

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

Feb. 14—Open call-for-membership meeting of the new *National UHF Broadcasters Association* (BROADCASTING, Nov. 21). Atlanta. Contact: Cy Bahakel, Bahakel Broadcasting, Box 2449, Charlotte, N.C. 28234, (704) 372-4434.

Feb. 15—*Radio Advertising Bureau* sales clinic. Pittsburgh Hyatt House, Pittsburgh.

Feb. 16—*Radio Advertising Bureau* sales clinic. Sheraton Boston, Boston.

Feb. 18-19—*Howard University's* seventh annual communications conference. Mayflower hotel, Washington. Information: Howard University School of Communications, Washington 20059; (202) 636-7690.

Feb. 17—Deadline for entries in 1977 Charles Stewart Mott Awards competition, sponsored by the *Education Writers Association*, to honor education writing. Radio and television category awards will be for single programs or series of reports on the same subject or theme, but not to exceed 60 minutes. Information: EWA, P. O. Box 281, Woodstown, N.J. 09098; (609)769-1313.

Feb. 17-18—*Nebraska Associated Press Broadcasters Association* annual convention. Omaha.

Feb. 21-23—*National Association of Evangelicals* 36th annual convention. Radisson South hotel, Minneapolis.

Feb. 22—*Radio Advertising Bureau* sales clinic. Hilton Inn-Detroit Metropolitan Airport, Detroit.

Feb. 23—*Radio Advertising Bureau* sales clinic. Carrousel Inn, Cincinnati.

Feb. 24—Deadline for entries by FM stations in U.S. and Canada for 10th annual Armstrong Awards for excellence and originality in FM programming. Competition is administered by *Columbia University*, where late Edwin Howard Armstrong was professor of electrical engineering and researcher. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.

Feb. 28—*Radio Advertising Bureau* sales clinic. Hilton Gateway, Kissimmee, Fla. (for Orlando area).

Major meetings

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

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

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

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

April 21-26, 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.

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

June 7-10, 1978—*Broadcasters Promotion Association* 23d annual seminar. Radisson St. Paul, St. Paul. 1979 convention will be June 6-10, Nashville.

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

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

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

Sept. 17-20, 1978—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York.

Sept. 20-22, 1978—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel, Atlanta; 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

March 1978

March 1—Deadline for entries for *American Bar Association's* Gavel awards. Television, radio, wire services and news syndicates are among the categories that will be judged for efforts during 1977 to increase public understanding of the American system of law and justice. Committee on Gavel Awards, ABA, 77 South Wacker Drive, Chicago 60606.

March 1—*Radio Advertising Bureau* sales clinic. Holiday Inn-National Airport, Washington.

March 1-2—Combined television and media workshops of *Association of National Advertisers*. Plaza hotel, New York. Contact: William Kistler, ANA, 155 East 44th Street, New York 10017.

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

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

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

March 14—*New York State Broadcasters Association* 24th annual meeting. The Turf Inn, Albany. The NYSBA legislative dinner will be held that evening at Convention Hall, Empire State Plaza, Albany.

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

Open Mike[®]

Not seeing things

EDITOR: Was it a hallucination or did I read a BROADCASTING editorial (Nov. 28) actually endorsing the views of that virulent antibroadcast critic, Nicholas von Hoffman? If public television achieves no other miracles this season, at least we deserve the Most Unexpected Achievement Award for bringing such an odd couple together on the same editorial page.

Ironically, your editorial opposing corporate patronage of quality public television happened to be paired with BROADCASTING's editorial on the proposal to add 33-1/3% more commercial minutes to prime time television because advertiser demand is so extraordinary. During this period of unprecedented prosperity in commercial television, it does seem a bit churlish of you to object to public television's meager corporate underwriting support (less than .05% of commercial television's advertising revenue). At least you might have suggested some constructive alternatives to enable public television to get funds it so desperately needs to develop a first-class system in this country.—*Lawrence K. Grossman, president, Public Broadcasting Service, Washington.*

The high price of freedom

EDITOR: Radio's profits (real or imagined) and the fair market value of stations make good copy.

But some reputable publishers tell me that when the Danville, Ky., daily newspaper recently invited acquisition bids, there were 31 bidders.

Three bid over \$3 million. One bid over \$3.5 million.

The Danville paper has a circulation of 11,000.

When I inquired why the little daily could command such lofty bids, I received the following reply from a well known publisher who was himself in hot pursuit: "It's not controlled by the government."—*William O'Shaughnessy, president, WVOX(AM) New Rochelle, N.Y.*

By any other name

EDITOR: The title for the Nov. 28 Monday Memo, "A radio rep network rates the ratings," by Bob Dwyer, is a gross misrepresentation of the article's contents. It is difficult to comment meaningfully when the author (a) inaccurately reports basic elements, such as the measurement technique used and (b) overlooks fundamentals, like the breadth of demographic and geographic information available from RADAR and the processing of network

program and commercial clearances to produce RADAR's actual network audiences, as opposed to only providing station potential audiences.

A fair presentation might call it what it is—namely, "Selling for a radio rep," since it was a sales presentation by a radio rep firm.—*Gale D. Metzger, president, Statistical Research Inc., Westfield, N.J.*

Ed Wheeler

EDITOR: Edward A. Wheeler, who died Nov. 25, (BROADCASTING, Dec. 5), was truly one of the pioneering fathers of the FM broadcasting industry. Most of today's FM people can't have any idea of how difficult it was to survive with an independent FM station in the late 1940's. Ed Wheeler, then only in his mid-20's, either didn't know it or wouldn't admit it. An ordinary man would have given up quickly; but foremost among Ed's many strengths was an iron-willed determination.

That was 30 years ago. Eventually, that determination paid off as his stations and antenna site business flourished.—*Lawrence J. Gutter, president, Chicagoland Broadcasters, Chicago.*

Back at Blackburn

EDITOR: I was pleased to see that Jim Blackburn was highlighted in the Nov. 7 "Profile," as he richly deserves it.

However, I would feel remiss if I or someone else did not take exception to Jim's quotes that buying a station has always "been a question of money" and his reference to the move by the Small Business Administration to broaden its loan policy to broadcasters as "government handouts."

During most of 1976 and 1977, I had the opportunity to provide financial consulting under the SBA's 406 program to some 40 small businesses that had obtained SBA guaranteed loans.

None of these businesses was a "coal yard," but they varied from mom-and-pop restaurants to manufacturers with sales in excess of \$2 million. Although some of them had financial difficulties, none of the loans could be considered a "government handout" as every one of the borrowers had pledged total assets as security for the loans.

As far as buying a station being just "a question of money," there are many qualified people who might make it with help from the SBA just as Jim might have years ago as he indicated he had to sell stations because he "didn't have the money to buy one."—*John C. Herklotz, Herklotz & Associates, Hollywood.*

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Columbia Pictures Television

Top of the Week

If there ever was a honeymoon, it's over

Break between broadcasters and Van Deerlin widens as he talks tough about trade-offs

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) last week sharply criticized the members of his broadcast advisory committee for rejecting his request for a list of priorities for the subcommittee's Communications Act rewrite (BROADCASTING, Dec. 12). At the same time, however, he repeated proposals that had scared the group away in the first place.

The congressman, who prefers humor to confrontation as a rule, this time departed from his usual accommodating manner to upbraid the 15-broadcaster group for "turning its back" on issues that "cry out for legislative attention."

"I've just got to believe there are a lot of broadcasters around the country—especially in radio—wondering what the hell gives," he said. "Here was the chairman of a subcommittee talking about near-total deregulation of radio, and these guys turn their backs."

The broadcast group, whose members were hand-picked by the subcommittee to advise on the rewrite, met in Chicago two weeks ago to try to compose a list of items broadcasters want included in the rewrite. However, it resolved instead to back the existing Communications Act, which it said "has fostered a locally based, yet nationwide, system of radio and television broadcasting stations that continues to serve America's unique broadcasting needs well." It said any revisions in the act should be made by amendment, not wholesale reform.

A month earlier, the committee seemed eager to cooperate with the subcommittee, but it then backed off on learning that Mr. Van Deerlin's proposals for longer radio license terms and release from fairness doctrine and equal time obligations might come at the price of "trade-offs." After the Chicago meeting, broadcast committee members said radio deregulation

should stand on its own without need of bargaining.

Mr. Van Deerlin, who has alluded before to trade-offs without directly advocating them, last week made clear that his proposals for radio deregulation were not meant as gifts to the industry. "You don't graze on public lands without paying something for it," he said in an interview with BROADCASTING.

Payments such as what? "Such as a fee," he said, "a fee based on broadcast station revenues or profits, whatever seems fairest." The idea of fees has been raised before as a possible source of funds for public broadcasting, or as a stimulus to increased minority ownership of stations. But Mr. Van Deerlin last week declined to discuss specifics such as where the money would go and how much would be collected.

"I haven't done any thinking on the matter," he said. "But it's just ridiculous that a \$7 billion industry doesn't even return the costs of running the FCC."

The congressman indicated he thinks broadcasters are wrong to take sanctuary in their current earnings. Instead, he said, the \$7 billion is only the "tip of an iceberg" that may now be melting beneath them. "Things change," he said. "Maybe they know something I don't. But it looks to me that there are technological changes ahead that cry out for legislative attention ... Changes that may see over-the-air broadcasting itself take on a different sort of character."

Pressed for details on changes he foresees, he gave a shopping list: cable TV, pay cable, fiber optics, satellites.

Chicago correspondents. The 14 members of the broadcast rewrite advisory committee who provoked the ire of Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) with their unanimous decision to stand pat were: Neil E. Derrough, WBBM-TV Chicago; Stanley S. Hubbard, KSTP-TV St. Paul, Minn.; Don B. Curran, Kaiser Broadcasting, San Francisco; Joe Floyd, KELO-TV Sioux Falls, S.D.; Kelly Atherton, WFIE-TV Evansville, Ind.; Ray Johnson, KMED-TV Medford, Ore.; Bazil O'Hagan, WNDU-TV South Bend, Ind.; James Gabbert, KIOI(AM)-KIOI(FM) San Francisco (and president, National Radio Broadcasters Association); Charles K. Murdock, WLW(AM) Cincinnati; Jerry Lee, WQVR(FM) Philadelphia; Carl Venters Jr., WPTF(AM)-WODR(FM) Raleigh, N.C.; Joseph M. Costello III, KSMI-FM Donaldsonville, La.; Edward Fritz, WNLA-AM-FM Indianola, Miss., and Stephen Heater, KSPN(FM) Aspen, Colo. A 15th member, Charles Grisham, WYEA-TV Columbus, Ga., was absent from the session in Chicago.

More important, Mr. Van Deerlin said, it is time for Congress to undo the traditional regulation of other media—such as cable—as services ancillary to broadcasting.

"One cardinal principle of the Communications Act should make certain that the burden of proof [of harm from a new service] should be on the provider of the present services," he added.

That should cause concern among broadcasters and should prompt them to



Chairman Lionel Van Deerlin and, not quite out of the picture at left, Communications Subcommittee counsel Harry M. (Chip) Shooshan.



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WKRC-TV

A 40 share! This competitive market's number one prime access show.

Los Angeles

KTLA-TV

Draws the largest number of 18-49 women and total adults of any independent station, sign-on to sign-off, Monday through Friday.

New York

WOR-TV

Delivers the station's second largest number of women and homes, sign-on to sign-off.

Atlanta

WSB-TV

A 34 share—number one, against network competition!

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Number one with women, number one in metro rating and share.

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Dominant with women 18-49!

Source: ARBitron and NSI, Oct., 1977 (Subject to qualifications available on request)

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want to work with the subcommittee, Mr. Van Deerlin said. "Look how upset they get over what Ted Turner is doing."

Mr. Turner, owner of Atlanta sports franchises, including the Braves baseball team, and of WTCG(TV) Atlanta, an independent UHF station, this year began sending his signal via satellite to cable systems in distant markets. As far as Mr. Van Deerlin is concerned, "broadcasters should have to prove how the Atlanta Braves will hurt the broadcasters in Tulsa, Okla."

For the government deliberately to restrain the growth of any new technology is "totally wrong," Mr. Van Deerlin said, and in the case of new communications services "has discouraged the best possible deal for the American people."

There is another reason broadcasters should cooperate now with the rewrite project, the subcommittee chairman said, and that is to try to find some common ground with broadcasting's critics. "When push comes to shove, the broadcasters are going to find out some things about these public interest organizations that they didn't know last year." He noted that citizen groups have persistently called for some form of mandatory access to broadcast airwaves, a notion he personally is not enthusiastic about. But it demonstrates that there "are a lot of interests to be brought to bear now," he said.

Mr. Van Deerlin has a personal quarrel with the broadcast advisory committee for not having advised him of its action before the press learned its contents. As of last Wednesday he had not yet received a copy of the group's statement, although one reportedly had been mailed the previous Thursday. Nor had any member called him on the telephone.

He thinks the group will eventually come around. "The candle will remain in the window," he said, but feeling stung, added: "I'm not going to try to placate people who treat me that way."

That the congressman felt insulted by the broadcast group for not notifying him immediately was underscored by the reaction of Howard Chernoff, a special consultant to the subcommittee on the rewrite. He is a former broadcaster and close friend of Mr. Van Deerlin who has remained in the background on the project, but Mr. Chernoff came forward last week with this reaction to the perceived snub: "I think this is thoroughly irresponsible and unethical, not to mention being impolite and rude . . . If they want to meet or say to each other, 'We like the act the way it is,' that's their business; but to do something like this is appallingly rude."

As to what this all means to the progress of the rewrite, Mr. Van Deerlin said he thinks it and unresolved problems in other areas such as common carrier will make the rewrite a "longer range proposition than I first thought." To ease its passage through Congress, a revised Communications Act must appear to be in the general interest. "We've got to be perceived as not being anti-anybody," he said, and to the extent that broadcasters are resisting, "It certainly doesn't make it easier."

Loomis leaving top post at CPB

He resigns as president upon appointment of successor; Chamberlin, Moyers are among prospects for job

Henry Loomis, president of the Corporation for Public Broadcasting, announced last week he would retire from the funding agency by next September. Mr. Loomis's announcement came as little surprise to many people in public broadcasting who had been anticipating his leaving for several months. There is already a considerable line of possible candidates to take over the \$70,000-a-year position.

In a Dec. 8 letter to W. Allen Wallis, chairman of the CPB board, Mr. Loomis said he felt his "plans should now be made public" and that he intended to leave the corporation by the board's annual meeting in September. References in the letter and in Mr. Wallis's reply indicated that Mr. Loomis had made his plans known privately as early as last March.

According to his letter to Mr. Wallis, Mr. Loomis is "prepared to step down as soon as the new chief executive has been elected." In an interview, Mr. Loomis said he had "always felt" the CPB job would be his last. "I really am retiring," he said. He added that he had no definite plans for his future at this time beyond "relaxing" and going on an extended vacation with his wife.

Among those who reportedly may be candidates to succeed Mr. Loomis are Ward Chamberlin, president of WETA-FM-TV Washington, Bill Moyers of CBS News; Bill McCarter of WTTW(TV) Chicago, and Joan Ganz Cooney, founder of the Children's Television Workshop in New York.

Mr. Chamberlin is said to have the inside track with Sharon Percy Rockefeller, the CPB board member who is said to have been selected to head the board's search committee. Mrs. Rockefeller has been as-



Loomis

sociated with WETA-TV for several years. Mr. Moyers is reported to be the choice of Courtland Anderson, the executive vice president of CPB and a long-time friend of the CBS newsman. Mr. Moyers has done programs for public television; served as publisher of *Newsday* on Long Island, N.Y., and was President Johnson's press secretary. Mr. McCarter is president and general manager of WTTW and a former member of the Public Broadcasting Service board of managers.

It was reported that Mr. Moyers is interested in the job, but he has a "firm asking price" of \$100,000 per annum.

Mrs. Cooney told BROADCASTING last week there is "no way" that she would accept the CPB job. She said that she was "not a candidate" for the position and would not accept the CPB presidency if offered it.

Some other names that have been mentioned as possible candidates are Nancy Hanks, the former chairman of the National Endowment for the Arts and another with close ties to the Rockefeller family; Dr. Frank Stanton, former vice chairman of CBS, and David Ives of WGBH(TV) Boston.

Dr. Stanton said he would be "interested" in the position but that he has a "no compete clause" in his contract with CBS—which he said still has 10 years to run. "The lawyers would have to look at that," he said. He also questioned whether he could hold on to his considerable stock in CBS. A CPB official said, however, that stock interests in another network would not necessarily create a conflict of interest at the corporation.

Mr. Loomis's action caught few people in the Washington public broadcasting establishment off guard. As one commented, Mr. Loomis had been "under tremendous pressure" for some time and there had been "considerable" dissatisfaction with him among some of the CPB board members.

Admitting it was "conceivable that the board may have asked me to leave," Mr. Loomis said he did not feel he was "forced" from his job. But he added: "There's no question there were differing views within the board." That, he said, "certainly was a factor" in his decision.

On the subject of his successor, Mr. Loomis said he would give his views to the board "if I'm asked." The important thing, he said, is that there be an "orderly change" in administrations without an "overlap." The new president, he suggested, should be someone who has "managed communications," and the board "shouldn't be looking" for creative or production talent. He suggested someone with experience in publishing or "obviously" broadcasting.

At the White House, Barry Jagoda, special assistant to the President for media and public affairs, said the announcement did come "as a surprise." Mr. Jagoda said that Mr. Loomis's successor "will be found without interference" from the administration, which has two appointees to the CPB board confirmed, has nominated a third and is to select five more next

March. (Mrs. Rockefeller is a Carter appointee.)

"We can assume the President will appoint people who support his general proposals," Mr. Jagoda said. "To the extent that's the case, the new president [of CPB] will reflect the President's general approach." Mr. Jagoda insisted: "We're not going to interfere with the selection of a president of CPB."

Another source, however, called Mr. Loomis's timing of his announcement "very skillful." According to that observer, there are people on the CPB board who would like to select a new president before the Carter appointees assume their posts and give the President a majority on the board. But, he said, "no one would take that job [Mr. Loomis's] without approval of the White House." He did not expect to see Mr. Loomis leave his office until the "Carter appointees have plenty of time" to participate in the selection process.

Ferris thinks nonduplication rule for cable makes FCC look 'ridiculous'

He wants to take another look at last year's decision not to adopt a rule; there's question whether he can marshal other members of commission, however

The question of what the FCC should do about significantly viewed TV signals when they duplicate signals of local stations seems likely to become a major controversy within the FCC. Signs of discord emerged last week as the new chairman, Charles D. Ferris, left no doubt he felt the commission policy of generally requiring nonduplication by cable systems is in error.

The commission last year concluded a rulemaking on the subject with a decision not to exempt significantly viewed signals from the nonduplication rule under certain circumstances.

However, the Broadcast and Cable Television Bureaus have been unable to agree on the waiver criteria to recommend, and the commission last June was not able to resolve the matter (BROADCASTING, July 4). Nor was it any more successful last week.

To the contrary, Chairman Ferris gave the issue a new spin by appearing to favor reconsidering last year's decision not to adopt a rule. He said rules requiring cable systems to carry distant signals that are significantly viewed off the air (seen 3% of total viewing hours and with 25% of net weekly circulation) but to drop them when they duplicate signals of a local station are "inconsistent" and make the commission look "ridiculous."

Commissioner Joseph Fogarty, echoing



Lear

2Night host Martin Mull

Lear's out on the limb again. In a closed circuit satellite and landline feed to some 45 stations in the top 100 markets, producer Norman Lear last Thursday spent some \$50,000 to stage a tongue-in-cheek press conference to unveil a "\$2 million gamble"—*America 2Night*, a spin-off of *Fernwood 2Night*, 65 daily half-hours he will begin producing next month and airing in early April "without a single station being signed at this time."

On hand for the conference from KTTV(TV) Los Angeles were the cast of the *Fernwood* spoof on talk shows, an executive of the fictional United Broadcasting System (popularized by the film "Network") and a line-up of celebrities ranging from Milton Berle to Charlton Heston and Los Angeles Mayor Tom Bradley congratulating the *Fernwood* group on the "move" to Hollywood. Unlike *Fernwood*, which drew its guests from an imaginary Ohio town, *America 2Night* will draw upon well-known talent as well as created characters. *Fernwood* went out of production when stations failed to renew after poor ratings. With his new T.A.T. Communications venture, Mr. Lear said: "given enough time, we will overcome the lag between the rating services and the public appreciation."

America 2Night is being geared toward access time and sold on a cash basis. Soon after the press conference, Mr. Lear said "the phones have been ringing" and that if KTTV gives up its first refusal rights, another station in Los Angeles was committed to take it. He did admit, however, that there will be a problem in New York. By Friday, negotiations were said to be under way in eight of the top 10 markets. (In Washington, General Manager Milton Grant of WDCATV said that station would carry the show.) As to why he's gambling and not waiting for commitments before announcing production: "To go tentatively forward is to have the stations say wait and see," he said. By guaranteeing production, he believes the competitive spirit of television executives will lead them to grab it ahead of other stations in their markets.

views he expressed on the matter in July, agreed. However, other commissioners indicated they were getting ready to dig their heels in against a move to exempt, at least generally, significantly viewed signals from the nonduplication rules.

Commissioner Robert E. Lee noted that distant stations, even if significantly viewed in a community, are not local, in terms of ascertainment. And he expressed concern about the economic viability of stations denied nonduplication protection. Commissioner Abbott Washburn, in response to Cable Television Bureau arguments that the distant signals were a competitive factor when available off the air in any event, said carriage "increases the popularity of the distant station."

Commissioner James H. Quello indicated later he would oppose any across-the-board exemption of significantly viewed signals from the nonduplication rule. It was not clear how the other commissioners would vote. Some observers aligned the newest commissioner, Tyrone Brown, with the chairman; others saw him taking an independent line. Commissioner Margita White's office said she had not yet focused on the question—which had not been expected to come up in the form that it did.

Basically at issue is whether the burden of proof in cases where exemptions are

sought should be shifted from the cable system to the broadcaster. The commission could effect that shift through reconsideration of the decision last year not to adopt a rule. There is a question as to whether the commission has the authority to reconsider the matter on its own motion. However, a petition for reconsideration of a narrow aspect of the order is pending and might be used as a vehicle for an over-all review.

General Counsel Robert Bruce, who was unable to state last week definitely what the commission's legal powers were in the matter, is expected to have an answer early next month.

Meanwhile, left pending, as they have been for almost a year are five petitions for waiver of the nonduplication rule.

In other FCC matters last week:

The commission issued a notice of proposed rulemaking and inquiry that reflects an awareness of increased interest in over-the-air pay television. The rulemaking looks to the repeal of the present limit of one pay-television station to a community and proposes procedures for cutting off pay-TV applications for a community similar to those in effect for other broadcast services. And the inquiry asks whether, in choosing between mutually exclusive pay television applications, the commission should use comparative criteria and, if so, what they should be. It also seeks help for

the commission in choosing between mutually exclusive applications when one is for pay television service and the other is for conventional television. At present, there are two pay television stations on the air, but eight applications have been granted and some 20 are pending.

Also, the commission affirmed the action of the Broadcast Bureau last June in denying a petition of seven national civil rights groups seeking an inquiry into the employment practices of some 900 broadcast stations. The staff rejected the petition as an informal objection against stations whose renewal applications were not pending, and said it would evaluate the equal employment opportunity performance of the remainder—295—under the commission's new EEO processing criteria. The commission last week said it considered the triennial review of licensee's EEO compliance to be an appropriate allocation of the commission's limited resources. However, it would continue to undertake interim EEO reviews in flagrant cases.

Quello gets into the act on UHF, urges Ferris to push its progress

If a proposal by FCC Commissioner James H. Quello and the enthusiasm with which it was greeted by Chairman Charles D. Ferris mean anything, 1978 will be a good year for the development of UHF television.

Commissioner Quello last week said the time has arrived to develop an over-all

plan to help UHF—he spoke of achieving parity between it and VHF—and he suggested a three-item agenda to reach that goal. The agenda involves the use of technology, which, he says, "is available now to set UHF right," and some prodding of industry.

The commissioner's views were expressed in a memorandum sent to Chairman Ferris late Wednesday afternoon. Within little more than two hours, the chairman had responded in writing, expressing his appreciation for the "constructive memorandum" and saying the matter could be taken up at the "first commission meeting" in January.

That is the meeting to which the commission, at Commissioner Quello's suggestion, passed an item scheduled for discussion last week and dealing with a subject on the commissioner's agenda—the manufacture of receivers with strict noise standards.

The pending item—and the first on Mr. Quello's list—involves a proposed rule that would ban the manufacture of UHF receivers after May 1, 1979, with noise figures in excess of 14 db. The standard now is 18 db.

Commissioner Quello notes, however, that Texas Instruments and others in the field say that stricter standards—to 10 db—are possible now. The commissioner also feels the matter should not be acted on until TI delivers its report on the high-performance UHF receiver it has built in connection with the commission's aim of reducing UHF taboos. The report is due in January. The other items on his list:

■ "A convening by the commission at the earliest possible date of a meeting of the manufacturers of lead-in antennas." Those manufacturers, he said, "should

know their role in the over-all improvement of home reception is crucial." He also said the commission's research, as well as that of the electronics community, "shows that significant improvement in this vital piece of home-receiver equipment is possible."

■ A meeting of the commission with Varian Associates, of Palo Alto, Calif., "the sole domestic producer of UHF transmitter klystron tubes." The commissioner said the firm appears to be close to "a tremendous advance in the efficiency of UHF broadcast apparatus with klystron tube improvements." He said a reduction in the high energy consumption of UHF transmitters would cut operating costs of both commercial and noncommercial UHF stations, "and would serve the greater public good through energy conservation. If we can urge this U.S. monopoly producer to speed up the availability of the improved tube, these savings can accrue sooner."

Commissioner Quello's interest in the development of UHF stems from his role as education commissioner. Two weeks ago, he met with Hartford Gunn Jr., vice chairman of Public Broadcasting Service, and Daniel Wells, director of engineering for PBS, who told him progress in technological improvement of UHF was essential and technologically possible. But the commissioner noted in his memorandum that, like the other commission members, he is interested in the development of commercial UHF as well.

The commissioner, in his memorandum to the chairman, cited some of the pressures the commission is feeling in connection with UHF development. He noted for instance, that two thirds of all public broadcasting stations (and one third of all

In Brief

Is it live, or is it matrix? Individually, radio broadcasters tended to support "cost effective" matrix system for **FM quadrasonic transmission**, but National Radio Broadcasters Association went other way and sided with manufacturers on desirability of discrete systems. In comments filed late Friday, NRBA and electronics companies told FCC that it should "endorse discrete system" and, as RCA said, "totally reject" alternative, electronically enhanced matrix quad system. But individual stations took other side. Said one: "Enormous cost of installing" discrete equipment would severely hamper smaller stations.

□



Reception honoring new FCC Chairman **Charles D. Ferris** (l) and new FCC Commissioner **Tyrone Brown** (r) drew crowd—assumed to be record for such event—of more than 250 to National Broadcasters Club, Washington, last Wednesday (Dec. 14). Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) was guest.

Research study by Booz Allen Applied Research of **AM/AM-FM car radio prices** shows car radio makers charging anywhere from 4.6 to 6.5 times what it costs to make radios. In all of five cases studied, **markup on AM-FM radio is higher than on AM only**. For instance, it costs GM Delco \$15.80 to make AM radio, \$26.40 for FM, difference of \$10.60. But it charges \$72 for AM and \$137 for AM-FM, difference of \$65. Another example, Chrysler builds AM radio for \$14, AM-FM for \$23.10, difference of \$9.10; but it charges \$77 and \$149 for same radio, difference of \$72. All this is grist for such as NAB and Corporation for Public Broadcasting, two co-sponsors of research study, who are concerned that big difference in price between AM-FM and AM-only radios discourages consumers from buying former. They also support legislation to require auto makers to include FM in all car radios. Study is released under cover bearing CPB signature in two-inch black letters, fact that didn't escape attention of NAB, which contributed half of \$30,000 price for it.

□

AFL-CIO, registering discontent with financing of public broadcasting, passed resolution calling for "**greater independence from commercial underwriters**" and seeking restriction of corporate grants "earmarked for any specific program or type of program." It suggests **annual license fee for commercial broadcasters** that it says could supply continuing revenue source for public broadcasting. Resolution also seeks restrictions on importation of programs from foreign countries, opposing use of government funds for production or acquisition of performing arts and media programs from abroad and urges that **at least 86%** of prime-time broadcast schedule be reserved for domestically produced programming.

□

NAB has asked FCC to extend Jan. 2 deadline for comments in **cable-TV economic inquiry** to May 2. FCC has extended Jan. 2 deadline for comments in **AM stereo inquiry** to Feb. 6.

commercial stations) operate in the UHF band, and that President Carter, in his message on public broadcasting, urged the commission to consider proposals for bringing public broadcasting closer to parity with commercial stations.

He also pointed out that the commission is "under great pressure from a wide variety of minority interest groups." And their concerns, he said, can be addressed "partially" through UHF outlets.

Furthermore, he said, "the technology is available now to begin to set UHF right."

CBS-TV overhauls prime time line-up for second season

It adds four new shows, including another movie slot, and shifts six

CBS-TV last week announced a new "late January" schedule that leaves its three strongest series nights intact but entails radical shifts on the other nights that are designed to build up lead-ins and audience flow.

CBS's new schedule includes four new series and a third movie night, as well as six new time periods for continuing series. The network has moved its entire Tuesday night series line-up out of ABC's line of fire that night, transferring most of those programs to Monday.

The network's new series entries are:

■ *Baby, I'm Back*, a situation comedy featuring Demond Wilson, formerly of *Sanford and Son*. The program will air

Mondays 8:30-9 p.m. NYT beginning Jan. 30.

■ *Sam*, a Jack Webb-Leonard Kaufman action-drama featuring a Labrador retriever in the title role as a Los Angeles police dog. The show will take on *Happy Days* in the 8-8:30 p.m. time slot on Tuesday, plus the first half of NBC's new Hanna-Barbera program (8-9 p.m.) beginning Feb. 14.

■ *Shields and Yarnell*, the variety show featuring a husband-and-wife mime team, will compete with the number one program on the air, ABC's *Laverne and Shirley*, on Tuesday at 8:30-9 p.m. *Shields and Yarnell* ran for seven weeks last summer, averaging a 35 share, according to CBS.

■ *Celebrity Challenge of the Sexes*, a spinoff of the CBS Sports weekend series *Challenge of the Sexes*, will air in the Wednesday 8-8:30 p.m. time slot beginning Feb. 1.

■ *CBS Tuesday Night Movies*, at 9-10 p.m., will debut Jan. 31, running up against the last of NBC's miniseries, movies and events slots (Saturday-Tuesday) and ABC's adult-oriented trio—*Three's Company*, *Soap*, and *Family*.

The CBS series that were shifted to new time periods are *Good Times*, *M*A*S*H*, *One Day at a Time*, *Lou Grant*, *The Tony Randall Show* and *Maude*. Cancellation of most of the shows that will go off the schedule to make room for these changes, such as *Fitzpatrick's* and *We've Got Each Other*, had been previously announced. But one previously announced new series entry, *Another Day*, has been held up for insertion in the schedule at a later date, while *Switch*, formerly at 10-11 p.m. Friday, has been removed, although CBS says it, too, will eventually return.

CBS's new week

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7-8	8-8:30	8-8:30	8-8:30	8-9	8-9	8-8:30
8-8:30	8:30-9	8:30-9	8:30-9	9-10	9-10	8:30-9
8:30-9	9-9:30	9-9:30	9-11	10-11	9-30	9-9:30
9-9:30	9:30-10	9:30-10	9-11	10-11	9:30-10	9:30-10
10-11	10-11	10-11	9-11	10-11	9:30-10	10-11
60 Minutes	Good Times	Sam	Celebrity Challenge of the Sexes	The Walltons	Wonder Woman	The Bob Newhart Show
Rhoda	Baby, I'm Back	Shields and Yarnell	Szyszyk	Hawaii Five-O	The CBS Friday Night Movies	The Tony Randall Show
On Our Own	M*A*S*H	The CBS Tuesday Night Movie	The CBS Wednesday Night Movies	Barnaby Jones		The Jeffersons
All in the Family	One Day at a Time					Maude
Alice	Lou Grant					Kojak
The Carol Burnett Show						



Dorton



Sheehan



Labunski

Joseph L. Dorton, who has headed Bonneville International's three-radio-station California division since June 1976, named president of **Torbet-Lasker Inc.**, radio station representative firm purchased by Bonneville two weeks ago (BROADCASTING, Dec. 12).

Shaun Sheehan, 33, vice president and group supervisor for public relations firm, Daniel J. Edelman Inc., Washington, has been appointed **vice president for public affairs** at National Association of Broadcasters, taking on public relations responsibilities formerly under **Thomas J. Swafford**, who resigned as NAB senior vice president for public affairs three weeks ago (BROADCASTING, Dec. 5). At Edelman since June 1974, Mr. Sheehan has worked on such accounts as Federation of American Hospitals, Kentucky Fried Chicken, Republic of Turkey, Greyhound, Clorox, American Revolutionary Bicentennial Commission's Washington celebration, Hubert H. Humphrey Institute for Public Affairs. Before that, he spent three years at U.S. Catholic Conference. He plans to phase in gradually at NAB while finishing work with his present clients, will attend NAB joint board meeting in Puerto Rico Jan. 16-20. His NAB starting salary is reportedly \$35,000.

Stephen B. Labunski, formerly executive VP and general manager of Merv Griffin Radio Division, New York, and president of NBC Radio Division from 1965 to 1969, named **executive director** of International Radio and Television Society, effective Jan. 2. He replaces **Robert Boulware**, who is retiring.

Dick Painter, general manager of KYSM-AM-FM Mankato, Minn., has been appointed **vice chairman of NAB radio board**, filling vacancy left by resignation from radio board of David Scribner, formerly of Doubleday Broadcasting (BROADCASTING, Dec. 12).

Benno C. Schmidt, managing partner of J.H. Whitney & Co., elected to board of directors of **CBS Inc.** Way was cleared for appointment with consummation last month of \$7.5 million sale of ch. 41 KBMA-TV Kansas City, Mo., to Scripps-Howard Broadcasting Co. (BROADCASTING, Nov. 14); Mr. Schmidt owned 61%. J.H. (Jock) Whitney, senior partner in venture capital firm, is brother-in-law of William S. Paley, chairman of CBS Inc.

FCC last week moved toward adoption of rule **prohibiting stations from lying to it**. Such rule would give commission option of finding stations guilty of misrepresentation. Without such rule, its principle sanction is denial of renewal or revocation of license. Chairman Charles Ferris seemed uncomfortable about ordering hearing on misrepresentation issue in case involving WPWC(AM) Quantico, Va. "There are varying degrees of seriousness [of lying]," he said. "Sometimes only sloppiness is involved."

Santa Clara (Calif.) Superior Court Judge Peter Anello last week **ordered CBS News to turn over outtakes** from Oct. 23 *60 Minutes* segment on illegal drug "Angel Dust." CBS attorneys are expected to appeal.

More questions than answers as Carnegie II goes to work

Chairman William McGill and staff director Sheila Mahony have no illusions about the difficulties, but they do have hope for the outcome; the basic approach: up from ground zero

It's been 10 years since the original Carnegie Commission brought forth its landmark report that laid the foundation for today's system of public broadcasting—a decade that has seen both the development of an edifice and the appearance of serious cracks in it.

As the system has grown, so have the complaints. The constant cries for more money. The case against British program imports. The infighting among organizations. The lack of direction.

The Carnegie Commission on the Future of Public Broadcasting—Carnegie II—has until January 1979 to come up with a new set of answers.

By that time Columbia University President William McGill, as commission chairman, must submit his report to the Carnegie Corp. of New York, which after a task force study had decided to shell out more than \$1 million for this 10-years-later look (BROADCASTING, June 20). If the precedent of the first commission is followed, the report will move from Carnegie to Congress, to be translated into legislation.

A few months into its work, the new Carnegie Commission is still wrestling with the questions—yet clearly the type being asked carries promise of change. Dr. McGill and his chief of staff, Sheila Mahony, have shared some of their thoughts about the future of the noncommercial media with BROADCASTING.

One from Dr. McGill: "Do you think a lady talking French cooking makes much of an impact on a black family in Chicago? . . . I don't denigrate French cooking. In fact, that lady is talking to me. But to what extent am I represented? Well-educated, well-heeled and living in the Northeast. To what extent do I represent the central thrust of the American public? I'm skeptical."

One from Ms. Mahony: "It doesn't take much to conclude that using broadcast technology for some of the purposes for which it is being used today is not very efficient . . . Now that's an easy conclusion to reach in the abstract. How you translate that into some kind of action is difficult and costly."

And again from Dr. McGill: "It ought to be possible to develop innovative or inventive programming work that is not supportable by commercial means . . . The sort of thing the BBC has done so well. It

does seem to me to be almost scandalous that so much American public broadcasting depends on the creative activity of another society."

It is these issues, along with those of funding and system structure, that remain to be addressed. But in the long—not the short—term. The commission is deliberately keeping hands off President Carter's plans for a revamped system and the debates about funding and authority. "I don't see any particular point in taking sides . . . This commission has to look at the era 1985 and afterwards," Dr. McGill said. Added Ms. Mahony: "Ultimately the structural questions [regarding the Corporation for Public Broadcasting, the Public Broadcasting Service and National Public Radio] will be addressed but within the context of some larger decisions about mission . . ."

The 20-member commission that will be making these decisions ranges from J. Leonard Reinsch, chairman of Cox Broadcasting Corp., to Peggy Charren, president of Action for Children's Television. Others are Stephen K. Bailey, Harvard professor and president of the National Academy of Education; Red Burns, director, Alternative Media Center, New York; Henry Cauthen, president, South Carolina Educational Television Network, Bill Cosby, actor; Wilbur Davenport, head, department of electrical engineering and computer science, Massachusetts Institute of Technology; Virginia Duncan, TV producer and member of the board, Corporation for Public Broadcasting.

Also, Eli N. Evans, president, Charles Revson Foundation, and chairman, Carnegie Task Force on Public Broadcasting; John Gardner, former chairman, Common Cause; Alex Haley, author; Walter Heller, professor, University of Minnesota; Carla Hills, former secretary of Housing and Urban Development; Josie Johnson, member of the board, National Public Radio; Kenneth Mason, president, Quaker Oats; Bill Moyers, CBS News correspondent; Kathleen Nolan, actress and president of the Screen Actors Guild; Thomas Rivera, poet and vice president, University of Texas, San Antonio; Beverly Sills, opera star.

Heading the effort is Dr. McGill, who readily admits that when he was selected "no one could have been less informed about the inner life" of public broadcasting. That ignorance, he likes to joke, may

well have been his best credential. During his tenure as chancellor of the University of California branch in San Diego, Dr. McGill became friends with Representative Lionel Van Deerlin (D-Calif.), who represents that district. Upon taking the chair at the commission, Dr. McGill was "astonished" to discover that the congressman was the chairman of the House Communications Subcommittee.

The full-time staff director is Ms. Mahony, formerly executive director of the Urban Institute's Cable Television Information Center in Washington. It was she who was principally responsible for the first months of building staff, securing office space and the like—what she called "the intellectual organization of the problem," or "the framework" within which business will be conducted.

Four task forces have been established: programming, funding, public participation ("we're talking about governance and accountability as well," said Ms. Mahony) and dissemination. Commission members have been assigned within each. Miss Nolan of SAG, for example, is assigned to programming, and Mr. Heller, who was Lyndon Johnson's chairman of the Council of Economic Advisers, to funding. "It was a self-selection process," Ms. Mahony said. "To say that they are working exclusively on one area is a bit of a mistake. The task force breakdown really is a way of organizing the staff work."

Then there are public meetings. This week, the commission moves to WTTW(TV) Chicago where it will hear from 20 witnesses including the Rev. Jesse Jackson of People United to Save Humanity, Reed Irvine of Accuracy in Media, Ralph Jennings of the United Church of Christ, Lydia Bragger of the Grey Panthers and Kathy Bonk of the National Organization for Women. Ten to 12 such meetings are planned, two already have been held in Washington and New York.

"Learning sessions" for the commissioners and staff also factor in, according to Ms. Mahony. Economists and business people are brought in to talk about funding, others to discuss audience research. Station visits also are included in the plan.

"We think also the general rhythm of the commission is now established," said Dr. McGill. "We'll be going until the early spring in this process of analysis, the preparation of staff papers, visiting, listening and examining." By late spring he expects the staff papers to be studied in detail and debated. "These are powerful personalities [the commission members] and they are not disposed to agree to just anything. And I don't know how that's going to come out." (His background should come in handy here: "I'm a psychologist," he noted. Dr. McGill plans to start writing the final report next summer.

"It reminds me of the old days at Columbia in the 1960's," Dr. McGill said, with everyone wanting input. With different stories and priorities coming from all sides, the Carnegie Commission, as much as possible, has taken this working philosophy:

"Go back to ground zero," Dr. McGill



McGill

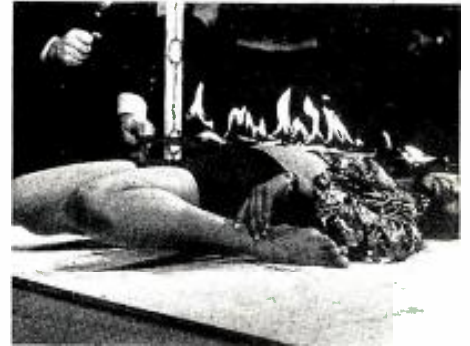
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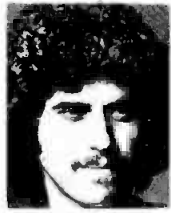
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said, "and say to yourself, 'If you want to build a system oriented toward the American public, the first question is: What is the American public?' That is not a simple question because the public is a very diverse set of constituencies What are the sophisticated means by which you identify these constituencies and how do you target your effort toward them? How do you evaluate your success?"

Dr. McGill does not yet claim to know the answers. But he expects they will be found outside the conventional way of looking at television. "Just taking a cut through the national samples of the basis of socioeconomic status, the way it was done in the 40's when Paul Lazarsfeld [of Columbia University] and Frank Stanton [of CBS] invented audience research, is no longer adequate to modern society I think we're going to have to find some new ways to evaluate what it is we seek. If we don't do that then we will surely regress to the audience measurement techniques that have dominated the tastes of commercial television.

"It seems to me that they have done their job extremely well and that what commercial television does is to provide a very sensitive measurement technique that is useful to sell time to advertisers, and the competitive mechanism then runs forward on the basis of that. But I want to look at the measurement technique and ask whether that is what defines what the American public needs at this time.

"I don't know how the other commissioners feel about it. I've talked about it at length with my staff director and I don't think that's adequate. Neither does she. We're trying to find an approach that is built more to targeted audiences and the way one identifies them and the way one measures the extent to which one has reached them."

(Dr. McGill, in fact, at one time was an assistant professor at Columbia working in the field of measurement with Dr. Lazarsfeld. Through Dr. Lazarsfeld, he met Dr. Stanton. "I've talked about these problems with Dr. Stanton," he said, "but not in the context of the commission.)

Once the public—or publics—have been determined, then comes the problem of resources to serve them. That the system has been "underfunded" is taken for granted by Carnegie II. So too are the problems that arise when both public and private dollars are contributing to the bill. "Of fundamental importance . . . is that the system be structured in such a way to prevent major forms of abuse or misuse," Dr. McGill said. "The germinal signs of these difficulties are already there.

"How do you prevent excessive regulation under the fairness doctrine? Is it possible to have a system of public broadcasting with a truly independent news and public events mechanism? How's the buffering to be created?" Dr. McGill said that the current structure for shielding public television is "a very cleverly contrived mechanism," but also one "that everybody admits does not work that well. What is at issue is how to correct it."

Of programming, Dr. McGill talks about



Mahony

the U.S. being in its "most creative time" and he sees the system as "a potential mechanism for bringing people together . . . so the melange of the country can be pieced together in a harmonious way." Of educational television, he said: "It seems obvious to me that the instruction done in the broadcast medium is extremely superficial I cannot imagine a form of instruction that is purely passive."

From there Ms. Mahony mentioned other technologies—cable, fiber, disks, cassettes, multipoint distribution systems, as well as immediate concerns—UHF handicaps and the potential of public broadcasting's upcoming satellite system.

The more ground Dr. McGill and Ms. Mahony cover, the more questions seem to arise—as well as difficulties in resolving them.

"At our first meeting in Washington," Dr. McGill recalled, "there was a marvelous distillation of the problem. Every representative of public broadcasting came before us and said, 'Get us more money.' Then the Office of Management and Budget came before us and said, 'Not a chance.'"

Dr. McGill thinks Carnegie II has one thing, at least, going for it: "A public commission of objective people who have no axe to grind may be able to heal."

D.C. bar makes another attempt to put its foot in the revolving door

Revised proposed rules would prohibit lawyers from going from agency to law firm that deals with that agency for a year

The so-called revolving door through which lawyers move between government and private law practice would be all but locked under regulations that have been proposed by the ethics committee of the District of Columbia Bar Association.

The regulations, which must still be approved by the association's board of governors and the Court of Appeals in Washington, would, for instance, make it difficult for young lawyers to take the experience gained in a government agency, such as the FCC, to a private firm

specializing in the agency's field—a time-honored practice in Washington. All lawyers who practice in Washington, except those who work for the government, must be members of the D.C. bar.

The regulations would prohibit lawyers for one year after leaving government from taking jobs with firms with which they have dealt during their last year in government.

What's more, the regulations would disqualify an entire law firm from taking a case in which one member was involved while in government. (At present, such a ban applies only to the lawyer directly involved.) However, the firm could seek a waiver of that regulation.

The regulations also would put restrictions on lawyers entering government from private practice. They would be barred from participating in a case in which they were engaged while in private practice. And they would be barred for three years from handling cases involving clients they served before joining the government. The ban would be for one year in matters involving clients of their former law firms.

Somewhat tougher rules were proposed 17 months ago; they did not provide for waiver of the proposed disqualification of law firms in cases in which former members were involved while in government. But it failed to attract support of a majority of the ethics committee.

The committee has asked for comments by Jan. 6.

Oral arguments set for Jan. 16 in crossownership case

Supreme Court will allow unusual hour and a half for presentations

The U.S. Supreme Court will hear one and a half hours of argument on Jan. 16 in the media crossownership case. The court normally allows one hour for argument but granted the additional half hour at the request of the solicitor general, who had conferred on the matter with the various lawyers involved. All told, six appeals have been consolidated in the case.

At issue is the ruling of the U.S. Court of Appeals in Washington that overturned an FCC order grandfathering existing newspaper-broadcast crossownerships in the same city and that directed the commission to initiate a rulemaking requiring the breakup of such crossownerships, barring a public interest showing.

Thirty minutes of the time set aside for the argument will be used by the broadcast interests seeking reversal of the lower court's ruling. (It is believed that Erwin Griswold, a former solicitor general who has been representing the Dispatch Printing Co. and the Journal Co., intervenors in the case, will represent all of the private parties, including the National Association of Broadcasters and the American Newspaper Publishers Association, in the argument.) The FCC, which is supporting

Final Draft

The State of the Fifth Estate

An issue for all seasons

As the deadlines approach for BROADCASTING's eighth annual yearend double issue—the one we had begun to call a triple, and that now looks more like a quadruple—the focus continues to sharpen. At latest reading, it now amounts to:

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that part of the lower court's decision affirming its ban on the creation of new crossownerships but opposing the rest of the opinion, will have 25 minutes.

The remaining 35 minutes will be divided between National Citizens Committee for Broadcasting and the Justice Department. NCCB filed the appeal from the commission decision that led to the appeal court's ruling. (NCCB will be represented in the Supreme Court by Charles Firestone, formerly of the Citizens Communications Center, who now heads a communications law program at the University of California Law School.) Justice generally supports that ruling, but has said it feels the lower court exceeded its authority in directing the commission to initiate a rulemaking.

Three licenses in jeopardy

The owners of WTVX(TV) Fort Pierce, Fla., and WHGR(AM)-WJGS(FM) Houghton Lake, Mich., face loss of their licenses. The FCC has ordered Indian River Television Inc. to show cause why its license for WTVX should not be revoked. Involved is a question of possible fraudulent billing. In the order setting renewal applications of Sparks Broadcasting Co.'s Houghton Lake stations for a hearing, there are questions regarding the submission of allegedly fraudulent affidavits of performance to ABC's American Information Radio Network and allegedly fraudulent billing.

Changing Hands

Announced

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

- **KBPI(FM) Denver:** Sold by Progressive Broadcasters Inc. to RKO General Inc. for \$2.3 million, plus \$300,000 consulting agreement and assumption of \$102,629 in liabilities. Agreement between principals was reached in October, but no public announcement was made before filing at commission. Seller will retain accounts receivable at closing. Progressive is owned by Marvin Spector and William F. Stevens (49% each) and James D. Day (2%), none of whom has other broadcast interests. Buyer, wholly owned by General Tire & Rubber Co., is major group owner of WOR-AM-TV and WXLO(FM) New York; WRKO(AM)-WROR(FM)-WNAC-TV Boston; WGMS-AM-FM Bethesda, Md. (Washington); WAXY(FM) Fort Lauderdale, Fla.; WFYR(FM) Chicago; WHBQ-AM-TV Memphis; KFRC-AM-FM San Francisco, and KHJ-AM-TV and KRTH(FM) Los Angeles. It also owns 74% of Cablecom-General Inc., multiple cable system operator. Thomas F. O'Neil is chairman and Frank Shakespeare president. KBPI is on 105.9 mhz with 100 kw and antenna 57 feet above average terrain.

- **KACH(AM) Preston, Idaho:** Cache

Country Inc., licensee, sold by Michael Adams and others to Michael B. Lish for \$550,000, plus assumption of \$125,000 in liabilities. Sellers—Mr. Adams; his wife, Ina P.; Douglas A. Witaker and Merlin V. Fish—have no other broadcast interests. Buyer is general manager of KEVA(AM) Evanston, Wyo., and has no other broadcast holdings. KACH is on 1340 khz with 1 kw day and 250 w night.

- **WFMI(FM) Montgomery, Ala.:** Sold by Alabama Radio Corp. to Deep South Co. for \$300,000. Seller is wholly owned subsidiary of Great Lakes Broadcasting Co., 100% owner of WQTY(AM) Montgomery and 90% owner of KLUR-AM-FM Wichita Falls, Tex. Great Lakes is owned by Carl M. Adams (100%), principal owner of KNCY-AM-FM Nebraska City, Neb. Buyer is owned by Frances U. Brennan and family, who also own WBAM(AM) Montgomery. WFMI is on 98.9 mhz with 10 kw and antenna 155 feet above average terrain.

- **WJLJ(AM) Tupelo, Miss.:** Sold by Town and Country Broadcasting Co. to Northeast Radio Inc. for \$165,000. Seller is owned by Charles Russell, general manager and chief engineer of station, and James Jumper, who have no other broadcast interests. Buyer is owned by Edward O. Fritts (85%) and Gerry Brophy (15%). Mr. Fritts owns KMAR-AM-FM Winnsboro, La.; KCRI(FM) Helena, Ark., and WNLA-AM-FM Indianola, Miss., where Mr. Brophy is general manager. Mr. Fritts is member of National Association of Broadcasters radio board. WJLJ is 250 w daytimer on 1060 khz. Broker: Ralph E. Meador.

- Other station sales announced last week include: KOAD(AM) Lemoore, Calif., and WIBA-AM-FM Madison, Wis. (see page 67).

Approved

The following station sale was approved last week by the FCC:

- **WDRB-TV Louisville, Ky.:** Sold by Consolidated Broadcasting Co. to Minneapolis Star & Tribune Co. for \$6.5 million. Seller is owned by Owsley Welch and Edgerton Welch (brothers), Arlie Howard, J.P. Morgan and others. They have no other broadcast interests. Buyer publishes *Minneapolis Tribune* and *Star* and also owns KTVH(TV) Wichita, Kan. MSTC sold its 47% interest in WCCO-AM-FM-TV Minneapolis to MTC Properties Inc. last year (BROADCASTING, Aug. 23, 1976). Otto Silha is president and John Cowles Jr. is chairman of buyer. Mr. Cowles's family is principal owner of MSTC. Elmer Jaspán, executive vice president and general manager of station, will remain with WDRB-TV in same capacity.

- **WZZM-TV Grand Rapids, Mich.:** Sold by West Michigan Telecasters Inc. to Wometco Enterprises for \$14 million. Seller is owned by 50 stockholders headed by Lewis J. Chamberlain Jr., president. West Michigan also sold co-located WZZM-FM for \$450,000 to JAM Broadcasting Co. (BROADCASTING, April 4). Seller has no other broadcast interests. Buyer is publicly



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SOLD:					
(subject to FCC approval)					
KSPD-AM	Boise, Idaho	\$80,000	KWAV-FM		
KIOQ-FM	Bishop, Ca.	\$185,000	Monterey, Ca	\$550,000	
WKFI-AM	Wilmington, Ohio	\$223,200	WBOW/WBOQ-FM	Terre Haute, Ind.	\$785,000
WWJB-AM	Brooksville, Fla.	\$275,000	KSGR/KDOT-FM	Scottsdale-Phoenix, Ariz.	\$1,000,000
CLOSED					
WHOU-AM/FM	Houlton, Maine	\$210,000	WYRU-AM	Redsprings, N.C.	\$135,000

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12/19

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Outlet.....	9 mo. 10/31	140,230,274	+41.8	3,230,984	+47.0	1.30	98,915,669	2,197,447	.90
Starr.....	3 mo. 9/30	7,604,923	+ 7.0	302,646	+ 3.0	.20	7,107,873	293,705	.23
Tektronix.....	6 mo. 11/12	260,699,000	+37.5	25,528,000	+48.9	1.43	189,550,000	17,141,000	.97
Tele-Communications.....	9 mo. 9/30	39,022,000	+15.4	1,265,000	+80.5	.18	33,802,000	701,000	.08
Telemation.....	9 mo. 9/30	7,074,000	- 1.1	489,000	*	.47	7,148,000	(856,000)	(.82)
Tocom.....	3 mo. 9/30	726,767	+ 8.0	5,477	*	.01	673,158	(36,313)	(.06)
Westinghouse.....	9 mo. 9/30	4,474,780,000	+ 0.3	189,737,000	+18.0	2.16	4,460,773,000	160,790,000	1.83

*Change too great to be meaningful.

held theater and vending company which owns WLOS-FM-TV Asheville, N.C.; WTVJ(TV) Miami; KVOS-TV Bellingham, Wash.; WTVG(TV) Newark, N.J. (subscription television station), and 20 cable systems in eight states and Freeport, Bahamas. Louis Wolfson II is senior vice president in charge of Wometco's broadcasting operations. WZZM-TV is ABC affiliate on channel 13 with 295 kw visual, 63 kw aural and antenna 1,000 feet above average terrain.

■ Other stations sales approved by FCC last week include: KVNI(AM) Coeur d'Alene, Idaho (see page 67).

■ Price of announced sale of KROD(AM)-KUDE(FM) El Paso (BROADCASTING, Dec. 5) was incorrectly reported as \$330,000. Total consideration also includes assumption of \$600,000 in liabilities.

tent permitted by law."

According to the law firm, the SBA has placed limits on the size of its loans well below the statutory ceiling. Although the agency is allowed to guarantee loans up to \$500,000 and to make them up to \$350,000, the firm said, in practice it limits those two types of loans to \$350,000 and \$150,000, respectively.

In its filing for ABC, the firm again brought up the loan policy when it said that "meaningful financial assistance would seem to require use of the statutory ceilings. "Speaking for Spanish International Communications Corp., the firm said the SBA "must provide financial aid to the legal maximums."

The National Association of Broadcasters and the Washington-based Citizens Communications Center found themselves in the rare situation of being

on the same side of an issue. Both supported the idea that the SBA should raise its loan limits. "By providing maximum loans," said NAB, "the SBA would increase the leverage power of prospective purchasers to raise additional capital from private sources." And Citizens warned the agency that even \$500,000 would "purchase only a small radio station."

Another law firm, Eaton, Stein, Plesser & Efrogmson, representing Jason Films, New York, said the SBA might be able to circumvent its loan ceilings by encouraging applicants to "pool" their requests. According to the filing, the SBA could "encourage prospective applicants" to submit their requests for funds for purchasing equipment in bulk applications that could be approved under another SBA rule.

Other issues were addressed in the com-

Put an SBA jingle in our pockets, say broadcasters

Majority of comments filed are in favor of plan to allow loans to broadcasters and cable operators, but stress need to lend up to the \$500,000 limit

A mixed bag of largely favorable comments was filed at the Small Business Administration last week in response to the agency's proposal to relax its lending policy for broadcasters and cable operators. The proposed rule change would abolish the SBA's long-standing prohibition against making loans to groups in the business of disseminating news and opinion (BROADCASTING, Nov. 14).

Although the comments filed by last Monday's deadline tended to support the plan, the broadcasters and other parties filing made several different recommendations on exactly how the SBA should set up its program.

Four separate filings by the Washington law firm of McKenna, Wilkinson & Kintner attempted to drive home the fact that the SBA's administrative limit on loans was not high enough to help broadcasters. In its comments for a group of 23 licensees, MW&K urged the SBA to "fund broadcast ventures to the maximum ex-

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Moving on minorities. The National Association of Broadcasters minority task force held its first meeting last week in Washington. The gathering was characterized by participants as a get-acquainted session and an idea exchange on how to accomplish what the group regards as a realistic goal—to double minority ownership of broadcasting stations during the next three years. The one concrete action was endorsement of NAB's proposal for a tax certificate to owners who sell broadcasting properties to minorities, enabling the sellers to avoid capital gains taxes if they buy property of similar value within a requisite period. Beyond that the members agreed to develop further contact with banking and insurance industries, foundations and minority business investment companies. Task force (and NAB) chairman Donald Thurston announced that Vernon Jordan, executive director of the National Ur-

lan League, will join the group, which plans to meet again in late February. Task force members attending last week were (1 to r): Eugene Jackson, National Black Network, New York; NAB President Vincent Wasilewski; William Leonard, CBS, Washington; Donald McGannon, Westinghouse Broadcasting Co., New York; Edward Lucero, Colorado Equity Capital Corp., Denver; Regan Henry, Broadcast Enterprise Network, Philadelphia; Thomas Murphy, Capital Cities Communications Inc., New York; Mr. Thurston, and Lloyd Morrisett, The John & Mary Markle Foundation, New York. Absent because of previous commitments were former FCC Commissioner Benjamin Hooks, who is now the executive director of the National Association for the Advancement of Colored People, and William Kennedy III, North Carolina Mutual Life Insurance Co., Durham.

ments as well. The ABC filing, for example, said that the inclusion of government funds in the broadcasting field would require the SBA to "disavow any intent to consider program content in the context of rendering financial assistance." And General Electric Broadcasting Co. said the lending policy should be "devoid of any review of the broadcasters' plans or policies."

The National Radio Broadcasters Association was also concerned about the possibility of government intrusion into the broadcasters' rights. "The main beneficiary of the SBA's proposal," NRBA said, "would be the listening public, and that, far from endangering First Amendment values, it will further them."

Absent from those filing by the Dec. 12 deadline were the National Association for the Advancement of Colored People and the National Association of Black-Owned Broadcasters, two groups that had pushed hard for the proposed revision. Washington attorney Clarence V. McKee (who was legal assistant to former FCC Commissioner Benjamin Hooks) is representing those two groups. Mr. McKee has asked the SBA to extend its comments deadline to Jan. 12, but his request was turned down. He was told by an SBA official, however, that the comments of NAACP and NABOB will be accepted when they are completed and will be included in the rulemaking history. Mr. McKee said he expected to file those comments within a week.

There were, however, some writers who were not overly pleased with the SBA's proposal. The Association of American Publishers, an organization that represents the book industry, said the SBA should extend its plan to include the print media as well. It said the proposal at hand "deserves commendation," but the SBA should also consider the "wisdom of rethinking, and possibly eliminating outright, the current exclusionary policy."

Parren Mitchell (D-Md.), chairman of the Congressional Black Caucus, urged

the SBA to clarify its position that the new program is intended to aid "minority business enterprises." Without such an assurance, the congressman said, there would be "no guarantee" that the goal of increased minority involvement in broadcasting could be achieved.

Hard times hit public-interest law organizations

Citizens Communications Center particularly is strapped as foundations cut back funding; it will survive, however, says Bowie

Nolan Bowie, director of the Citizens Communications Center, the earliest and still the most active public interest law firm specializing in communications matters, acknowledged last week funding is a problem ("Closed Circuit," Dec. 5). "We may have to have benefits," he said half joking.

A major part of the problem is the unwillingness of the Ford Foundation to fund Citizens for the next two years at the same level it did for the past two. Two years ago, the foundation provided \$480,000; this year, the two-year grant expected is \$400,000. Mr. Bowie said "adequate" funding for Citizens is \$300,000 a year.

Why the reduction? A Ford Foundation official last week said the fund has been cutting back aid to public interest law firms for some time. "We don't stay with one effort indefinitely," he said. "We go on to other things."

Not only that, but help from the Rockefeller Brothers Fund for Citizens' lawyer-intern program—\$38,500 for the past two years—is not being renewed. Like Ford, that fund is finding different uses for its money.

(Some public interest types suggest darkly that the cutback was prompted by

remarks made by Henry Ford II, chairman of the board of the Ford Motor Co., in resigning as trustee of the foundation. He complained that the foundation staff as well as institutions receiving grants apparently do not recognize that the "abundance" created by the capitalist system enables the foundation and others like it to do their work.)

Further adding to Citizens' frustration is the fact that \$48,000 in attorneys fees it was granted in two proceedings is in escrow as a result of FCC decisions and Internal Revenue Service requirements. Because the commission specifically did not approve (or disapprove) payment of the funds—\$35,000 in a transfer case involving WNCN(FM) New York and \$13,000 in the settlement of the dispute over the sale of WMAL-TV (now WJLA-TV) Washington to Joseph Allbritton—Citizens must await an IRS ruling that acceptance of the funds would not violate its tax-exempt status.

Citizens is not alone in feeling a money pinch. Jim Lorenz, of the Council for Public Interest Law, says the problem appears to be widespread. He ascribes it in part at least to the feeling on the part of foundations that, with a "moderate to liberal" administration in power—and staffed, to an extent, by veterans of the citizens movement—funding for public interest law firms does not command as high a priority as it did in the past.

To make matters worse, efforts to provide financial assistance for citizen groups participating before federal agencies are not faring well. A bill sponsored by Senators Edward Kennedy (D-Mass.) and Charles Mathias (R-Md.) to provide such aid died in committee. And while the new FCC chairman, Charles D. Ferris, appears to be more receptive to the idea of reimbursing legal expenses of citizen groups that participate in commission proceedings, a court decision has raised the question of whether the commission by itself has the necessary authority to grant reimbursements.

With the foundation money tap closing

Minorities charge discrimination in broadcast ratings, agency practices

Ethnic media are undervalued, Van Deerlin rewrite panel told; rating services, AAAA witnesses admit to problems but deny a deliberate business bias

Several minority broadcasters charged last week that there are deficiencies, perhaps even racial bias, in the methods of the TV and radio ratings services that deny minority broadcasters their proper places in audience rankings.

In a hearing before the House Communications Subcommittee—the last in its series on the Communications Act rewrite—they cited major discrepancies between competing rating services' reports of the same audiences and "strangely disappearing audiences" in successive rating sweeps.

A black broadcaster, Jo Ann Anderson of WQD(FM) Tallahassee, Fla., told subcommittee Chairman Lionel Van Deerlin (D-Calif.) and Marc Marks (R-Pa.), the two subcommittee members present, that in one 90-day period her station dropped from second or third to ninth in the Arbitron rankings in her market. "The effect was devastating," she said. The station lost its national advertisers, leaving her with the bitter feeling that Arbitron "has set itself up as a regulatory agency ... with power to see a station live or die."

Elliott Franks (WIOC(AM) Columbia, S.C.), president of the National Association of Black-Owned Broadcasters, said the diary method of collecting ratings is "most ineffective in terms of black households," resulting in widely fluctuating audience ratings for black-held stations. He said he has seen instances of high-density black communities yielding diary returns that were less than 50% black.

Without the ratings, advertisers will ignore black stations, making it more difficult to remain in business for minorities that had trouble getting started in the first place. "Most of us come in on a shoestring and exist from month to month," he said. "We don't have the money reserves for the fabulous prizes" other stations use as inducements to audiences during ratings weeks, he said.

In their defense, representatives of three major rating services—Arbitron, Nielsen and Pulse—said they are trying to fine-tune their methods to produce more reliable results. Rupert Ridgeway, vice president of client research services for Arbitron, said "we may be heading for a day when we consider the black population as a separate universe counted separately." But a major drawback to that is that "it would cost a lot more money ... to make

and the government's not opening, Citizens is limping along with what amounts to a \$200,000 shortfall over the next two years. The firm, which normally employs five lawyers, is down to three, including Mr. Bowie.

Nevertheless, Mr. Bowie said, Citizens, which was established in 1969, "definitely is not going out of business." He is continuing to try to raise additional funds. He is in touch with foundations, and has even sought help from the broadcasting industry. However, he said representatives of group owners he has seen have turned him down, citing a possible conflict of interest in providing financial assistance.

An immediate problem confronting Citizens is illuminating.

It is representing National Citizens Committee for Broadcasting in the newspaper-broadcasting crossownership case; it was NCCB's appeal that led the U.S. Court of Appeals in Washington to overturn the FCC order grandfathering most existing co-located crossownerships and to direct the commission to initiate a rulemaking aimed at breaking up all such commonly owned holdings. Broadcasters and newspapers in five appeals have retained some of the most distinguished firms in communications law to represent them. But Charles Firestone, the lawyer on the case for Citizens, hasn't the \$2,500 to \$3,000 needed to print the brief.

Together for the time being

NAB and NCTA join in filing at the FCC; they seek rule allowing ex parte contacts during informal rulemakings

The National Association of Broadcasters and the National Cable Television Association, which disagree on most things involving their respective industries, are in agreement on the importance and legality of being able to lobby the FCC in at least most rulemaking proceedings. The generally antagonistic trade associations last week, as expected, petitioned the commission to issue a ruling that would make clear that ex parte contacts during the pendency of informal rulemakings are permissible ("Closed Circuit," Dec. 5).

The request, the associations noted, was made necessary by the decision in March of the U.S. Court of Appeals in Washington in the pay cable case, holding that ex parte contacts in all informal rulemakings, as in adjudicatory proceedings, should be barred (BROADCASTING, March 28). Until then, such contacts were permitted and were normal procedure.

The only clear-cut ban on ex parte contacts in rulemakings involved "resolution of conflicting private claims to a valuable privilege."

The petitioners last week noted that several developments have raised a question as to whether the holding of the pay

cable court is the law of the circuit. A member of the pay cable panel subsequently issued a concurring statement contending that the holding had gone too far. Another panel of the court, in the children's television proceeding, said the same thing. And the Department of Justice, citing those developments, has said the pay cable court's "broad statement does not appear to be the law of the circuit."

Following the pay cable ruling, the two trade associations and all others concerned with matters pending before the commission have been constrained in their dealings with decision-making personnel by an informal ruling by the general counsel's office that no ex parte contacts would be permitted in any pending rulemaking.

Last week, NAB and NCTA said that "sweeping proscription" should be lifted. As the commission itself has argued, they said informed decision-making is enhanced by ex parte contacts.

The petitioners conceded that "there is some risk that the strict reading" of the pay cable court "may be the law," although they say they doubt that. "All of the developments cited above lead to the contrary conclusion." (The hope that the Supreme Court would resolve the issue by reviewing the question was dashed two weeks ago, when the court declined to review the matter [BROADCASTING, Dec. 5]).

The petition was filed at a time when commission attorneys, under the FCC's new general counsel, Robert Bruce, are drafting a statement expressing the commission's position on ex parte contacts in light of the pay cable and children's programming decisions.

Media Briefs

Streamline plan. President Carter has issued executive order aimed at improving and simplifying manner in which government issues regulations. Order is limited in effect to executive branch agencies, but question on which comment is being asked is whether it should be applied as well to independent agencies, such as FCC. One provision of proposal would require agencies to publish semiannual agendas of regulations that would describe subject areas in which regulations are being considered and status of pending proposals.

Conrad's status. Attorney for Anthony L. Conrad, former chairman and president of RCA Corp., New York, reported that Internal Revenue Service does not intend to pursue criminal prosecution of Mr. Conrad, who resigned in 1976 after failing to file federal, state and local personal income tax returns for years 1971 through 1975 (BROADCASTING, Sept. 2, 1976, et. seq.).

NBC Radio adds. Three stations have affiliated with NBC Radio. They are KUBB(AM) Mariposa, Calif.; KBOI(AM) Boise, Idaho, and WJMS(AM) Ironwood, Mich.



Regarding those ratings. Representatives of the broadcast ratings services and their detractors in the minority broadcasting community met at a panel discussion before the House Communications Subcommittee last Tuesday. The participants: (left photo, l to r) Rupert Ridgeway,



Arbitron; Jo Ann Anderson, WOWT(FM) Tallahassee; (right photo) Elliott Franks, National Association of Black-Owned Broadcasters; John Dimling, National Association of Broadcasters; René Anselmo, U.S. Spanish Television Network, and Edward Schillmoeller, A.C. Nielsen.

changes in sample techniques," he said.

Mr. Ridgeway added that practices now are not as bad as the minority broadcasters paint them. The research methods used on black audiences draw a response that is better than that from the average white audience he said—70% as opposed to 48% in radio ratings.

Edward Schillmoeller, vice president of statistical research for A.C. Nielsen, said his firm makes larger payments to blacks to fill our diaries than it does to whites. "You have to use extra efforts among some persons," he said.

Richard Roslow, president of The Pulse, objected to the charge that rating services can make or break stations. "They are guides and estimates," he said, and not all advertisers rely on them solely in determining where to place advertisements.

But all three ratings service representatives acknowledged that the various ratings methods have their drawbacks. John Dimling, research vice president for the National Association of Broadcasters, listed three.

One is in the ratings sample frame. If a service relies on telephone surveys it is likely to miss blacks, because research shows that black households are more apt to have unlisted phones than whites. Research also has uncovered a second problem—that black and Spanish-speaking households are less likely to respond to rating surveys. A third is that for reason of language or other problems minority consumers are more likely to give incomplete or erroneous information.

The minority representatives amplified on problems in the methods. Ms. Anderson said that Arbitron, for example, ignores the 30,000 members of the student population in Tallahassee, the group most likely to listen to her station's album-oriented rock format. René Anselmo, president of the U.S. Spanish Television Network, suggested that as much as half of his target audience would have difficulty understanding a ratings diary. "The best thing that can be said of the diary technique," he said, "is that it's cheap."

Mr. Anselmo charged that distorted minority ratings are the result of a deliber-

ate plot among the rating services, the networks, large broadcast groups and associations to hold down competition in the broadcast industry. The ratings services are a part of it, he said, because to improve their service would cost more money. He called the Broadcast Rating Council a "back room club" that sweeps minority complaints under the rug.

Mr. Anselmo leveled a salvo directly at Nielsen, which put out a special report on Spanish-speaking audiences that he termed "pure con . . . false and misleading." One segment, purporting to show the program choices of the Spanish-speaking audience in San Antonio, Tex., was based on only 161 diaries. "Nobody would do that," he said. "It's worse than not measuring us." Nielsen's representative let the allegation stand unanswered.

Calls from the minority representatives for government regulation of the rating services' methods got little reaction from the congressmen, but Mr. Van Deerlin said after the hearing that he "would think advertisers should be concerned about the rather uncertain vehicle they're riding."

A second part of the hearing Tuesday touched on minority broadcasters' complaints against advertisers. William Hessey, representing the American Association of Advertising Agencies, said advertisers "try to find the best way to reach audiences . . . It couldn't be further from the truth that they have avoided minority stations."

But Barbara Proctor, president of the Proctor & Gardner agency in Chicago, said there is an institutional and financial bias against minorities, and that advertising agencies are not immune from it. The agencies go for the best returns on their efforts, she said. Faced with a choice between a black-held station and a white-held station in the same market, they will deal with the white, because it usually means higher commissions. Aside from that, she said, "There is a general feeling that blacks are reached by the general media," she said. "So there is no incentive to go to the black media."

Sanford Moore, former president of the now defunct Black Perspectives Advertis-

ing Agency, charged there is a conspiracy among the large advertising agencies to exclude blacks from decision-making roles in the advertising business. Without more blacks in the business, Mr. Moore said, "there is no way to insure that black media will get advertising dollars."

Mr. Hessey disputed the allegation, citing AAAA training programs for blacks as evidence of the desire to have the black community represented in the agency business.

The minority members of the advertising panel asked the subcommittee to take action, if not to correct problems with commercial advertising, at least to see that the government's advertising budget is fairly distributed. They indicated that the Defense Department, with \$71 million allocated to military recruitment advertising, has not placed enough ads with minority stations. Representatives of the armed services present had no ready figures to prove or disprove the charge.

Lieutenant Colonel John Williams of the Defense Department said the military spends its money "as efficiently as it can without concern for racial differences" and does run an open bidding process for commercial agencies to compete for military accounts. But Ms. Proctor said that process is weighted toward the established white-controlled agencies. "It's expensive and almost prohibitive for black companies," she said.

Mr. Hessey objected to the implication that the government should insure that minority broadcast stations receive 10% of the government money. But Skip Finley, Eastern sales manager for the Mutual Black Network, said the blacks are not looking for a subsidy. "We're looking for one person in a responsible position to say to another, 'Let's give them a break.'"

No longer the need

ABC Radio Spot Sales will be phased out of operation over the next three to six months.

A spokesman said it had been formed in 1970 as the sales arm for the ABC Owned

FM Stations to give emerging FM outlets maximum opportunities. Since FM is at a virtual audience parity with AM now, ABC feels its spot sales mission has been achieved, he added.

ABC Radio Spot Sales represents 21 stations, including ABC's seven FM outlets plus 14 others, a few of which are AM's.

ABC Radio Spot Sales has one ABC-owned AM station on its list, KXYZ(AM) Houston. Of ABC's six other owned AM stations, four are represented by Blair Radio and one each by Katz Radio and McGavren-Guild.

ABC Radio officials said they are reviewing the future of Spot Sales personnel with a view toward absorbing as many employees as possible into other units of the company. Martin Percival is vice president in charge of ABC Radio Spot Sales.

Radio's silver lining without the cloud

RAB's David predicts medium will continue its upward revenue climb of at least 10% in 1978

Radio is headed for another record-breaking year in 1978, according to Radio Advertising Bureau. It's predicting that advertiser expenditures will increase by more than 10% for the third year in a row.

Miles David, bureau president, in an assessment of radio's prospects for next

year, noted that recent FCC figures indicate advertiser expenditures in radio grew by 17.5% in 1976 over 1975 (BROADCASTING, Dec. 12). He said the bureau's projection is that the radio growth rate in 1977 will be "well over 10%, probably closer to 15%." For 1978, he added, RAB is predicting that radio will "again exceed a 10% level of growth" for the total medium.

"If this can be achieved," Mr. David pointed out, "it will be the first time since 1939-1941 that radio's strong growth percentage hit double digits three years running."

Mr. David acknowledged that the double-digit increase in 1978 will require "pick and shovel digging," and said there are "some economic uncertainties." He maintained, however, that "radio can grow faster than the economy if as an industry we continue driving to develop new sources of revenue."

To help the industry reach record sales in 1978, RAB has devised a Radio Total Marketing plan. This plan sets an industry sales objective for each month of 1978. For example, January will be a month to develop new advertisers; February, advertisers active in newspapers; March, major retailers; April, automobile dealers; May, auto-related advertisers; June, bank advertisers; July and August, chain stores; September, advertiser success stories to sell other advertisers; October, strong advertising categories; November, restaurants, and December, co-op advertisers.

Christmas is a present for radio-television

Retailers pace boom in business during holiday selling season

Television and radio stations are singing a merry tune during the Christmas advertising season.

Both the Television Bureau of Advertising and the Radio Advertising Bureau are passing on cheerful reports from their field offices. Precise figures will not be available until March, but both Roger Rice, president of TVB, and Miles David, president of RAB, are buoyed by preliminary reports on retail advertising expenditures in broadcast.

There were some differences of opinion as to the source of the bullish business. Some station operators said that improved sales stemmed from old-line clients as well as new, while others attributed the brisk pace of advertising placements primarily to retailers that are using the media for the first time or returning after an absence.

Bud Hirsch, vice president of NBC Spot Television Sales in New York, said retail business "is up this year" for the pre-Christmas period and noted "there are more different retail accounts—and those

"SSSTUTTERING and your child"

AWARD-WINNING PUBLIC SERVICE FILM

Now available for commercial and educational programming

Silver Medal winner at the TV & Film Festival of New York, this 27-minute color film is titled "SSStuttering and Your Child." This educational film shows parents how they can prevent children from becoming stutterers, and is available for programming now without charge.

"I recommend it without reservation" says Phillip Slavick, Program Director of NBC affiliate Channel 5, Memphis."

SPEECH FOUNDATION OF AMERICA
c/o Seven Oaks Productions
8811 Colesville Road Silver Springs, Md. 20910
Phone 301-587-0030

We are interested in programming
"SSSTUTTERING and Your Child"
Please send the 27-minute color film to

Name _____

Station _____

Address _____

City _____ State _____ Zip _____

Nine months for networks. Advertiser expenditures in network TV in September were \$285.4 million, up 17.2% from September 1976, the Television Bureau of Advertising reported last week on the basis of estimates compiled by Broadcast Advertisers Reports.

For the first nine months of 1977 the TVB/BAR figures put the network total at almost \$2.5 billion, a 21.5% gain over the January-September period in record-setting 1976.

In both September and the nine-month period the biggest gains were in weekday daytime. In September weekend daytime was second and nighttime third, while for the nine-month period nighttime showed the second largest rate of gain, followed by weekend daytime (see table).

For the nine months, the report showed ABC first in billings with \$834,009,900, CBS second with \$829,698,000 and NBC third with \$815,573,300.

	September			January-September		
	1976	1977	% chg.	1976	1977	% chg.
Daytime	\$80,891,900	\$98,988,900	+22.4	\$700,781,700	\$860,490,800	+22.8
Mon.-Fri.	52,726,200	65,755,700	+24.7	480,227,400	596,417,400	+24.2
Sat.-Sun.	28,165,700	33,233,200	+18.0	220,554,300	264,073,400	+19.7
Nighttime	162,680,100	186,452,000	+14.6	1,339,080,100	1,618,790,400	+20.9
Total	\$243,572,000	\$285,440,900	+17.2	\$2,039,861,800	\$2,479,281,200	+21.5

	ABC	CBS	NBC	Total
January	\$94,200,500	\$91,887,200	\$99,965,200	\$286,052,900
February	94,540,600	90,311,100	87,540,600	272,392,300
March	108,733,500	104,889,000	97,701,300	311,323,800
April	100,399,400	104,159,800	97,659,700	302,218,900
May	99,494,900	104,905,000	101,676,100	306,076,000
June	86,132,200	84,957,800	93,397,200	264,487,200
July	72,745,200	74,048,100	75,394,400	222,187,600
August	77,382,600	77,799,800	73,919,200	229,101,600
September	100,381,100	96,740,200	88,319,600	285,440,900
Year to date	\$834,009,900	\$829,698,000	\$815,573,300	\$2,479,281,200

who have been on before are spending more retail dollars."

Ed Libov Associates, New York and Chicago, a specialist in retail broadcast advertising, said there are more retailers on TV this holiday season, but claimed that old-line TV clients won't spend much more money this year than last year. He discerned a trend this year—several retailers started later (at Thanksgiving) but said the blitz was heavier in the final four weeks before Christmas.

Mr. Libov projected that radio would get "a much larger chunk" of Christmas dollars this year than last. With both TV and newspaper rates escalating, he said, more retailers are turning to radio. But, he conceded, radio airtime "isn't being given away either."

Bob Fairbanks, TVB vice president, Western sales, reported differing patterns in Los Angeles and Denver. In Los Angeles, he said, there is heavy TV advertising with co-op dollars for cosmetics, but in Denver there is strong co-op advertising in the ready-to-wear and soft-goods areas.

Steve Seymour, vice president, TV sales, Westinghouse Broadcasting Co., New York, said department stores' use of TV is up considerably across the board. He cited "strong Christmas campaigns" by Kaufmann's, Joseph Horne, Gimbel's and J.M. Fields in Philadelphia, and he pointed to active TV efforts by Liberty House, Mervyn's and Macy's in San Francisco.

Peter Desnotes, vice president, sales, for the ABC-owned TV stations, said

spending in New York is not much greater than last year but there has been an influx of new advertisers, including Bloomingdale's and B. Altman's. He said Detroit is blossoming as a retail TV market, pointing out that Kaybaum is using the medium for first time and that Hudson's is up almost 100% over last Christmas. He said the "big story" in Chicago is that Marshall Field has tapped television for the first time.

Sherman Wildman, general manager, retail sales, CBS Owned Television Stations division, reported brisk business from department stores and chains in Chicago, St. Louis and Los Angeles. He emphasized that many retailers came back to TV this year after a successful Christmas effort in 1976, while others (including Buffum's in Los Angeles and J.C. Penney in St. Louis) weighed in this year with holiday advertising sprees.

Expanded use of radio was reported by a number of chains that used both TV and radio in many instances. Stepped-up use of radio during the holiday season was undertaken by, among others, Carson, Pirie, Scott, Chicago; Broadway, May Co. and Sears Roebuck in Los Angeles; Yonker's in the Midwest and Macy's and Gimbel's in New York.

Advertising Briefs

On trial. Procter & Gamble, which spends more than \$300 million in television and less than \$300,000 in radio (mainly for

promotions and special markets), is testing radio in New York, using long list of stations for its Ivory Liquid product. Some radio officials think this test could be significant, leading to expansion to other markets, if successful. Agency for Ivory Liquid is Compton Advertising, New York.

Dropped. American Motors Corp., Southfield, Mich., has notified Cunningham & Walsh, New York, it is seeking new agency to replace C&W at conclusion of AMC's fiscal year next March 31. C&W handles passenger car billing at estimated \$30 million, of which about approximately \$20 million is in TV-radio. C&W has handled passenger car account for more than five years. Spokesman for AMC in Southfield said company has not begun actively to seek replacement agency. Company said C&W had been terminated because of "new corporate strategy AMC will employ."

Rep for rep. Concert Music Broadcast Sales, representative for classical music radio stations, has appointed Harlan G. Oakes Co., Woodland Hills, Calif., as its representative for Southern California-Arizona.

Anita's back. Florida Citrus Commission voted unanimously to extend Anita Bryant's \$100,000 per year contract for third year—through August 1979, ending speculation that she would be dropped because of her stand against some homosexual rights. It also approved resolution supporting her right to voice opinions on any subject without fear of reprisal.

Toy makers make their case with FTC's Pertschuk

Federal Trade Commission Chairman Michael Pertschuk met last Wednesday with officials of the toy industry. At an informal conference in the chairman's office, Aaron Locker, general counsel of the Toy Manufacturers of America, told Mr. Pertschuk that the \$150-million-a-year toy advertising effort in television is "unique" in its high degree of self-regulation.

Mr. Locker said that toy manufacturers voluntarily submit their commercials for review under code guidelines developed by the National Association of Broadcasters. "We don't get a commercial on the air unless these requirements are met," Mr. Locker said. Of all the commercials made by toy manufacturers, 85%-95% are "precleared," he added.

Mr. Locker also said the manufacturers were "concerned" that the FTC was looking at children's advertising during the Christmas buying season—the time, he said, when almost 60% of all toy purchases are made. Attending the meeting with Mr. Locker were Sam Sherwin and Abe Kent, president and chairman, respectively, of the manufacturers' association.

Broadcasting's

Top 50 Agencies 1977

THE 1977 CLIO AWARD



U.S. RADIO BEST...
CONCEIVED BY STATION
WABC EASY AS ABC GAME
"HOLLYWOOD IS
EASY AS ABC"

WABC
MUSICRADIO 77

*THE MOST LISTENED-TO STATION
IN THE NATION

© 1977 American Broadcasting Companies, Inc.

*Current ARB TSA Cume 12+ Est. 6 a.m.-12 Mid. Mon-Sun

WHAT MAKES A STRONG RADIO NETWORK?

■ BROAD NATIONAL COVERAGE:

321 stations, reaching 91.4% of the total U.S.

■ EXCELLENT COST/EFFICIENCY:

Fully competitive with all networks.

■ QUALITY AFFILIATES:

A strong mixture of recognized AM and FM stations.

■ SUPERB FLEXIBILITY:

Regional market-by-market customization to individual advertiser needs.

■ DEPENDABLE CLEARANCE:

Guaranteed. 100%.

■ NETWORK EXPERIENCE:



**ROBERT A. DWYER,
PRESIDENT**

Former Vice President, Director of Blair Radio Network, and Vice President of Blair Spot Sales.



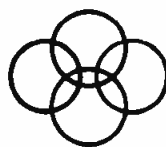
**ROBERT J. SYERS,
V.P. MARKETING/SALES**

Former Vice President, Buckley Radio Network. ABC-FM Director of Marketing. Sales, ABC Radio Network.



**THERESA GASKIN,
V.P. OPERATIONS**

Former Operations Coordinator, BMS Network, and Ass't Ad Director, Home Furnishings Daily.



THE MCGAVREN GUILD/BMS RADIO NETWORK

400 Park Avenue, New York, New York 10022 (212) 826-4238

1 J. Walter Thompson 2 Young & Rubicam 3 Leo Burnett 4 BBDO 5 Grey 6 Ted Bates 7 Dancer-Fitzgerald-Sample 8 McCann-Erickson 9 Ogilvy & Mather 10 Benton & Bowles 11 Doyle Dane Bernbach 12 Foote, Cone & Belding 13 D'Arcy-MacManus & Masius 14 Wm. Esty 15 Campbell-Ewald 16 Needham Harper & Steers 17 SSC&B 18 Kenyon & Eckhardt 19 Compton 20 Cunningham & Walsh 21 Gardner 22 Wells, Rich, Greene 23 N.W. Ayer 24 Marschalk 25 Campbell-Mithun 26 Kelly, Nason 27 Bozell & Jacobs 28 Ketchum, MacLeod & Grove 29 McCaffrey & McCall 30 C.T. Clyne 31 Norman, Craig & Kummel 32 Parkson 33 Della Femina, Travisano & Partners 34 Tracy-Locke 35 Ross Roy 36 Daniel & Charles 37 Scali, McCabe, Sloves 38 John Murray 39 Tatham-Laird & Kudner 40 Arthur Meyerhoff 41 Warwick, Welsh & Miller 42 W.B. Doner 43 DKG 44 A. Eicoff 45 Eisaman, Johns & Laws 46 Rosenfeld, Sirowitz & Lawson 47 Post-Keys-Gardner 48 Erwin Wasey 49 Carl Ally 50 Weightman

Broadcasting's Top 50 Agencies 1977

Best year yet for broadcast billings; top-50 agencies post spending total more than \$900 million higher than 1976

Despite their criticism of television's skyrocketing costs, the top-50 broadcast agencies in 1977 smashed 1976's record billing year by the widest margin in TV-radio history.

It was television, of course, that served as the catalyst for the stellar broadcast year, but radio, too, turned in a highly commendable performance. Television billings among the top-50 TV-radio agencies eclipsed 1976's total by more than \$850 million. And radio surpassed its 1976 volume by more than \$60 million.

The figures show that starting in 1972 there have been steady year-to-year gains. In 1977, the leading broadcast agencies dwarfed 1976 expenditures by more than \$900 million. And in 1976 the agency billings were a hefty \$780 million over 1975.

Gains in billings were reported by the vast majority of agencies: 43 registered increases; four posted declines, and three were new to the ranking this year.

For the 21st consecutive year J. Walter Thompson was in first place in the top-50 agency survey conducted by BROADCASTING since 1952. Thompson managed to weather a spectacular billings increase year by Young & Rubicam and maintain its top spot with broadcast investments of \$407.6

million. Y&R climbed into second place, replacing the Leo Burnett Co., with expenditures of \$395.9 million. Following in order were Burnett, \$340 million; BBDO, \$283 million, and Grey Advertising, \$227 million.

JWT and Y&R hogged every radio-TV spending category except largest investor in network TV, which was captured by Burnett (\$249 million). Thompson was in the number-one position in total broadcast billings (\$407.6 million); total television billings (\$371 million) and network radio billings (\$11.4 million). Y&R led in four classifications: spot TV (\$136.8 million), total radio (\$38 million), spot radio (\$28.1 million) and biggest broadcast gain (\$117.4 million).

A large number of other agencies advanced substantially, most notably Doyle Dane Bernbach, up \$64 million; Thompson, up \$60.5 million; Campbell-Ewald, up \$58.4 million; Dancer-Fitzgerald-Sample, up \$45.2 million; D'Arcy-MacManus & Masius, up \$40.9 million, and Burnett, up \$38 million.

On the down side of the ledger were Wells, Rich, Greene, down \$13.8 million in broadcast expenditures; Benton & Bowles, down \$5.8 million; Rosenfeld, Sirowitz & Lawson, down \$1.8 million, and A. Eicoff Advertising, down \$400,000.

Displaced from the 1977 compilations were Warren, Muller, Dolobowsky; Hol-

land Callaway, and Clinton E. Frank. The last, a house agency, was acquired by Campbell-Ewald early this year. Breaking into the top-50 classification this year were Eisaman, Johns & Laws; Carl Ally and Weightman Advertising.

The highest climb upward in the rankings was made by Campbell-Ewald, which added \$58.4 million in billings and moved from 21st position to 15th. Dancer, with a \$45.2 million billings spurt, climbed from 10th to seventh. Making substantial progress were Kelly, Nason, which advanced from the 31st to the 26th spot, and McCaffrey & McCall, which moved to the 29th listing from 39th.

Among agencies whose rankings slipped were Wells, Rich, Green and Ogilvy & Mather, even though the latter swelled its TV-radio spending by more than \$10 million.

Following is an alphabetical listing of the first-50 broadcast billing agencies. In the vast majority of cases the figures were obtained from the agencies themselves; in others, estimates were compiled from a variety of sources.

49

Carl Ally □ Combined broadcast billings totaled \$22 million during 1977. TV billings amounted to \$19 million with \$10 million in network and \$9 million in spot. Radio billings



One Woman's Network.

WTEN Albany-Schen-Troy
KOB-TV Albuquerque
KVII-TV Amarillo
KTVA Anchorage
WHMA-TV Anniston
WSB-TV Atlanta
KTBC-TV Austin
WBAL-TV Baltimore
WRBT Baton Rouge
KJAC-TV Beaumont-Port Arthur
WBNG-TV Binghamton
WAPI-TV Birmingham
KTVB Boise

WLVI-TV Boston
KCRG-TV Cedar Rapids-Waterloo
WCIA Champ-Spring-Dec
WCIV Charleston, SC
WOWK-TV Charleston-Huntington
WRET-TV Charlotte
WMAQ-TV Chicago
WXIX-TV Cincinnati
WKYC-TV Cleveland
WOLO-TV Columbia, SC
WBNS-TV Columbus, Ohio
KRIS-TV Corpus Christi
KTVT-TV Dallas-Ft. Worth
WHBF-TV Davenport-RI-Moline
WHIO-TV Dayton
KOA-TV Denver
CBET Detroit-Windsor
KDAL-TV Duluth-Superior
WEAU-TV Eau Claire
KVIA-TV El Paso
WJET-TV Erie
KVAL-TV Eugene
WTVW Evansville
KXJB-TV Fargo
WJRT-TV Flint-Saginaw-Bay City
WBBH-TV Ft. Myers
WANE-TV Ft. Wayne
KMJ-TV Fresno
WCJB Gainesville
WOTV Grand Rapids-Kalamazoo
WLUK-TV Green Bay
WFMY-TV Greens-W Salem-H Pt.
WFBC-TV Greenville, SC
WTPA Harrisburg-York-Lan-Leb
WFSB-TV Hartford-New Haven
KPRC-TV Houston
WKUR-TV Huntsville-Dec-Florence
KID-TV Idaho Falls-Pocatello

WISH-TV Indianapolis
WILX-TV Jackson-Lansing
WJXT Jacksonville
WJAC-TV Johnstown-Altoona
KMBC-TV Kansas City
WATE-TV Knoxville
KATC Lafayette, La.
KPLC-TV Lake Charles
KGNS-TV Laredo
KLAS-TV Las Vegas
WTVQ-TV Lexington
KATV Little Rock
KNBC Los Angeles
WHAS-TV Louisville
WISC-TV Madison
WLUC-TV Marquette
WCIX-TV Miami
WITI-TV Milwaukee
WTCN-TV Minneapolis
KTVE Monroe-El Dorado
WTVF Nashville
WWL-TV New Orleans
WNBC New York
WTAR-TV Norfolk-Ports-N News
KMID-TV Odessa-Midland
KWTV Oklahoma City
KMTV Omaha
WDBO-TV Orlando-Daytona Beach
KTVO Ottumwa-Kirksville
WMBD-TV Peoria
WTAF-TV Philadelphia
KTAR-TV Phoenix
WIBC-TV Pittsburgh
WMTW-TV Portland-Poland Spring
KATU Portland-Salem
WJAR-TV Providence-New Bedford
WTVR Raleigh-Durham
KOLO-TV Reno
WXEX-TV Richmond
WHEC-TV Rochester

WIFR-TV Rockford
KQVR Sacramento-Stockton
KTVI St. Louis
KMST Salinas-Monterey
KUTV Salt Lake City
KSAT-TV San Antonio
KCST-TV San Diego
KRON San Francisco
KCOY-TV Santa Barbara-Santa Maria
WJCL Savannah
KIRO-TV Seattle-Tacoma
WHMB-TV South Bend-Elkhart
KHQ-TV Spokane
WSYR-TV Syracuse
WSYR-TV Tampa-St. Petersburg
WTOL-TV Toledo
KTSB Topeka
KVOA-TV Tucson
KOVY Tulsa
WKTV Utica
WRC-TV Washington, DC
WPTV West Palm Beach
WSTV-TV Wheeling-Steubenville
KFDX-TV Wichita Falls-Lawton
WBRE-TV Wilkes-Barre-Scranton
WECT Wilmington
KAPP-TV Yakima
WFMJ-TV Youngstown

“The Mary Tyler Moore Show”



The Broadcasting top 50 advertising agencies and their 1977 radio-TV billings

(all dollar figures are in millions)

	Combined broadcast billings	Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Broadcast share of agency's total billings	Broadcast billings change from 1975	Agency's rank in 1976
1. J. Walter Thompson	\$ 407.6	\$ 371	\$ 241.0	\$ 130.0	\$ 36.6	\$ 11.4	\$ 25.2	75	+\$60.5	1
2. Young & Rubicam	395.9	357.9	221.1	136.8	38.0	9.9	28.1	54.0	+117.4	3
3. Leo Burnett U.S.A.	340.0	328.0	249.0	79.0	12.0	2.0	10.0	59.0	+38.0	2
4. BBDO	283.0	261.0	168.0	93.0	22.0	4.5	17.5	68.0	+36.0	4
5. Grey Advertising	227.4	216.3	145.2	71.1	11.1	4.1	7.0	61.4	+28.1	5
6. Ted Bates	215.2	199.4	146.0	53.4	15.8	9.5	6.3	67.0	+28.0	7
7. Dancer-Fitzgerald-Sample	211.2	199.8	127.8	72.0	11.4	1.8	9.6	70.4	+45.2	10
8. McCann-Erickson	204.7	180.5	125.0	55.5	24.2	4	20.2	63.0	+36.7	9
9. Ogilvy & Mather	203.4	188.4	138.5	49.9	15.0	9.3	5.7	70.4	+10.4	6
10. Benton & Bowles	186.9	179.7	128.6	51.1	7.2	0.5	6.7	72.7	-15.8	8
11. Doyle Dane Bernbach	186.0	172.0	110.0	62.0	14.0	3.0	11.0	55.9	+64.0	13
12. Foote, Cone & Belding	179.2	157.3	113.6	43.7	21.9	7.5	14.4	56.7	+35.4	11
13. D'Arcy-MacManus & Masius	178.9	151.3	76.3	75.0	27.6	7.0	20.6	63.0	+40.9	12
14. Wm. Esty	151.0	134.0	89.0	45.0	17.0	7.0	10.0	69.0	+37.0	14
15. Campbell-Ewald	138.2	126.7	83.0	43.7	11.5	3.0	8.5	62.0	+58.4	21
16. Needham, Harper & Steers	126.0	118.4	90.2	28.2	7.6	2.3	5.3	61.2	+27.4	17
17. SSC&B	107.4	99.4	76.7	22.7	8.0	1.7	6.3	67.0	+3.4	15
18. Kenyon & Eckhardt	107.4	97.2	63.2	34.0	10.2	2.7	7.5	74.1	+19.5	19
19. Compton Advertising	97.7	95.5	79.1	16.4	2.2	0.3	1.9	75.1	+8.7	18
20. Cunningham & Walsh	97.3	93.2	50.7	42.5	4.1	0.0	4.1	71.0	+12.1	20
21. Gardner	90.1	83.3	59.6	23.7	6.8	0.8	6.0	67.0	+11.4	22
22. Wells, Rich, Greene	85.3	73.9	55.7	18.2	11.4	1.2	10.2	53.0	-113.8	16
23. N.W. Ayer	71.0	65.0	45.0	20.0	6.0	1.8	4.2	49.0	+12.0	23
24. Marschalk	58.1	54.1	34.0	20.1	4.0	0.2	3.8	71.0	+4.7	24
25. Campbell-Mithun	58.0	47.0	12.0	35.0	11.0	1.0	10.0	50.4	+7.9	25
26. Kelly, Nason	55.2	51.2	30.3	20.9	4.0	0.0	4.0	78.8	+19.8	31
27. Bozell & Jacobs	51.1	41.5	16.6	24.9	9.6	0.6	9.0	28.0	+6.1	27
28. Ketchum, MacLeod & Grove	50.0	44.3	24.3	20.0	5.7	0.2	5.5	33.3	+4.5	26
29. McCaffrey & McCall	47.6	45.3	38.5	6.8	2.3	1.5	0.8	63.0	+10.6	39
30. C.T. Clyne	46.0	44.0	25.0	19.0	2.0	0.0	2.0	91.0	+11.0	32
31. Norman, Craig & Kummel	45.1	43.1	29.3	13.8	2.0	0.0	2.0	47.0	+3.3	28
32. Parkson	43.1	43.0	42.8	0.2	0.1	0.0	0.1	88.0	+9.2	45
33. Della Femina, Travisano & Partners	42.4	33.2	20.3	12.9	9.2	3.1	6.1	65.0	+13.7	45
34. Tracy-Locke	41.3	38.5	22.0	16.5	2.8	0.0	2.8	56.6	+4.4	30
35. Ross Roy	39.1	28.4	4.9	23.5	10.7	2.4	8.3	55.0	+6.4	37
36. Daniel & Charles	37.4	35.5	16.0	19.5	1.9	0.0	1.9	62.0	+5.4	39
37. Scali, McCabe, Sloves	36.0	33.0	12.0	21.0	3.0	0.0	3.0	51.4	+3.0	36
38. John Murray	34.5	32.3	17.0	15.3	2.2	0.0	2.2	85.0	+4.5	41
39. Tatham-Laird & Kudner	34.4	34.0	18.9	15.1	0.4	0.0	0.4	51.0	+0.2	33
40. Arthur Meyerhoff	34.3	28.6	5.5	23.1	5.7	1.9	3.8	88.0	+0.7	35
41. Warwick, Welsh & Miller	32.1	26.4	17.2	9.2	5.7	2.6	3.1	51.0	+0.9	40
42. W. B. Doner & Co.	32.0	25.3	3.0	22.3	6.7	0.7	6.0	56.1	+2.6	43
43. DKG	29.6	27.3	17.3	10.0	2.3	0.6	1.7	64.0	+8.4	48
44. A. Eicoff & Co.	29.0	28.6	0.0	28.6	0.4	0.0	0.4	96.5	-0.4	43
45. Eisaman, Johns & Laws	29.0	20.0	2.1	17.9	9.0	1.1	7.9	64.0	-	-
46. Rosenfeld, Sirowitz & Lawson	28.2	23.9	5.6	18.3	4.3	2.0	2.3	74.2	-11.8	41
47. Post-Keyes-Gardner	25.7	22.2	13.8	8.4	3.5	0.9	2.6	36.7	+5.6	46
48. Erwin Wasey	25.6	23.1	15.0	8.1	2.5	0.4	2.1	81.0	+3.1	47
49. Carl Ally	22.0	19.0	10.0	9.0	3.0	0.0	3.0	53.0	-	-
50. Weightman	21.3	19.2	9.3	9.9	2.1	0.0	2.1	82.0	-	-

were \$3 million, all in spot. Major accounts added this year were Barney's clothing store and Dunkin Donuts. Clients active in broadcast spending included: Pan American Airlines, Fiat, Tonka Toys, Federal Express and IBM (office products).

23

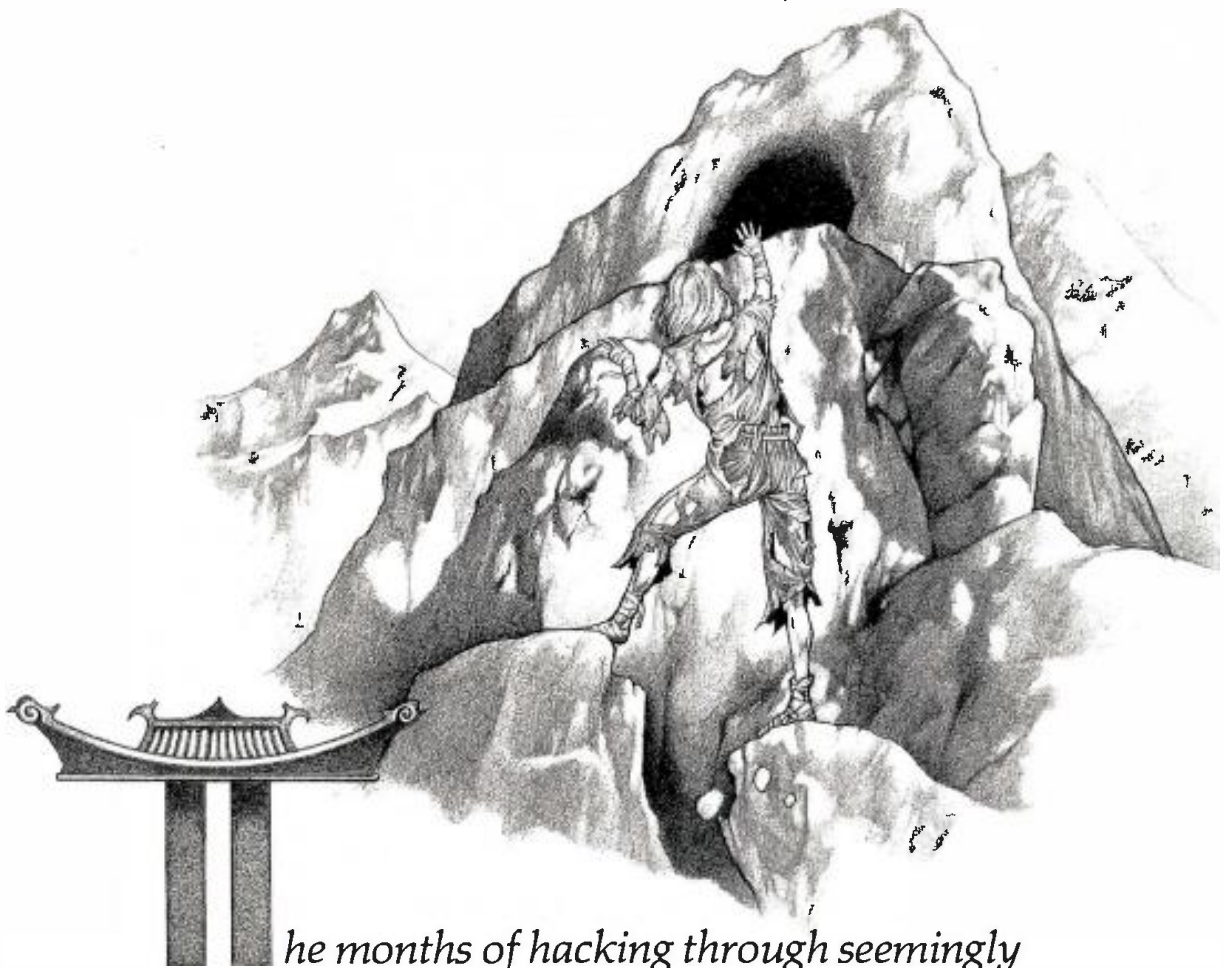
N. W. Ayer □ Broadcast billings were up by \$12 million from 1976 levels. TV billings

showed an increase of \$13.5 million, while radio billings dropped \$1.5 million. TV network showed a sharp gain of \$17.5 million while spot TV fell \$4 million from last year. Accounts picked up during the year: Vespa of America (motor scooters and mo-ped products), Gerber (new products), Van Camp Sea Food (Chicken of the Sea) and Motorola (auto sound products). Major broadcast spenders throughout the year at Ayer included: AT&T, du Pont, General Motors, Nestle, Sealtest, U.S. Army, Scholl,

Blue Cross/Blue Shield, Olympia Brewing and Sunbeam Appliance Co.

4

BBDO □ During the year BBDO added an estimated \$36 million in TV-radio billings, helped by the acquisition of new accounts including Papermate's Flair pens, Trac II razors and Old Stone Bank. During the year BBDO resigned Breon Laboratories. Other substantial



he months of hacking through seemingly impenetrable jungles and scaling tortuous ice-covered slopes had taken their toll. With the last vestige of his strength, he dragged himself to the entrance of the mountain cave.

Forcing his torn and pain-wracked body the last few inches, he collapsed, exhausted at the feet of the great guru.

His quest was finally at an end.

"Tell me, oh great master, oh seer of visions never dreamed of by the pithy mind of ordinary man," he croaked, through fever-parched lips.

"Tell me the answer."

"The answer, my son," the great guru whispered, "is that Xerox is a registered trademark of Xerox Corporation and, as a brand name, should be used only to identify its products and services!"

1

broadcast spenders on BBDO's roster included Campbell Soup, H & R Block, American Cyanamid Co. (Breck products), Dodge Division of Chrysler, du Pont, Delta Airlines, Hills Bros., PepsiCo., Pillsbury, Quaker Oats, RJR Foods, Hunt-Wesson, Scott Paper, Vick Chemical, Standard Oil of California and George Hormel & Co.

6

Ted Bates & Co. □ Bates added \$28 million in broadcast billings during 1977 as it took on the accounts of the Electrolux Division of Consolidated Foods and Wyler Food Corp. Television was the prime beneficiary, with an additional \$25.1 million in billings. Radio was bolstered by almost \$3 million. Heavy TV-radio spenders in the Bates bailiwick were Bristol-Myers, Carter-Wallace, Colgate-Palmolive, ITT Continental Baking, Matsushita, Maybelline, Nabisco, Ocean Spray Cranberries Inc., RCA, Standard Brands, Hertz, Warner-Lambert, National Airlines and North American Systems (Mr. Coffee).

10

Benton & Bowles □ B&B increased its TV-radio total by only \$1.4 million during 1977 as its broadcast share slipped from 78% in 1976 to 72.7% this year. The agency had served notice earlier this year that because of what it said were "escalating costs" in television, it was experimenting with the use of alternative media. B&B, in an admittedly inflationary year, upped its total TV expenditures by only \$1.1 million but sliced its spot TV spending by almost \$10 million. B&B, of course, still maintains a list of television advertisers that include General Foods, Procter & Gamble, Vick Chemical, Texaco, S.C. Johnson & Son, Norwich, Continental Airlines and Sara Lee. Sponsors of specials were Texaco, General Foods and P&G. Radio spenders included P&G, Vick, Texaco and Continental Airlines. B&B lost some assignments from General Foods and resigned Gillette Trac II and Chicagoland Oldsmobile Dealers. Accounts acquired in 1977 were Holland America Lines, Hy-Gain, Johnson Products, Signet and Arlington/Washington Racetrack.

27

Bozell & Jacobs □ Broadcast billings rose \$6.1 million from last year's figure of \$45 million. TV billings were \$41.5 million, radio \$9.6 million. Major accounts added this year: American Association of Railroads, American Cyanamid, American Wood Council, Helena Chemical, Jockey International, Liggett & Myers Group, Wisconsin Department of Business Development, Commodore Corp., Comprehensive Care Center, Greyhound Corp., Cameron Iron Works, Marathon Oil, Hawthorne Melody, Skill Corp., Garcia, Treacher's Fish & Chips and Beatrice Foods (Sanna Division). Accounts that left during the year included National Bank of Commerce, Keystone Laborato-

ries, Wyler Foods, Florida National Bank, Continental Trailways Inc. and Royal Pantry Foods.

3

Leo Burnett U.S.A. □ The high-flying Burnett agency, which added more than \$60 million in billings in 1976, swelled that total by \$38 million in 1977. Television expenditures rose by \$40 million while radio declined by \$2 million. Pacing the spending in television this year were Procter & Gamble, Kimberly-Clark, Maytag, Nestle, Pillsbury, Allstate Insurance, American Bankers Association, Keebler, Kellogg, Heinz, RCA Corp., Revlon, Royal Crown Cola, Swift, Star-Kist, Schlitz Brewing, Union Carbide, Union Oil and United Airlines. Major investors in radio were Schlitz, Star-Kist, Nestle, Maytag, Heinz, Keebler and Kellogg.

15

Campbell-Ewald □ TV-radio billings skyrocketed by more than \$58 million, reflecting in large part the billings of Clinton E. Frank (\$35 million which was merged with C-E early this year. C-E's total estimated domestic billings include those of Frank and Tinker Campbell-Ewald, acquired last year. Heavy broadcast spenders at C-E itself include Chevrolet, Goodyear Tire & Rubber and such General Motors units as A. C. Delco and General Motors Acceptance Corp., plus Borden Foods, Rockwell, Libbey-Owens Ford, Burroughs and Detroit Edison. An Interpublic agency, Campbell-Ewald, via Clinton E. Frank, had billings from Oscar Mayer, Continental Oil, Mothers Cake and Cookies, and from Tinker Campbell Ewald, the expenditures of Heublein and Coca-Cola Foods Division.

25

Campbell-Mithun □ Combined broadcast billings rose \$7.9 million during the year with gains in spot TV and radio areas. Heavy spot TV and radio spenders included West Bend (appliances), Litton (microwave cooking products), Land O'Lakes (food products), and Kroger (grocery chain). Accounts added this

Biggest Spenders

Total broadcast billings

J. Walter Thompson \$407.6 million

Total TV billings

J. Walter Thompson \$371.0 million

Network-TV billings

Leo Burnett \$249.0 million

Spot-TV billings

Young & Rubicam \$136.8 million

Total radio billings

Young & Rubicam \$38.0 million

Network-radio billings

J. Walter Thompson \$11.4 million

Spot-radio billings

Young & Rubicam \$28.1 million

Biggest broadcast gain

Young & Rubicam \$117.4 million

year included Burny Bros. (division of Beatrice Foods), Tonka Toys, Fisher Nuts, Saluto Pizza Sticks, 3M Petites, Yoplait yogurt and Chicagoland Oldsmobile Dealers Association. One account left the agency—Sanna Dairies (Beatrice Foods).

30

C.T. Clyne □ Clyne showed a solid \$11 million gain in broadcast billings over last year with a major increase in network TV, which went from \$16 million to \$25 million. Two new accounts were added this year, A.E. Staley (new products) and 3M Corp. (new products). Advertisers with heavy participation in broadcast included: Whitehall Labs, Boyle-Midway, J.P. Stevens, Del Labs and Alexander & Alexander. The Oppenheimer Corp. was the only account lost.

19

Compton □ TV-radio spending at Compton moved up by \$8.7 million, though the broadcast share of over-all billings dipped to 75.1% from 76.7% last year. New accounts landed during 1977 were Mrs. Paul's Kitchens, Norcliff Laboratories, Jones Dairy Farm, plus product assignments from Johnson & Johnson and Procter & Gamble. Procter & Gamble is a prime Compton account while other substantial broadcast clients during 1977 were U.S. Steel, American Motors, New York Life Insurance, Johnson & Johnson and Norcliff.

20

Cunningham & Walsh □ C&W increased its television expenditures by \$12.2 million during the year while radio fell by \$100,000 from 1976 levels. New accounts at C&W during 1977 were Beecham Products (Macleans tooth paste), Stubbies Ltd. (shorts and jeans) and United Dairymen of Arizona. Anderson Clayton Foods (Chiffon margarine and Seven Seas salad dressings) was resigned during the year. Network and spot TV clients included American Home Foods, American Motors Corp., Andrew Jergens Co., Beecham, Boyle-Midway, Folger Coffee, Schlitz Brewing, Lea & Perrins, MEM Co., Qantas Airways, Sterling Drug, and Stubbies. Active spenders in radio were American Motors, Barclays Bank International, Beecham, California Milk Producers Advisory Board, Connecticut General Insurance, Schlitz, MEM and Qantas.

7

Dancer-Fitzgerald-Sample □ Abetted by a rash of new business this year, D-F-S's broadcast expenditures climbed by more than \$45 million. Included in the upsurge was new business from Toyota and General Mills (Lord Jeff), Beecham Inc. (Brylcreem), American Insurance Association, Celestial seasonings and STP oil filters. Broadcast-active accounts in the D-F-S fold included: CPC International, Ethan Allen Inc., General Mills, Hanes Corp., Hunt-Wesson Foods, Life Savers Inc., Olympia Brewing, Procter & Gamble, Schick and Peter Paul.

36

Daniel & Charles □ Increased TV-radio bill-

ings of \$5.4 million were reported by Daniel & Charles, which added during 1977 such broadcast accounts as Miracle White Laundry Aid, Sally Hansen Hard-as-Nails, Flame Glo cosmetics, Lambretti wines, Me! Fragrances, Exocaine and Ultra Ban II. Other clients investing in network and spot TV and spot radio included Camargo Foods, Dracket, GAF Corp., Gorton's Foods and Kayser-Roth.

13

D'Arcy-MacManus & Masius □ TV-radio expenditures rose by more than \$40 million over 1976 as the broadcast proportion climbed to 63% from 57% last year. The agency reported new business from Westinghouse (corporate advertising), Anheuser-Busch (Natural Light beer), Sunland (raisins), Helene Curtis and Northwest Industries. Accounts lost included Krey Packing and Aetna Life & Casualty Insurance Co. Substantial spenders in network and spot TV were Ace Hardware, American Dairy Association, Anheuser-Busch, American Oil, Cadillac, Colgate-Palmolive, General Tire & Rubber Co., Heublein, Pontiac and Whirlpool. Radio clients included Ace Hardware, American Dairy, Anheuser-Busch, American Oil, Brown Shoe Co., Crown Zellerbach, Red Lobster restaurants, 3M Co. and Whirlpool.

33

Della Femina, Travisano & Partners □ This agency reported an excellent new business year gaining such accounts as Ralston Purina Co. (High Protein Dog Meal), Vick Chemical (Lavoris and new products), Chemical Bank, Airwick (Binaca and Carpet Fresh), Chesebrough-Pond's (fragrances) and Alexandra de Markoff (cosmetics). Della Femina added \$13.7 million broadcast billings, listing such accounts as Dow Chemical, Chesebrough-Pond's Dribeck Importers (Beck's beer), International Multifoods Corp., Nalley's Fine Foods, Ralston Purina, United Food Industries, West End Brewing, Blue Nun and Schieffelin & Co. (Cinzano vermouths).

43

DKG □ DKG's broadcast billings rose \$8.4 million to \$29.6 million from last year's total of \$21.2 million. TV billings increased \$10.1 million with a \$1.7 million drop in radio billings. TV network spending showed a rise of \$8.7 million to \$17.3 million from last year's \$8.6 million. Accounts added this year with billings in TV and radio were Aamco Transmission, Church & Dwight, Cott Beverages, Simon & Shuster (pocket book division) and Thermos Corp. Other accounts that shared in broadcast spending included: Amstar (American sugar division), Consolidated Cigar Corp. (division of Gulf & Western Industries), Corning Glass Works (consumer products division), Dollar Savings Bank of New York, Getty Oil and Remington (division of Sperry-Rand). Ovaltine was the only account lost.

42

W.B. Döner & Co. □ This Southfield, Mich.-based agency added \$2.6 million to its broadcast billings this year, with the largest gains

coming in spot radio and network radio—the former up from no billings last year to \$700,000 this year, while the latter rose \$1.5 million. Total TV billings were reported up \$400,000. Returning clients included Colt 45, Commercial Credit, Carling National Breweries, Giant Eagle Foods, Venture Stores, Ourisman Chevrolet, Richway Inc., Michigan Bank, Fred Meyer, Hygrade Food and Berklene.

11

Doyle Dane Bernbach □ DDB raised its TV-radio expenditures by a hefty \$64 million as the TV-radio share increased from 51.7% to 55.9%. Part of the gain stemmed from new accounts such as International Gold Corp. and from new product assignments from Mobil Oil, Procter & Gamble and Bristol-Myers. Major television accounts at DDB were American Airlines, Avis, Bayer, Clairol, Mobil, Ore-Ida, Polaroid, Sony and Volkswagen. Radio expenditures were for American Airlines, Avis and Mobil.

44

A. Eicoff & Co. □ This Chicago agency remained heavily oriented toward spot television buys which this year have increased in billings, while radio spot has declined by more than 1 million. The agency continues to add clients at a rapid clip, reporting about 30 new customers in 1977, including Blistex, Teledyne, the *Chicago Daily News* and Burwood Products. Major continuing accounts, all using spot TV, include Amoco, Athena Corp. (also using spot radio), Brunswick, Capital Records, Mattel Canada and Cunningham's Drug Stores (also using spot radio).

45

Eisaman, Johns & Laws □ Broadcast billings totaled \$29 million at this Los Angeles-based agency. Total TV billings amounted to \$20 million with \$2.1 million in network and \$17.9 million in spot. Radio showed the same range with \$1.1 million in network and \$7.9 million in spot, totaling \$9 million. Accounts gained this year with activity in spot TV and radio were: Suzuki Motors (motorcycles, accessories and bicycles), Food Town supermarkets, and Gumout (division of Pennzoil). Other major accounts with heavy spot TV and radio spending include Pacific Southwest Airlines, Chevrolet Dealers Association, Alpha Beta supermarkets, Walgreen's and Cooper tires.

14

Wm. Esty Co. □ Broadcast spending at Esty surged by \$37 million, aided by a substantial \$32 million boost in TV and a respectable \$5 million hike in radio. Esty is winding up an excellent new business year, having obtained in 1977 such accounts as Nissan Motor Corp. (Datsun cars and trucks), Nabisco (Rival Pet Food), Magnavox Co. (video disk player and video tape recorder) and Seagram's Gold Seal Wine Co. Among the solid investors in television were American Can Co., American Home Products Corp., Chesebrough-Pond's Inc., Colgate-Palmolive Co., Genesee Brewing Co., Interbank Card Association, Magnavox, Nabisco,

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General
Sales Manager



Bob Dovichak
Local
Sales Manager

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WSAU-TV Western WRAU-TV Peoria
WNTV Madison
KOSA-TV Odessa-Midland
Subject to the qualifications of the reports.

Top 30 Advertisers

Nissan, Noxell, Swift & Co., Union Carbide Corp., Warner-Lambert Co. and the American Chicle Co. Radio clients were American Can, American Home Products, Chesebrough-Pond's, Colgate, Magnavox, Nabisco, Swift, and Warner-Lambert.

12

Foote, Cone & Belding □ Combined TV-radio billings jumped by \$35.4 million at FC&B as the broadcast share increased to 56.7% from 52.4%. Radio rose by more than \$7 million and TV by almost \$28 million. Sherwin Williams was a new account, while U.S. Suzuki was lost during 1977. Substantial TV expenditures were made by Armour, Hallmark, S.C. Johnson, Kraft, Sears Roebuck, Pizza Hut, Sherwin Williams, Sunbeam, Zenith, Frito-Lay, Bristol-Myers, Mazda, Dole and California Raisin Advisory Board. Radio buys came from Armour, Johnson, Sears, Frito-Lay, Bristol-Myers and Dole.

21

Gardner □ Total broadcast billings for Gardner jumped \$10.5 million from \$79.6 million to \$90.1 million. Expenditures in network and spot TV rose from \$74.1 million to \$83.3

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million this year. Major accounts with heavy network and spot-TV activity were Anheuser-Busch with investments in St. Louis Cardinals telecasts and Raiston-Purina with its syndication of *That Nashville Music* program. Other major clients include Royce Electronics, Mercury Marine, and Southwestern Bell Telephone.

5

Grey Advertising □ Agency bolstered its broadcast expenditures by more than \$28 million during 1977. Grey landed new business that included Warner Bros., Kenner (toys), Korvettes, Department of Defense, Kendall Oil, Booth Fisheries, B. Dalton Bookseller and Dayton-Hudson Jewelers as well as additional assignments from General Foods (Dream Whip) and C. W. Post cereal. Lost during the year were Greyhound, Gillette (personal care division), Citgo and Columbia Pictures. Grey's heavy spenders in network and spot TV were Procter & Gamble, General Foods, Block Drug, Revlon, General Electric, Amana, Mennen, ITT Continental Baking, Timex, International Playtex, Canada Dry, Bristol-Myers and Sentry Insurance. Active in radio were General Foods, Block Drug, Revlon, General Electric and Amana.

26

Kelly, Nason □ This agency increased its broadcast billings by \$19.8 million during the year. Gains of \$18.4 million in total TV billings were mostly in spot-TV which jumped from \$7.7 million last year to \$20.9 million this year. Accounts active in spot-TV areas are Church & Dwight (Arm & Hammer), Kimberly-Clark (feminine hygiene and diapers), Upjohn Co. (Unicap vitamins), Hollywood Brands (division of Consolidated Foods), Ocean Spray (cranberry juice), Stroehman Bros. (bread), United Vintners (Esprit wine), ABC (scenic attractions division), Whitehall Labs and WNEW(AM) New York.

18

Kenyon & Eckhardt □ Paced by the acquisition of four new accounts, K & E increased its billings this year by more than \$19 million. New to the agency this year were Taylor Wines, Ruins of Puerto Rico, Swift & Co. and Puerto Rico Industrial Development Administration. Resigned during the year was Beecham Inc. Network TV was the main gainer at K & E, growing by more than \$18 million. Contributing to the agency's banner broadcast year were TV advertisers that included Colgate-Palmolive, Ford Motor (corporate), Lincoln-Mercury Division, Wm. Underwood Co., Quaker State Oil and Pabst Brewing. Represented in radio were Lincoln-Mercury, Colgate-Palmolive, Quaker State, Savings Bank Association of New York State and Pabst.

28

Ketchum, MacLeod & Grove □ Broadcast billings this year grew by \$4.5 million as TV increased by almost \$6 million and radio fell by \$1.4 million. Ketchum has a list of continuing clients active in network and spot television and spot radio, including H. J. Heinz, Ford Dealers, Pittsburgh Brewing, Rubbermaid Inc.,

Japan Airlines, International Harvester, Wear-Ever Aluminum, Johnson and Johnson and PPG Industries.

24

Marschalk Co. □ TV-radio expenditures edged upward by an estimated \$4.7 million during the year with gains achieved primarily in network television. During 1977 Marschalk acquired Earth Born shampoo, a Gillette product and Sherwin Williams Co. Part of the Interpublic Group, Marschalk has a comfortable list of TV-radio clients, including Coca-Cola Co. (Sprite and food products); Heublein (wines), Northcliff-Thayer (Liquiprin), Revlon, Yardley of London, Paine, Webber, Jackson & Curtis, Ohio Bell Telephone, Sherwin Williams and Standard Oil Co. (Ohio).

29

McCaffrey & McCall □ Broadcast billings rose by more than \$10 million as the TV-radio share jumped from 53% last year to 63% this year of the agency's total domestic billings. The rise was concentrated mainly in network TV with an increase of more than \$12 million during the year. Spot TV showed a drop of about \$1.2 million. Among the broadcast-active accounts: SA. Bongrain-Gerard, Borg-Warner Corp., European American Bank, Exxon Corp., North American Phillips, JC Penney, Pfizer, Random House and Hartford Insurance Group.

8

McCann-Erickson □ TV-radio spending at McCann grew by an estimated \$36.7 million, assisted by expanded TV spending by old-line clients. The largest of the Interpublic Group of advertising agencies, McCann's long list of TV-radio clients included the Best Foods Division of CPC International, Buick Motor Division of General Motors, Campbell Soup Co., Sears, Roebuck and Co. (Chicago group), Coca-Cola, Comet Rice, Foremost Foods, Exxon, Heublein, Miller Brewing, Lufthansa Airlines, Del Monte Corp., U.S. Borax & Chemical Corp., Savings & Loan Foundation, Uniroyal and the Great Atlantic & Pacific Tea Co.

40

Arthur Meyerhoff □ This Chicago-based agency had an increase of \$700,000 in broadcast billings this year. TV billings showed an increase of \$900,000 with a drop of \$200,000 in radio billings. Accounts that participate heavily in broadcast advertising include Wrigley's chewing gum (various brands), Boyle-Midway (division of American Home Products), Brach's candy and Missouri Hickory Corp. (The Tannery). Faygo Beverages (regional bottler) was the only major account added this year, with its spending in the spot-radio and TV areas.

38

John Murray □ TV-radio billings climbed by an estimated \$4.5 million due to increased spending in television. Murray is the house agency for a number of products of American Home Products, all active in broadcast. Products involved in broadcast during 1977 were Anacin, Preparation H, Saniflush toilet-bowl

cleaner, Aerowax floor wax and Easy-Off window cleaner.

16

Needham, Harper & Steers □ TV-radio spending at NH&S moved up by \$27.4 million, reflecting a \$1.5 million gain in radio and the remainder in television. The agency picked up the accounts of S. C. Johnson & Son (Edge shaving gel, Agree cream rinse and conditioner and Glory rug cleaner). Resigned were the Miracle White Co., Champion Valley Farms and Helene Curtis (new products). Needham's extensive list of clients included McDonald's which is active in spot and network TV as exemplified by its investment in five *Charlie Brown* specials on CBS-TV. Heavy TV spending also came from Campbell Soup, General Mills, S.C. Johnson, Kraft, Morton Salt, Quasar, Amtrak, Xerox, Frigidaire, Continental Baking, ITT, General Mills and American Honda Motor Co. Substantial radio clients were General Mills, Kraft, McDonald's, Morton Salt, Amtrak, Xerox, C. F. Mueller Co., Magic Mountain (amusement park) and Winston Tire Co.

31

Norman, Craig & Kummel □ This agency showed an increase of \$3.3 million in broadcast billings this year. A gain of \$7.5 million was made in network-TV spending with a loss of \$3.1 million in spot-TV. Major network TV spenders at NC&K are Chanel, Clairol, Colgate, Dow Chemical and Playtex. Clients added during the year include Olin Corp. (Pace pool chemical), Cadence Publishing (Pizazz Publication), Mario Cuomo Mayoralty Cam-

paign and American Hoechst Corp. (special projects).

9

Ogilvy & Mather □ The agency sliced its TV-radio share to 54.9% from 60% last year but still added \$10.4 million to its broadcast total this year. Accounts acquired during the year were C. F. Hathaway (men's shirts) and Toro Co. (outdoor appliances). Substantial TV-radio spenders during 1977 were American Express Co., Block Drug Co., Bowery Savings Bank, Campbell Soup Co. (Swanson products), Chesebrough-Pond's, General Cigar, General Foods, Hershey Foods, S.C. Johnson & Son, International Playtex Corp., Lever Brothers, Menley & James, KLM Royal Dutch Airlines, Union Carbide, Uniroyal, Nationwide Insurance, Del Monte Corp., and Mattel Inc.

32

Parkson □ This agency's gain in combined broadcast billings was the same as it was last year: \$9.2 million. Contributing the bulk of the agency's 1977 \$43.1 million total was network TV, which grew from \$32.5 million in 1976 to \$42.8 million this year. Broadcasting accounted for a larger share of Parkson's over-all billing this year, going from 81% to 88%. Parkson reports no major accounts lost and none gained, with Nabisco, J. B. Williams and Century Creations remaining as large clients.

47

Post-Keyes-Gardner □ P-K-G reported a

\$300,000 gain in broadcast billings this year after registering declines in that area for the previous two years. Gains were spread between television and radio spot and TV network. Radio network buys dropped from \$2,700,000 in 1976 to \$900,000 this year. Major new accounts listed by the agency for 1977 are Rath Packing Co., which is placing more than \$250,000 in spot radio, and Vigoro fertilizers, placing more than \$1 million in spot TV. Continuing major accounts include FTD Florists, La Choy Foods, Chicago Buick Dealers, Magnet Corp., General Finance, Lennox Heating and MacGregor.

86

Rosenfeld, Sirovitz & Lawson □ Broadcast spending at the agency dipped by \$1.8 million in 1977 as radio fell by \$1.7 million and TV by \$100,000. A new account in the RS&L fold this year was Sharp Electronics. Contributing to the agency's broadcast billings this year were McDonald's, Schmidt's beer, Mogen David, John Hancock, Great Adventure amusement park and Sharp.

35

Ross Roy □ This agency's broadcast billings edged up \$6.4 million as its broadcast share dropped from 82% to 55% this year. TV billings rose from \$25 million to \$28.4 million and radio billings from \$17 million to \$10.7 million. Clients added this year are Uniroyal tires (retail and stores) and Motorists Information Inc. (traffic safety advertising and public relations). Other major broadcast clients include: K-Mart,

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Broadcasting Top 300 Agencies 1977

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37

Scali, McCabe, Sloves □ Broadcast billings rose \$3 million this year with the addition of Marriott Restaurants, Texas International Airlines, Pepsi-Lite and Olivetti. Total billings increased from \$28 million to \$33 million with a decline of \$2 million in radio billings. Other major broadcast clients: Perdue, Van Heusen, Volvo and American Can Co. The Sally Hansen division of Del Labs was the only account lost.

17

SSC&B □ TV-radio billings increased during the year by \$6.4 million as television spending grew by \$5.9 million and radio by \$500,000. The agency reported these new broadcast accounts: Amstar Corp. (grocery and industrial products), American Cigar Co. (Sail pipe tobacco and Flying Dutchman pipe tobacco) and Noxell Corp. (Cover Girl products). Contributing to the broadcast expenditures were American Can Co., Bristol-Myers, Citicorp, Johnson & Johnson, Lever Brothers, Thomas J. Lipton, Noxell, Renfield Importers (Martini & Rossi vetmouths), Sperry & Hutchinson, Tropicana Products and Sterling Drug.

39

Tatham-Laird & Kudner □ Combined broadcast billings remained relatively stable in 1977, showing a \$200,000 gain over the previous year. While combined radio billings dropped by \$300,000, television billing rose by \$500,000. Broadcasting's share of the TLK business decreased from 52.6% last year to 51%—\$34.4 million—this year. Continuing among TLK clients are Coca-Cola, Libby, McNeill & Libby, Miles Laboratories, Procter & Gamble, RJR Foods, Steak and Ale restaurants, RCA Corp., Abbott Laboratories and Dean Foods.

1

J. Walter Thompson □ For the 21st consecutive year, J. Walter Thompson has captured the leadership spot in BROADCASTING's an-

nual survey of agency broadcast billings, a project dating back to 1952. JWT topped its 1976 expenditures by \$60.5 million, aided by the acquisition of assignments from Jacuzzi, Gallo, Chevron, Pacific Stereo, Gerber, Kellogg, Oscar Mayer and All State Savings & Loan. Accounts lost during the year included European-American Bank and Jantzen. Part of Thompson's surge can be attributed to an accent on broadcast, as its TV-radio share grew to 75% from 70% last year. The agency's \$370 million-plus splurge in television was achieved through spending from a diverse list of clients, notably Burger King, STP, Allegheny, Orkin, Eastman Kodak, Lever Bros., American Gas Association, Miles Laboratories, Scott Paper, Warner-Lambert, Oscar Mayer, Quaker Oats, Ford Motor Co., Textron, Kawasaki, Sears Roebuck and Seven-Up. Contributing to Thompson's hefty \$36.6 million billings in radio were STP, Eastman Kodak, Reynolds Metals, Oscar Mayer, Ford, Kawasaki, Kraft and Warner-Lambert.

34

Tracy-Locke □ Tracy-Locke showed an increase of \$4.4 million in broadcast billings this year. Network TV billings rose \$6.1 million with a loss of \$1.9 million in spot TV. Major accounts added this year were Frontier Airlines, Gates automotive products, Giatron Boat Co., Heinz U.S.A. (new products), Rollei of America and Weed Eater Inc. T-L lost two accounts this year, Tom Thumb Stores and Southwestern Life Insurance.

41

Warwick, Welsh & Miller □ This agency's broadcast billings showed a slight increase of \$900,000 for 1977. A gain of \$1.8 million in TV expenditures was made during the year, while radio billings fell by \$900,000 from 1976 levels. Accounts added this year include Burlington Industries (corporate advertising, Klopman Mills division, Burlington sportswear fabrics), and CPC International Inc. (Best Foods division-special products unit, H-O Oats, H-O instant oatmeal and H-O cream farina). Additional assignments from past clients are: Economics Labs (Clean N Smooth) H.J. Heinz Co. (vegetarian beans), Plough (Artra Ashy skin cream, Coppertone's tan care, Duration nasal spray, St. Joseph's cold tablets, St. Joseph's fever reducer, St. Joseph's decongestant nasal

spray and nose drops for children), Selchow & Righter (The Cattleman game) and U.S. Tobacco (Colts little cigars and House of Windsor cigars.)

48

Erwin Wasey □ TV-radio expenditures edged up by \$3.1 million during the year, aided by the acquisition of Pillsbury Co. (frozen foods) account. Erwin Wasey, an interpublic agency, represents such broadcast-oriented accounts as the California Avocado Advisory Board, Carnation Co. and Gulf Oil.

50

Weightman □ This Philadelphia - based agency had total TV and radio billings of \$21.3 million this year. Heavy billings were concentrated in both spot TV and network TV with spot earning \$9.9 million and network \$9.3 million. Heavy TV spenders include Allen Products (Alpo dog food, new products), Beech-Nut Foods (baby foods) and Gino's (fast food restaurant chain). Other broadcast spenders at Weightman were International Salt Co. (Sterling table salt) and Pfeiffer's Foods (salad dressings).

22

Wells, Rich, Greene □ The agency reported broadcast billings of \$85.3 million, down \$13.8 million from last year with television declining by \$11.5 million and radio by \$2.3 million. WRG continues to represent a sizable roster of TV-radio clients. Contributing to the agency's broadcast billings during the past year were Bic Pen Corp., Midas International, J.C. Penney, Procter & Gamble, Sun Oil, Trans World Airlines, Canadair, and Datsun Dealers.

2

Young & Rubicam □ Y&R is closing out the biggest year in its history with its broadcast billings soaring by an estimated \$117.4 million. More than \$50 million in over-all billings was acquired as a result of the acquisitions of Hutchins/Darcy Advertising, Rochester, N.Y., and Sive Associates, Cincinnati. In all, Y&R's domestic billings were swelled by about \$120 million in new business and its broadcast figures also were enlarged by substantial increased spending by old-line clients. During the year Y&R snared new accounts that included Singer Corp. (corporate advertising), UniRoyal (Keds), American Chicle (Dentyne chewing gum), Parke-Davis (consumer products), Motorola Inc., Kentucky Fried Chicken, and Business Marketing Corp. in New York. Lost during 1977 was Simmons Co. (mattresses). On Y&R's long list of TV-radio investors were American Home Products, Bristol-Myers, Cluett, Peabody & Co., Dr. Pepper, Eastern Airlines, Frito-Lay, General Cigar, General Electric, General Foods, Gulf Oil, Johnson & Johnson, Thomas J. Lipton, Procter & Gamble, Simmons Co., Time Inc., Warner-Lambert Co., Metropolitan Life Insurance Co., Gino's and E & J Gallo Winery.

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Wald signs with PBS

Former NBC News president will serve as public affairs consultant

Richard C. Wald will join the Public Broadcasting Service early next year. The former president of NBC Television News has been appointed a consultant for public affairs programming, PBS announced last week. A PBS spokesman said Mr. Wald is expected to start his new position in January, but he said it was not known whether he would move to Washington or remain in New York.

Mr. Wald, whose appointment was announced by PBS President Lawrence Grossman, left his position at NBC two months ago (BROADCASTING, Oct. 10). Now 46, he joined NBC as a vice president in 1968 after some 17 years in the newspaper field.

He joined the *New York Herald-Tribune* in 1951 while a student at Columbia University and served it for 15 years as religion editor, political reporter, associate editor and, in 1965-66, managing editor. When the *Herald-Tribune* folded, he moved to the short-lived *World Journal Tribune* and then to the *Washington Post*, where he was assistant managing editor. He returned to New York as vice president of Whitney Communications until he went to NBC News. He became president of that organization in January 1973.

At PBS Mr. Wald will review the network's public affairs program schedule and work with member stations to develop new program ideas.

CIA will stay arm's length from journalists

The Central Intelligence Agency has issued new guidelines reaffirming a 1976 policy against entering into paid relationships with journalists for information-gathering, but permitting unpaid relationships.

Following reports early last year alleging that the CIA has had agents and paid informants working for or under cover of several news organizations, including U.S. TV networks, the agency adopted a policy saying it would discontinue the practice and cut off all paid or contractual relationships with U.S. news correspondents, including stringers.

That has been carried out, CIA Director Stansfield Turner said. In addition, he ordered the implementation of new regulations Nov. 30 saying that because "the special status afforded the press under the Constitution necessitates a careful policy of self-restraint," the CIA in the future will not enter into paid relationships with anyone reporting for a print or broadcast news organization. Nor will it contract

with any nonjournalist staff employe without the express approval of senior management of the news organization. Nor will it use the names of any news organization as cover for its agents.

But the CIA will allow reporters to supply information to the agency "which may be useful to his or her government," according to the new policy. It says the "CIA will continue to permit unpaid relationships with journalists or other members of U.S. news media organizations who voluntarily maintain contact for the purpose of providing information on matters of foreign intelligence or foreign counterintelligence interest to the U.S. government."

The policy says the CIA will also continue to permit "open relationships" with journalists for such things as translating services and lectures at agency training courses.

Further protection in libel cases

Supreme Court lets stand ruling that Constitution allows reporting newsworthy statements, even if they are suspected to be untrue

Can a newspaper publish—or, presumably, a station broadcast—an undocumented charge against an individual without being liable for damages for defamation? The U.S. Court of Appeals in New York last May answered that question in the affirmative, in a case involving the *New York Times*. It said the First Amendment offers protection in such cases. The U.S. Supreme Court last week let that ruling stand.

The *Times*, in its coverage five years ago of a dispute involving the effect of DDT and other pesticides on bird populations, quoted an official of the National Audubon Society as calling three scientists "paid liars" for claiming birds were thriving in pesticide areas.

Actually, Robert S. Arrib Jr., editor of *American Birds*, the audubon society's publication, had written that persons claiming to be scientists and maintaining that bird populations are healthy are "paid to lie." It wasn't until a *Times* reporter called the society with a request for specifics that Richard Clement, the society's vice president, supplied three names.

The scientists, who sued the *Times* and Mr. Clement, were awarded \$61,000 after trial in U.S. District Court. But the appeals court, in an opinion written by Chief Judge Irving R. Kaufman, overturned that decision, holding that the First Amendment protected the *Times* in the case.

Under the constitutional guarantee of freedom of the press, Judge Kaufman wrote, "a newspaper may not be required to suppress newsworthy statements merely because it has serious doubts concerning their truth."

He also wrote that the First Amendment protects the reporting of serious

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charges by "a responsible, prominent organization," like the Audubon Society, that the *Times* reporter did not doubt the truth of the "paid liars" charge and that the story itself was "the exemplar of fair and dispassionate reporting of an unfortunate but newsworthy contretemps."

Journalism Briefs

Kissinger premiere. NBC News has set Friday, Jan. 13, 9:30-11 p.m. (NYT), for first in series of specials with former Secretary of State Henry Kissinger. Initial program, *Henry Kissinger: On the Record*, will focus on Eurocommunism, with David Brinkley, *NBC Nightly News* co-anchor, as chief correspondent. Foreign leaders also have been interviewed for program.

Chastised. Jack Cole, anchor at WNAC-TV Boston, is returning to his post today after one-week suspension without pay. Following Dec. 9 news feature on chimney sweeps and fireplace safety, Mr. Cole said on camera: "We'll be back with more alleged news in a moment." Dick Graf, news director, called remark "inappropriate and improper" and recommended suspension. According to Mr. Graf, Mr. Cole apologized to management and called remark "dumb."

Programming

Three weak weeks take their toll on NBC's ratings

Low numbers for series, specials put network close to third place with CBS coming on stronger

After three disastrous prime-time ratings weeks in a row, NBC-TV has come within a tenth of a point of losing its second place status in the season-to-date ratings to CBS-TV.

From Sept. 5 through Dec. 11, A. C. Nielsen averages show ABC with 20.8, NBC with an 18.1 and CBS with an 18.0. As previously reported, all the networks have taken different weeks since summer reruns ended and new programming and stunting began from which to compute their season-to-date figures—with NBC starting on Sept. 5, ABC on Sept. 12 and CBS on Sept. 19. By the reckoning of ABC and CBS, NBC has already fallen into third place by a tenth of a point.

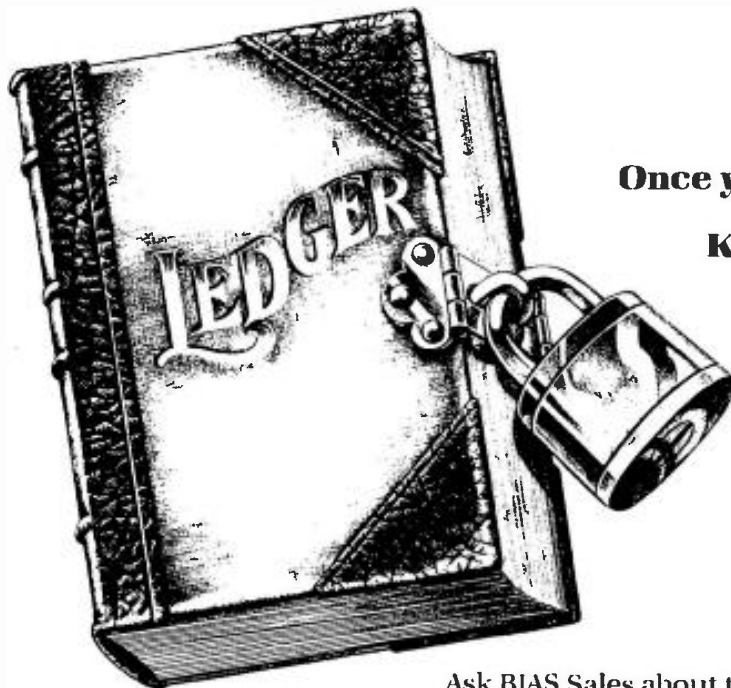
The letdown for NBC has been a sudden failure—or at least a lack of stupendous success—of the events, movies and specials that had compensated for the network's weak series line-up through the

early part of the season. CBS, meanwhile, has been scoring higher with both specials and series—often taking direct advantage of nights when NBC's competition all but disappeared.

The top-30 program lists in Nielsen's last three ratings reports pretty much tell the story. In the week ending Nov. 27, NBC had only five programs in the top 30, three of them specials, while CBS had 12 of the top 30, six of them specials. ABC had 13 top-30 shows that week, none of them a special. The next week, ending Dec. 4, NBC had two programs in the top 30, both on Monday—*Little House on the Prairie* and *Monday Night Movie*. CBS had 14 top-30 shows (nine series, five specials) and ABC also had 14 (10 series, four specials).

In the week ending Dec. 11, NBC had four of the top-30 programs, two of which were specials; CBS had 10 top-30 shows, one of them a special, and ABC had 16 top-30 shows, four of them specials. An encouraging note for NBC that week was the premiere of its new series entry, *Class of '65*, which scored a 41 share on Thursday at 10-11 p.m., making it the number 11 show that week. Although sampling never hurts a new show, '65's competition will likely be rougher in the coming weeks, since CBS pre-empted its generally strong *Barnaby Jones* that night, and ABC's *Red Fox* is due to be replaced by *Baretta* beginning Feb. 2.

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NBC's press department issued a release pointing out that some of ABC's stronger series, including *Baretta*, have been faltering in recent weeks. *Baretta's* shares have declined for the past three ratings reportings, reaching a low of 26 on Dec. 7—but ABC would undoubtedly argue that the program has faced successful specials fare on at least one of the other networks during each of those outings. Perhaps more telling are the recent numbers for *Charlie's Angels*. The series has slipped to 31 shares on its last two performances, down from its usual low 40's scores. Again, both times it was up against fairly successful specials opposition—but *Charlie's Angels* seldom seemed to be affected by its competition in the past.

ABC, in its weekly press release, noted that CBS's switching of *Kojak* and *Carol Burnett* failed to cause an immediate improvement for either program. In *Kojak's* old 10-11 p.m. Sunday time slot, *Burnett* turned in a 28 share, about its seasonal average, while *Kojak* dipped slightly below its usual performance in *Burnett's* former slot, on Saturday at 10-11 p.m., pulling a 27 share.

CBS's Schneider says criticism of TV violence is not valid

He cites results from study that show people have different definitions of violence and says parents should take more responsibility for what programs their children are watching

One of the problems in all the criticism of violence on television is that "violence" means different things to different people, John A. Schneider, senior vice president of CBS Inc., told the National Association of Attorneys General last week.

And he cited survey results to back him up.

Mr. Schneider also warned that critics who blame television "for crime in the streets or the breakdown of American society," or for promoting violence in the young, are "burning witches" while ignoring "some of the more apparent problems around us—the problems of the schools, the homes, the churches, all of which loom far larger in the process of growing up than the television set."

To underscore his point that "the term violence has no universal meaning," he said CBS commissioned a survey on this subject by Response Analysis, Princeton, N.J., with "rather illuminating" results.

"In reply to a question about things people do not like about evening television programs," he said, "33% of the sample offered specific negative mentions of violence. However, a full 50% of these same people listed from one to four or more violent programs as their favorites.

"More important, the bulk of the view-

ing public sees little wrong with certain types of violence on television, while objecting to other presentations. In replying to questions about television violence that was acceptable for children and adults, the study came up with these figures: 61% said that violence in westerns was all right; 51% said that science-fiction violence was all right; 50% said that violence in programs involving superhuman powers against evil was all right; 31% said that violence in police shows was all right.

"The message in those figures is that we are oversimplifying when we lump together all forms of television violence. That is a highly inaccurate reflection of public thinking."

This diffuse perception of what violence is, Mr. Schneider said, is one of several problems arising out of the controversy over what TV violence does or doesn't do to society.

Actually, he said, "many respected social scientists contend that an attempt to blame television for imitative violence is at best questionable." He said that as recently as September "the British Home Office issued a report based on all available evidence and stated that there is no conclusive proof of a correlation between violence on television and violence in society."

Another problem, Mr. Schneider said, is that "according to the best estimates, the number of children between the ages of 1 and 12 watching television does not fall below one million nationally until 1 a.m."

"That's a parental problem, pure and simple," he added.

"But does that mean that we should program, literally around the clock, because of the possible impact that we might have on some children who are predisposed to aggression and who might be viewing at 10 p.m. or midnight when they should be in bed? We also have to consider the adults in the audience who are looking for more than 'Bambi' on their television sets.

"Television cannot be, indeed should not be, the third parent in any household."

Mr. Schneider also struck out at threats of boycott against advertisers in programs that include violence.

"I have no problem," he said, "with the preacher who preaches, or the teacher who teaches, that this program or that should not be watched—for any reason. And I commend the parent who monitors and restricts the television viewing of his or her child.

"My argument is with the individual or group that decides that no one may watch a given show. No matter how well-intentioned, that's censorship and it's abhorrent . . .

"To me, and to other broadcasters, this nation is heading down a dangerous and troublesome path when we allow a forceful infliction of the will of a vocal minority on the rest of us. If a program is so bad, or is so evil, the viewers will turn it off. We don't need any watchdog committee to make those decisions."

He also reminded his audience that "the Supreme Court has recognized the importance of applying [First Amendment] pro-

tections to both news and entertainment," and he sided with NBC in the suit in which a mother claims that her daughter was raped by teen-agers who "got the idea" from watching an NBC-TV dramatic program.

"CBS strongly believes that artistic freedoms cannot survive in [the environment that would result from a victory for the plaintiff] and that the First Amendment accordingly precludes a finding of liability in this case," he said.

Finally, he said, "since television violence is an emotional issue and the discussion generally simplistic, let me offer a simplistic analogy:

"Not too many years ago, wise people in our society contended that if only cigarette advertising were banned from the broadcast media, the consumption of cigarettes would significantly diminish. Cigarette advertising disappeared from radio and television on Jan. 1, 1971. Every year since that time cigarette consumption has increased. A recent study found that the number of young girls smoking has reached rather horrendous proportions. For a change, broadcasting cannot be blamed. But I ask you, what makes you think that reducing or eliminating violence on television will eliminate or even reduce violence in our society?"

New England stations honored with Emmys

WCVB-TV tops list of 10 stations that took 32 awards

WCVB-TV Boston reaped the biggest share of Emmys (14) at the awards dinner and ceremony sponsored by the Boston/New England chapter of The National Academy of Television Arts and Sciences Dec. 10. Thirty-two Emmys in all were presented at the ceremony, which was hosted by David Frost and telecast live from the Boston Park Plaza hotel to a five-station network in New England.

The winners and their categories follow.

- WEDH(TV) Hartford, Conn.
Robert Kaiser □ Individual achievement. direction.
- WBZ-TV Boston
Dick Flavin □ Acting/performing.
- Evening Magazine** □ Entertainment. series.
- General sports coverage** □ Sports programming/sports coverage.
- Gay Rights—Who's Right?** □ Total station public service project.
- WCVB-TV Boston
Calendar □ Documentaries/series.
- The Scandal of Public Housing** □ Editorials and commentary.
- Dying to Grow Up** □ Documentaries/single program.
- Chip Proser and Lenny DeMundel** □ Individual achievement. cinematography.
- Bob King** □ Individual achievement. film editing.
- Cal Hoyle** □ Individual achievement. live camera.
- Ted Lalanian** □ Individual achievement. set design.
- Survival Boston** □ Information program.

House Call □ Instructional programming, series.
Newscenter Five at Six □ News program.
Critic at Large □ News reporting, feature story.
Bid Rigging in Real Property □ News reporting, investigative.
The Trouble With Sports □ Sports programming, single program or series.
The Boston Legacy □ Target audience programming, series (tie with WLVI-TV).

WENH-TV Durham, N.H.
The Concord String Quartet Plays Bartok □ Entertainment, single program.

WETK-TV Burlington, Vt.
The 14th Star □ Instructional programming, single program.

WFSB-TV Hartford, Conn.
Kangarooers □ Children's series.
1927 □ Individual achievement, writing.

WGBH-TV Boston
Logan Airport: Noise & Safety □ News reporting, miniseries.

WHNB-TV New Britain, Conn.
Desertion with Honor □ Target audience programming, single program.

WLVI-TV Cambridge, Mass.
People Power (Spanish) □ Target audience programming, series (tie with WCVB-TV).

WNAC-TV Boston
Stephen Guptill, □ Individual excellence, program concept.

Ted O'Brien □ Outstanding hosting.

James Rothwell □ Individual achievement, tape editing.

Argo Merchant coverage □ News reporting, breaking news.

Clamshell Alliance at Seabrook coverage □ News reporting, news event.

Boating Safety □ News reporting, other reporting.

For having a heart

Television received five Howard W. Blakeslee awards from the American Heart Association Dec. 1 at a ceremony in Miami Beach. The Blakeslee honors are named in memory of the late AP science editor and are given for "outstanding reporting on heart and blood vessel diseases." The broadcast winners:

Gateway Communications and its four television stations (WBNG-TV Binghamton, N.Y.; WTAJ-TV Altoona and WLYH-TV Lancaster, both Pennsylvania, and WOWK-TV Huntington, W. Va.) □ Six prime time specials stressing importance of cardiopulmonary resuscitation.

Gary Schwitzer, WFAA-TV Dallas □ Seven reports on scientific studies dealing with cardiovascular diseases.

60 Minutes, CBS News □ "Heart Attack" segment.

Dr. Arthur Ulene, NBC-TV's *Tbday* show Five reports in "Feeling Fine" series.

WBBM-TV Chicago □ *The New Lady Killers*.

ACS honors given in N.Y.

Nine broadcast awards were among those presented by the American Cancer Society last week at its second annual media awards luncheon honoring excellence in communications about cancer.

In radio the awards went to WIP(AM) Philadelphia, WOR(AM) New York and

WGAR(AM) Cleveland. Television station winners were WBAL-TV Baltimore, WPIX(TV) New York and WIBC-TV Pittsburgh. Among network and syndicated television programs those chosen were *Good Times* on CBS-TV, a segment of *60 Minutes*, also on CBS-TV, and public broadcasting's WGBH(TV) Boston.

CBS News correspondent Dan Rather made the presentations to the nine broadcast and six print media winners at the luncheon Tuesday in New York.

Lothar Bock: international intermediary and impresario

The German who helped NBC-TV nail down the Moscow Olympics tells the tale his way: how a 39-year-old from Munich played both ends against himself in the middle and came out \$10 million ahead in the process

"Everyone is calling me a mystery man. I'm here. I'm alive. There's nothing mysterious about me."

So said Lothar Bock, the West German who delivered the American broadcast rights for the 1980 summer Olympic games in Moscow first into the hands of CBS-TV and finally into those of NBC-TV. Mr. Bock was in New York last week—he was there promoting what he describes as a "dress rehearsal" for the 1980 Olympics, the Spartakiade games from Russia in 1979—and he seemed, indeed, to be not so mysterious after all.

Although he stays in New York's elegant Plaza hotel—as befits a man whose worth increased this year by several million dollars—Mr. Bock has little of the polished urbanity expected in an international wheeler-dealer. Instead, he projects an almost boyish eagerness, more suited somehow to a man who organizes touring magic shows—which is how he got his start in 1965—than to one who plays the continent-hopping liaison between capitalist network executives from the United States and high-level Communist bureaucrats in the Soviet Union. In fact, he objected hardly at all to CBS Sports President Robert Wussler's characterization of him as "a retriever ... that great golden retriever that had gone out and brought back the bird at any cost."

"It's true what he said," Mr. Bock conceded last week. "It's not every day you get the opportunity to bring the Olympic games to America."

But in discussing the tumultuous two years he spent at the task—making 14 trips from Munich to New York and 17 to Moscow—it seems clear that as far as dealing with the Russians was concerned, Mr. Bock was considerably more sophisticated than his powerful clients.

He's produced and distributed programs

from the Soviet Union and from dozens of other countries for more than 15 years. "It's the same as working for 15 years in New York," he said. "You relate business with friendship. If you have friends and you trust each other, it's different. You're talking a different language."

Mr. Bock said he first offered his services to ABC, CBS and NBC as a cultural translator three years ago, when he approached them with the idea of presenting the Bolshoi Ballet on American television. "The Bolshoi will be good for the networks," he said he told them, "and if they want to have the Olympic games, it will help them."

"NBC told me they have a lot of money, they don't need Mr. Bock. ABC told me we have our own connection over there—we don't need Mr. Bock. CBS was number three in Moscow ... they were unknown in the Soviet Union."

So CBS took the offer, Mr. Bock said, and aired the Bolshoi program on June 27, 1976, with Mary Tyler Moore as hostess. With a guest list of 2,000 Soviet dignitaries at the tapings, CBS was on its way to establishing contact. Mr. Bock said he then was hired as a consultant to help those relationships prosper by introducing Arthur Taylor, then president of CBS, Mr. Wussler and William Paley, CBS chairman, among many other CBS executives, to Soviet officials.

What was the attitude of the Americans and Russians toward each other at the bargaining table? Mr. Bock summed it up: "No trust between each other." Partly at the root of the problem, he said, was that the American way of approaching business is in many ways antithetical to the Communist point of view. "In Russia, everything is owned by the state," Mr. Bock said. "You get the same salary if you work hard or if you don't work hard—if you work hard you may get, say, some extra prestige. So every businessman who comes to Moscow asking for new business is asking for a new problem. He imitates a Russian official scrutinizing a business document: 'Why are you bringing me this problem?'"

While Mr. Bock believed that it all would come to CBS in time, the network was apparently less confident—hence the three-network proposal to the U.S. Department of Justice for permission to pool coverage of the games. The move caught Mr. Bock by surprise. "At eleven p.m. I was still negotiating [in Moscow]," he said. "I came back to the hotel and I heard the pool was formed. You understand I come from Germany, and I said, 'What is a pool?' They explained to me and at the same time they explained to me it would never work. I said, 'Then why do you do it?' I went crazy, you see."

Mr. Bock said he isn't sure why the networks felt the proposal had no chance of succeeding, but he suspects that it may have been more of a bargaining ploy than anything else, especially for ABC and NBC. In Mr. Bock's scenario, those two networks perceived that they were about to lose out to Mr. Bock's client, CBS. Why,

then, would CBS join in? Mr. Bock ascribes the decision partly to panic.

"NBC was afraid to lose, ABC was afraid to lose," he said, "so they were happy to join the pool. CBS, my friend Bob Wussler, was in a panic, and he joined in." Later, when CBS decided to withdraw completely from the race, Mr. Bock said he was told by high CBS executives that they preferred to have Mr. Wussler's attention directed more toward regaining the network's number one status in the ratings and less with worrying about winning, and then setting up, Olympics broadcasts. That assessment of the decision corresponds fairly closely with Mr. Wussler's own explanation.

Whether the pool proposal helped pressure an earlier settlement of the negotiations, Mr. Bock didn't say. But it was a relatively easy matter for him to take the agreement he had secured to NBC once CBS turned it down, and in so doing to secure his own fortune. Mr. Bock was asked how it felt for a rather low-key 39-year-old from Munich to be, as a biography put out by his American public relations firm put it, "suddenly placed in the international spotlight."

"You have to understand, I'm a very realistic person," he said. "I'm German—Bavarian—and have for 15, 17 years now run my own business. To start with zero—which I did—and to have success and failure—which I had—and growing and growing until finally coming into this position, it's very nice. But at the same time I feel I have a great responsibility. This is what I said to NBC, and this is why maybe I have been a little bit uncomfortable to them—'You brought me into the picture, announced my name with the deals and so forth, which I didn't want, believe me."

"So I have a great responsibility that the Olympic '80 be first class. We have to work very hard. The teamwork is very important. It is great responsibility."

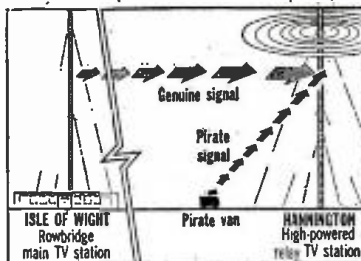
Public stations vote to stick with the winners for next year

Station Program Cooperative narrows show list to 41, with few new entries

If the first step of public television's annual program selection process is any indication, noncommercial TV licensees are following the form of previous years, most willing to put their own dollars on tried and true product.

Of the 41 programs that survived out of 95 considered in the first round of the Station Program Cooperative run by the Public Broadcasting Service, most are system veterans. And although some new proposals made the cut-off, they tended to be toward the bottom of the interest list.

Through the Station Program Cooperative, the licensees choose the shows they will fund next season. The first round, already completed, determines the program



Hijack. Television viewers in southern England panicked and television technicians were baffled Nov. 27 when regular audio was interrupted by "Vrillon, the voice of Ashtar Galactic Command," during Southern Television's evening newscast. London's *The Sunday Times* reported a six-minute message was originated by group of students and electronics enthusiasts from the back of a van parked near the International Broadcasting Authority transmitter at Hannington Berkshire. They jammed the signal reaching Hannington from the main regional transmitter on the Isle of Wight with a homemade transmitter. The tape recorded message was beamed to the Hannington Berkshire antenna from a few hundred yards using a standard domestic television aerial, and IBA's publicity manual, "Guide to Independent Television," which listed the proper frequency.

catalogue that stations will consider at the annual PBS programming conference Jan. 10-12 in Nashville. Various votes follow in an auction-like process, with licensees pooling their resources to fund certain shows.

For this first preference round, stations were asked to rank the proposals from one to five (the higher the better). Aside from two programs that PBS has asked the stations to reconsider, those averaging less than a 3.0 were eliminated. The cumulative dollar value of the shows that will appear in the catalogue, as well as a special events fund and another for documentaries, now totals \$29,040,000.

Within the top-20 rated shows, only one is totally new, *The Mark Twain Mystery Theater*, a miniseries by the South Carolina ETV Network. Some others, although not new to the system, are new to the cooperative manner of funding. Another, WGBH-TV Boston's *Julia Child's Kitchen*, has a familiar chef in a new production.

Topping the list, tied with the highest rating of 4.73, were the Maryland Center for Public Broadcasting's *Wall Street Week*, WETA-TV Washington's *Washington Week in Review* and WGBH-TV Boston's *Nova*. Others ranged from WNET(TV) New York's *Great Performance* (at 4.65) to a new proposal, KPBS-TV San Diego's *Expressions in Black* (at 3.0): Two shows failed to make the 3.0 cutoff: WTTW(TV) Chicago's *Bookbeat* and WCET-TV Cincinnati's proposal for *Congressional Outlook*, at 2.96 and 2.92 respectively and PBS has asked that they be reconsidered.

One new aspect, however, does factor

into the Station Program Cooperative for next season. Along with each program proposal, stations were required to submit a "statement on minorities and/or women in SPC productions." That directive from the PBS board follows a year of considerable pressure from Congress for the public broadcasting community to improve its equal employment opportunity efforts.

European TV groups settle on rights fees for winter Olympics

The European Broadcasting Union and the East European International Radio and Television Union have agreed to pay \$4 million for broadcast rights in the countries they represent for the 1980 winter Olympic games from Lake Placid, N. Y.

According to the announcement last week by the Lake Placid organizing committee, formal signing of the deal is expected to take place early in 1978, as soon as the terms are approved by the various government and Olympic authorities that oversee the organizations. The agreement would require the two broadcasting unions to pay additional fees for technical and other facilities involved in covering the games, but would not require extra fees for space in the broadcast center, according to a spokesman for the Lake Placid committee.

The extra payments were at issue in an earlier dispute by the EBU over the facilities Lake Placid was offering in return for its initial asking price of \$10 million (BROADCASTING, July 18). "Intensive negotiations" in both Europe and the United States have been in progress since that dispute, the spokesman said, leading up to the Dec. 7 signing in Geneva. The rights fee agreed to is four times that paid by the organizations for rights to the last winter games in Innsbruck, Austria, in 1976, according to the spokesman.

Satra settles for lesser piece of pie

Suit dropped by international trading company for concessions involving some film, cassette rights, but not affecting NBC's TV contract

Satra Corp., the trading company that lost out to NBC-TV in its bid to win U.S. broadcast rights to the 1980 summer Olympic games in Moscow, has won an out-of-court settlement in its law suits against NBC, the International Olympic Committee and negotiator Lothar Bock.

The settlement gives Satra, for undisclosed terms, American rights to closed-circuit theater and video cassette distribution of game events. Satra is also to have the opportunity to acquire U.S. theatrical rights to the official film of the games. The company cannot begin to take advantage of those rights until Oct. 1, 1980, according to NBC, and the network

said its exclusive television rights are not affected by the settlement. The awarding of the rights to Satra may have been primarily a concession by the International Olympic Committee, since an NBC spokesman said "we did not give up anything."

Satra filed its suits last Feb. 10 in New York, charging that NBC's contract with the Soviet Olympic Organizing Committee and the IOC represented a violation of a preliminary "protocol agreement" for the rights that Satra had secured with the Russians (BROADCASTING, Jan. 3, et seq.). According to one source close to the case, the settlement represents the culmination of an intensive negotiating effort between the principal parties involved, who were said to be concerned that Satra's charges would cast a pall over the games. Satra, which for 25 years has been, by its own description, a "major factor in U.S./U.S.S.R. trade (the name Satra is an acronym for Soviet-American trade)," has extensive contacts in Soviet official circles, and the company stood to lose face if a satisfactory arrangement was not reached, the source said. Thus, the Soviets were known to have been active in helping reach the settlement. A representative of Satra said last week, "We are not unhappy." He said the company's plans for its use of the Olympic film have not been determined.

Radio programmers promised better break at big conventions

NAB and NRBA agree to changes in programs and promotions

As a result of a meeting with radio program services, the National Association of Broadcasters and the National Radio Broadcasters Association are planning alterations in their annual conventions to give the radio sellers better visibility.

Officials of both associations met with representatives of about 10 firms that usually take convention suites and listened to complaints that there is not enough promotion of their presence and that convention programs are too packed to encourage traffic in their suites. The meeting was in Kansas City, Mo., Dec. 10, organized by Bo Donovan of Tuesday Productions, San Diego.

The outcome: NAB is considering adding one or two of the firms to its exhibit advisory committee, and will publicize them better in its convention brochure and in signs on the hotel floors. It is also considering adding extra early-morning sessions for them in the convention program.

NRBA reports it will try to foster a "more business-like atmosphere" at its convention to encourage more business transactions and will open more time in the convention program, perhaps an entire afternoon, for conventioners to circulate in the suites. It also plans a session with exhibitors on the final day of its conven-

tion, to air their gripes and comments.

NAB's convention next year is scheduled April 9-12 in Las Vegas. NRBA's will be Sept. 17-20 in San Francisco.

Feedback from public

Blue language and off-color programing draw largest number of complaints to FCC

The FCC has announced that public complaints dealing with "obscenity, profanity and indecency" on radio and television went up 227% to a total of 20,146 in fiscal 1977 (ended Sept. 30). Complaints alleging "offensive and bad taste" advertising totaled 936. "Crime, violence and horror," on the other hand, accounted for 5,099 of the public's complaints to the commission while the agency received 7,176 letters praising radio and television stations.

Although the violence figure for 1977 represents a substantial 48% increase in complaints received, that rise is considerably less than the increases in other categories. The commission reported that it received a total of 77,844, which it called a "record high." It logged a 175% increase in "miscellaneous programing" complaints—a total of 29,211.

Within that category, the commission received 4,832 complaints about format changes on FM radio stations, 1,124 "Un-American, Communist, etc." television complaints and 1,466 alleging that television ridicules or makes fun of religion.

The commission received only 20 complaints about children's advertising (all on television) and 340 charging that radio and television stations broadcast "false and misleading" ads. The commission also noted a decline in complaints regarding Section 315 and the fairness doctrine.

Kraft backs CTW commercial venture

'Sesame Street' producer convinces company to spend more than \$3 million for two animated shows based on C.S. Lewis stories

Kraft Inc., Glenview, Ill., will invest more than \$3 million to sponsor two one-hour animated children's specials over CBS-TV in early prime time in the spring of 1979.

The programs will be produced by the Children's Television Workshop, marking the second time that CTW has moved into commercial entertainment. (It produced a special, *Out to Lunch*, for ABC-TV.) CTW, which has obtained the television rights to C.S. Lewis's "The Chronicles of Narnia" books, will base the two specials on one of the books, "The Lion, the Witch and the Wardrobe."

William Beers, chairman and chief executive officer of Kraft, told a news con-

The viewer's choice. WBNS-TV Columbus, Ohio, is gearing up to give its audience a say in what programs will appear during the station's access time. On an as-yet-unscheduled evening in late January, the station is planning to pre-empt its CBS-TV prime-time programing to show the access pilots it is considering. The evening will be heavily promoted, and coupons in the local press will gauge audience response. The line-up so far: 7:30-8, *Beach Girls*, with Frankie Avalon; 8-8:30, *Showdown of the Dream Teams*, a celebrity game competition; 8:30-9, *Honest Al's A OK Used Car and Trailer Rental Tigers*; 9-9:30, unscheduled; 9:30-10, *On Trial*, a courtroom drama, and 10-10:30 *The Truth*, with Jack Anderson. *Beach Girls* is being distributed by Lexington Broadcast Services; *Honest Al's* is a product of Program Syndication Services. The others are from Syndicast Services.

ference in New York that the commitment of more than \$3 million includes about \$1.5 million for production. The remainder will go for air time, advertising and promotion.

The project began to take shape after CTW approached J. Walter Thompson, Kraft's agency, which, in turn, asked Kraft if it would be interested in sole sponsorship. Mr. Beers said Kraft agreed, adding "this long range investment affords us a rare opportunity to introduce the vast American television audience to a classic literary adventure."

Programing Briefs

Going abroad. Fremantle International has sold Allen Funt's *Candid Camera* to French-speaking network in Switzerland, bringing total *Candid* international play to 15 countries. *Family Hour Festival*, another Fremantle offering, based on ABC-TV's *Afternoon Specials* and NBC-TV's *Special Treats*, has been bought in various Latin American countries, bringing country total to 26.

End of tour. ABC Sports has decided to discontinue its coverage of regular Professional Golf Association Tour tournaments effective at end of current contract, which runs through 1978 season. Roone Arledge, president of ABC News and Sports, said decision was made for programing and financial reasons, and that network will in future devote itself to coverage of major golf championships.

Live from New York? President Carter's news secretary, Jody Powell, may join long line of former guest hosts of NBC's *Saturday Night Live*. Lorne Michaels, show's producer, along with Jean Doumanian, associate producer, visited Mr. Powell in his White House office on Dec. 2 and invited him to do guest turn, as his predecessor, Ron Nessen, had done. Mr. Michaels, who

left some cassettes of *Saturday Night* shows with Mr. Powell, said news secretary was "warm" and "friendly," and seemed interested; but gave no commitment. There is time for decision. Mr. Michaels would like Mr. Powell to do program in March or April.

College days. *Sorority '62*, prime-access pilot produced by Dick Clark Teleshows in association with Jerry Frank Co., has been accepted by ABC's five owned-and-operated TV's as well as 70 other outlets for January telecasts. Lexington Broadcast Services is distributing pilot on barter basis for sponsor, General Foods.

New arrivals. NBC-TV has announced canceled *Man From Atlantis*, (Tuesday, 8-9 p.m. NYT) will be replaced by youngster-oriented Hanna-Barbera variety show, as yet untitled, combining animated characters with live guest stars. Show is to debut in mid-February. And CBS-TV has ordered 13 episodes of *Baby, I'm Back*, situation comedy starring Demond Wilson, for use as midseason replacement.

UA signs ABC O&O's. United Artists Television signed ABC owned-and-operated TV's for 30-feature-film package of MGM fare for slightly less than \$10 million over-all, understood to break records in all five markets ("Closed Circuit," Nov. 7). Package ranging from "Ben Hur" to "Sunshine Boys" is believed to have sold for about \$125,000 per film in Los Angeles, at least \$90,000 in New York, \$60,000 in Chicago, \$30,000 in San Francisco and \$24,000 in Detroit.

ITV manual. Agency for Instructional Television has released "1978 Catalogue of Television and Audiovisual Materials," 112-page book describing 92 instructional series now available. Copies may be obtained from AIT's main office: Box A, Bloomington, Ind. 47401.

Viewers of public TV are also heavy viewers of commercial fare

"Public television households are voracious television consumers," a report by the Corporation for Public Broadcasting said last week. Translated into numbers, households that regularly watch public television for 2.5 hours per week also spend another 45.2 hours watching commercial television. Households that watched no public television spent only 42.3 hours a week in front of the tube.

The report issued by CPB used data compiled by A. C. Nielsen for the weeks March 7-13 and Sept. 19-27 of this year. Average viewing by both groups dropped slightly from the first survey period to the second.

The public television households spend a greater proportion of their time viewing prime-time programs. According to the report, "this means that the viewing of public television is supplementary to the viewing of commercial television. It is not an alternative."

Equipment & Engineering

New group's aim: parity in TV for rural areas

Federal committee seeks ways to equalize disparities between city, country services

In a nation where more homes have television sets than telephones, there are still 1.2 million homes without television service and the "typical" rural household, even with the aid of translators and cable systems, receives only half the number of television signals available to the average urban household.

To reduce the "inequities" those figures are said to represent and to promote the use of communications technology as a means of distributing social service benefits throughout rural America, a committee representing six federal agencies is calling on the federal government, including the FCC, to take "new initiatives."

The Interagency Committee on Rural Communications, formed last May by the Office of Telecommunications Policy under its acting director, William Thaler, does more than identify problems in a report on which it was putting finishing touches last week. Although making no policy choices, the committee lists options for attacking what it sees as the major regulatory and institutional barriers to improved telecommunications service in rural areas. And it suggests options for demonstration programs, ranging up to \$20 million in cost, to determine the effectiveness of using telecommunications systems to deliver services in rural areas.

The scope of the report is wide. One source said it is concerned not only with services available through television and cable television but also with the capability of such technologies as hybrid cable television-telephone mechanisms, mobile radio coupled with computer-based information systems and microwave hookups to deliver a variety of health, educational and social services.

The committee believes that the gap between the service available in the city and that available in rural areas is at least in part due to national policies encouraging localism and an advertiser-supported commercial broadcast system. Together, the committee is known to feel, these policies provide economic incentives for broadcast service to large-population areas. As a result, the committee is said to argue that the government—especially the FCC—has an obligation to ease the "inequities" it created.

Among the regulatory barriers said to be listed in the report is the First Amendment consideration that has persuaded government financial agencies to choose not to make loans or grants for telecommunications services.

However, the Small Business Adminis-

tration is now changing its policy to permit such loans (see page 33) and the committee is said to feel other federal lending institutions could follow suit.

Indeed, the committee is said to regard expansion of the Rural Electrification Administration telephone program to permit loans for rural area cable systems and for other electronic mass media technologies as an "attractive option." And it is said to feel government loans might be used by communities to install translators, hybrid cable-translator systems or low-powered broadcast stations.

Among other regulatory barriers the committee is understood to have discussed are the FCC bans on crossownership of cable and telephone companies and of cable and translators. In both cases, the bans are the product of commission interest in promoting diversity of information sources. But the committee is known to feel that the effect of the bans may actually be to stifle the growth of communications in rural areas. Accordingly, the committee is said to suggest easing or waiving rules that now may be prohibiting private industry from developing communications services in underserved areas.

The technical, operational and financial standards in FCC regulations are also mentioned among the regulatory barriers to telecommunications service in rural areas. And the options for dealing with that barrier, it is understood, include low-power, relatively inexpensive broadcast stations for rural areas and origination over translators.

The institutional barriers of concern to the committee are said to be legal, regulatory and organizational. As many as 100 public service programs might use telecommunications to deliver services in rural areas. But the federal expertise needed to develop a delivery service is scattered through the government. Accordingly, the committee is understood to feel that one solution would be the designation of a lead federal agency—the Department of Health, Education and Welfare, for instance to take charge of the projects.

The report is said to note that a federally funded demonstration program would be an appropriate means of examining the economics of applying telecommunications to public service programs. The committee, which would use proved, not new, technologies and concentrate on systems having a high probability of success, is known to be suggesting three options:

A high—\$20 million—option assumes most of the funds would be spent on hardware and would permit use of a wide variety of technologies.

A medium—\$8 million—option assumes not only lower hardware and operating costs and a reduction in the range of technologies but either heavy local financial participation or the use of a site where some telecommunication equipment is available.

A low—\$2 million—project assumes only small improvements to existing systems—a cable television system's local

service channel, for instance.

The committee is known to feel that a sense of urgency is necessary if action is to be taken to improve telecommunications service in rural areas. The report is said to note that a number of studies of the problems of providing rural areas with telecommunications service have simply wound up on a shelf. One source says the report makes this point: "Unless some new initiatives are now developed, this report will merely add to those well motivated, informative, but heretofore sterile publications."

The report will be used by OTP or its successor office in the Department of Commerce for use in developing policy recommendations that will be submitted to the Assistant Secretaries' Working Group on Rural Development, the White House domestic policy staff and, ultimately, the President.

GE and Japan's Hitachi will be working together

General Electric and Hitachi Ltd. of Japan have agreed in principle to form a new, jointly owned company for the engineering, manufacturing and marketing of television sets and parts.

Under the proposed agreement, the new General Television of America Inc. would combine the technical expertise of both GE and Hitachi and would use the facilities and personnel of GE's manufacturing plants in Portsmouth, Va., and Syracuse, N.Y. About 4,000 American jobs are expected to be saved, according to an announcement by the two companies.

General Television would produce sets for GE, Hitachi and private labels and color TV tubes for other manufacturers. Both principals, who are equal partners in the new firm, would retain their existing sales and service channels, the announcement said. According to the announcement, establishment of the new company is "contingent upon necessary corporate and governmental approvals."

A GE spokesman said last week the company hopes to have the venture off the ground by next April, but that actual implementation depends upon approval by the U.S. Department of Justice, which will consider possible antitrust issues. He added that if the proposal is approved, GE would restrict its manufacture of sets to those produced by General Television.

Satellites for SIN

SIN, the U.S. Spanish television network, is scheduled to begin Westar satellite telecasts from its own transmission facilities in San Antonio, Tex., today (Dec. 19). SIN said the new satellite system will interconnect eight of its 10 U.S. affiliated stations with an initial 21 hours weekly of Spanish-language programming. The company plans to distribute a minimum of 55 program hours a week by March 1978. A spokesman said SIN and its affiliates have

committed more than \$2 million to build the satellite interconnected network. This includes a new network center in San Antonio to be operated in conjunction with SIN's affiliated station, KWEX-TV.

Corning, German firm to team up again

Latest joint venture, Siecor Optical Cables, will include cable hardware among offerings; Justice will screen proposal

A new optical communications company has been formed by Corning Glass Works, manufacturer of optical waveguide fibers, and Siemens AG, a West German producer of cable and electronic products.

To be called Siecor Optical Cables Inc., the new company will feature a line of optical waveguide cables and related hardware, such as connectors and terminations. Ancillary factory and field equipment including splicers and troubleshooting devices also are to be available. Among the users of such equipment would be CATV systems.

Corning and Siemens have marketed similar products together in the past on a limited basis, also under the Siecor name. The new company is an outgrowth of that arrangement, according to John S. Gailey, a former Corning executive who has been chosen as president of the new company.

Mr. Gailey said in a statement announcing the joint venture that Siecor would focus on designing and packaging full optical systems, and he said that engineering support after the systems are installed would also be provided. In describing his optimism for the market's potential, Mr. Gailey noted that Corning had tripled its sales of fiber cable in the last year.

He said the company's basic product line would consist of six standard cable types, each containing up to 10 fibers per cable. Every fiber, he said, has information-carrying capacity roughly equal to a coaxial cable one inch in diameter. Custom cable systems also can be designed, he said, including miniature and ribbon cables and other special configurations.

Technical Briefs

Getting there. Proposed standard specifications for one-inch nonsegmented helical scan video tape recorders breezed through another step Dec. 7 on way to formal acceptance by Society of Motion Picture and Television Engineers. Society's video recording and reproduction committee approved without technical changes recommendations of working group and forwarded them for final acceptance by society's standards committee.

Tell-tales. New line of circuit status indicators used to monitor voltage of electronic circuits such as those used in television systems has been announced by Aero-Metric General, 155 Frank Street, Dayton, Ohio 45402. Company describes indicators, which use neon or light emitting diodes, as low-cost diagnostic tool displacing on or off voltage of critical, remote or inaccessible components.

Ban linear amps, says AMST

AMST has urged the FCC to reject the arguments of amateur radio operators at an oral argument earlier this month and ban the sale of linear amplifiers capable of operating on citizen band frequencies.

Amateurs argued that the proposal was unfair to them and that the commission should adopt a proof-of-license program to keep amplifiers out of the hands of CB operators who use them and cause interference to television reception.

AMST, in a filing with the commission last week, said a proof-of-licensing system was not practical and that commission should concern itself with the "numbers" involved. The issue, AMST said, is the "millions of television viewers who are substantially injured by the severe interference CB operation causes to television viewing versus the few thousand amateurs who would be disadvantaged by not being able to purchase an external amplifier capable of operating on the 10 meter band." AMST said that by banning the sale of amplifiers, the commission would prevent interference to more than two million receivers.

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The Broadcasting Top 100 1977



Gibb



O'Day



Streisand



Sayer



Boone



Hall & Oates



10CC



Meco



Fleetwood Mac



MacGregor

Contemporary

Andy Gibb, top 40 radio's number-one artist of 1977, started the year known only as the "little brother" of the Bee Gees. But he quickly made a name in his own right as *I Just Wanna Be Your Everything* (RSO), his first U.S. single, soared to the top of radio charts. It topped "Playlist" for seven straight weeks, and now—at year's end—outranks all others in cumulative top 40 air play.

Other debut artists also scored high in the top 100 of 1977; four of the top 10 are by neophytes—Andy Gibb at 1, Debby Boone at 5, Meco at 8 and Mary MacGregor at 10.

Movie themes proved to be another thread running through the top half of the top 100. Barbra Streisand's *Love Theme from "A Star is Born"* hit 3, Debby Boone's *You Light Up My Life* (from

the film of the same name) was 5, Meco's *Star Wars* theme was 8, Carly Simon's *Nobody Does It Better* (from "The Spy Who Loved Me") was 13 and Rose Royce's *Car Wash* was 28.

The group that placed the greatest number of records in the top 100 was Fleetwood Mac. Four singles were drawn from *Rumours*, the album that hit the top of album charts: *Dreams* at 9, *Don't Stop* at 35, *Go Your Own Way* at 52, and *You Make Lovin' Fun* at 88. Last year the group placed only half that number in the top 100. Close behind Fleetwood Mac was Leo Sayer, an artist who placed three on the yearend list. The singles, all from his *Endless Flight* album, were *When I Need You* at 4, *You Make Me Feel Like Dancing* at 38 and *How Much Love* at 87.

- 1 **I Just Wanna Be Your Everything**
Andy Gibb—RSO
- 2 **Undercover Angel**
Alan O'Day—Pacific/Atlantic
- 3 **Love Theme From "A Star is Born"—Evergreen**
Barbra Streisand—Columbia
- 4 **When I Need You**
Leo Sayer—Warner Bros.
- 5 **You Light Up My Life**
Debby Boone—Warner Bros.
- 6 **Rich Girl**
Hall & Oates—RCA
- 7 **Things We Do For Love**
10CC—Mercury
- 8 **Theme from "Star Wars"**
Meco—Millennium
- 9 **Dreams**
Fleetwood Mac—Warner Bros.
- 10 **Torn Between Two Lovers**
Mary MacGregor—Ariola America/Capitol
- 11 **Best of My Love**
Emotions—Columbia
- 12 **Higher and Higher**
Rita Coolidge—A&M
- 13 **Nobody Does It Better**
Carly Simon—Elektra/Asylum
- 14 **Blinded by the Light**
Manfred Mann—Warner Bros.
- 15 **Hotel California**
Eagles—Asylum

- 16 **Sir Duke**
Stevie Wonder—Tamla/Motown
- 17 **Dancing Queen**
Abba—Atlantic
- 18 **Boogie Nights**
Heatwave—Epic
- 19 **I'm In You**
Peter Frampton—A&M
- 20 **Southern Nights**
Glen Campbell—Capitol
- 21 **Don't Give Up On Us**
David Soul—Private Stock
- 22 **New Kid in Town**
Eagles—Asylum
- 23 **Theme from "Rocky"**
Bill Conti—United Artists
- 24 **I'm Your Boogie Man**
K.C./Sunshine Band—TK
- 25 **Da Doo Ron Ron**
Shaun Cassidy—Warner Bros.
- 26 **Looks Like We Made It**
Barry Manilow—Arista
- 27 **Don't Leave Me This Way**
Thelma Houston—Tamla/Motown
- 28 **Car Wash**
Rose Royce—MCA
- 29 **I Like Dreamin'**
Kenny Nolan—20th Century
- 30 **Keep It Comin' Love**
K.C./Sunshine Band—TK
- 31 **Hot Line**
Sylvers—Capitol

- 32 **Weekend in New England**
Barry Manilow—Arista
- 33 **Lonely Boy**
Andrew Gold—Asylum
- 34 **Fly Like an Eagle**
Steve Miller Band—Capitol
- 35 **Don't Stop**
Fleetwood Mac—Warner Bros.
- 36 **Night Moves**
Bob Seger—Capitol
- 37 **So Into You**
Atlanta Rhythm Section—Polydor
- 38 **You Make Me Feel Like Dancing**
Leo Sayer—Warner Bros.
- 39 **I Wish**
Stevie Wonder—Tamla/Motown
- 40 **Year of the Cat**
Al Stewart—Janus
- 41 **That's Rock 'n' Roll**
Shaun Cassidy—Warner Bros.
- 42 **Don't It Make My Brown Eyes Blue**
Crystal Gayle—United Artists
- 43 **Angel in Your Arms**
Hot—Big Tree/Atlantic
- 44 **I Feel Love**
Donna Summer—Casablanca
- 45 **Got To Give It Up**
Marvin Gaye—Tamla/Motown
- 46 **Handy Man**
James Taylor—Columbia

- | | | |
|---|---|--|
| <p>47 Easy
Commodores—Motown</p> <p>48 I've Got Love on My Mind
Natalie Cole—Capitol</p> <p>49 Enjoy Yourself
Jacksons—Epic</p> <p>50 Do You Wanna Make Love
Peter McCann—20th Century</p> <p>51 Feels Like the First Time
Foreigner—Atlantic</p> <p>52 Go Your Own Way
Fleetwood Mac—Warner Bros.</p> <p>53 How Deep Is Your Love
Bee Gees—RSO</p> <p>54 Carry On, Wayward Son
Kansas—Kirshner/Epic</p> <p>55 Dazz
Brick—Bang</p> <p>56 Jet Airliner
Steve Miller Band—Capitol</p> <p>57 You Made Me Believe in Magic
Bay City Rollers—Arista</p> <p>58 Whatcha Gonna Do
Pablo Cruise—A&M</p> <p>59 On and On
Stephen Bishop—ABC</p> <p>60 Right Time of the Night
Jennifer Warnes—Arista</p> <p>61 Lido Shuffle
Boyz n the City—Columbia</p> <p>62 Float On
Floaters—ABC</p> <p>63 Couldn't Get It Right
Climax Blues Band—ABC</p> <p>64 Tonight's the Night
Rod Stewart—Warner Bros.</p> | <p>65 Heaven on the Seventh Floor
Paul Nicholas—RSO</p> <p>66 Cold as Ice
Foreigner—Atlantic</p> <p>67 We're All Alone
Rita Coolidge—A&M</p> <p>68 Strawberry Letter 23
Bros. Johnson—A&M</p> <p>69 You Don't Have to be a Star
Marilyn McCoo & Billy Davis Jr.—ABC</p> <p>70 Baby, What a Big Surprise
Chicago—Columbia</p> <p>71 Margaritaville
Jimmy Buffett—ABC</p> <p>72 Barracuda
Heart—Portrait/CBS</p> <p>73 Brick House
Commodores—Motown</p> <p>74 Telephone Line
Electric Light Orchestra—United Artists</p> <p>75 My Heart Belongs to Me
Barbra Streisand—Columbia</p> <p>76 Blue Bayou
Linda Ronstadt—Asylum</p> <p>77 You and Me
Alice Cooper—Warner Bros.</p> <p>78 Whodunit
Tavares—Capitol</p> <p>79 It's Ecstasy ...
Barry White—20th Century</p> <p>80 Life in the Fast Lane
Eagles—Elektra</p> <p>81 Walk This Way
Aerosmith—Columbia</p> <p>82 Swaying to the Music
Johnny Rivers—Big Tree</p> | <p>83 Trying to Love Two
William Bell—Mercury</p> <p>84 You Make Lovin' Fun
Fleetwood Mac—Warner Bros.</p> <p>85 Knowing Me, Knowing You
Abba—Atlantic</p> <p>86 After the Lovin'
Engelbert Humperdinck—Epic</p> <p>87 Just a Song Before I Go
Crosby, Stills and Nash—Atlantic</p> <p>88 How Much Love
Leo Sayer—Warner Bros.</p> <p>89 Just Remember I Love You
Firefall—Atlantic</p> <p>90 Stand Tall
Burton Cummings—Portrait/CBS</p> <p>91 Maybe I'm Amazed
Wings—Capitol</p> <p>92 Signed, Sealed and Delivered
Peter Frampton—A&M</p> <p>93 It's So Easy
Linda Ronstadt—Asylum</p> <p>94 Rubberband Man
Spinners—Atlantic</p> <p>95 Lucille
Kenny Rogers—United Artists</p> <p>96 Lost Without Your Love
Bread—Elektra</p> <p>97 Long Time
Boston—Epic</p> <p>98 Calling Dr. Love
Kiss—Casablanca</p> <p>99 I Wanna Get Next to You
Rose Royce—MCA</p> <p>100 Isn't She Lovely
Stevie Wonder—Tamla Motown</p> |
|---|---|--|

Country Top 50

On the country side of BROADCASTING's "Playlist," Kenny Roger's *Lucille* (United Artists) was tallied as the number one hit for 1977. Rounding out the top five were: Waylon Jennings's *Luckenbach, Texas* (RCA), Glenn Campbell's *Southern Nights* (Capitol), Crystal Gayle's *Don't It Make My Brown Eyes Blue* (United Artists) and Donna Fargo's *Don't Be Angry* (ABC/Dot).

In the top 50, the RCA label appeared 10 times, beating its closest competitor, MCA, by two records. ABC/Dot had seven hits in the top 50 and came in third among the record producers. Epic and United Artists both had five on the year's country list.

The big story in records for the year was the crossover phenomenon. Artists such as Mr. Campbell, Miss Gayle and Lin-

da Ronstadt managed to make the transition from country to contemporary. *Southern Nights* reached 20th on the contemporary list, and *Brown Eyes* was ranked 42d on contemporary stations. Miss Ronstadt had two hits on the contemporary list.

BROADCASTING's compilation of the top 100 and top 50 is computed from the weekly "Playlist" from Dec. 20, 1976, through the Dec. 19 chart. As does the weekly feature, the annual list evaluates records in terms of listener impressions—how many people heard each record and how often they heard it. A sampling of stations is used to measure air play against audience reach by day parts, using Pulse Inc. ratings.

- | | | |
|---|---|---|
| <p>1 Lucille
Kenny Rogers—United Artists</p> <p>2 Luckenbach, Texas
Waylon Jennings—RCA</p> <p>3 Southern Nights
Glenn Campbell—Capitol</p> <p>4 Don't It Make My Brown Eyes Blue
Crystal Gayle—United Artists</p> <p>5 Don't Be Angry
Donna Fargo—ABC/Dot</p> <p>6 She's Got You
Loretta Lynn—MCA</p> <p>7 Heaven Is Just a Sin Away
Kendalls—Ovation</p> <p>8 I'll Do It All Over Again
Crystal Gayle—United Artists</p> <p>9 It Was Almost Like a Song
Ronnie Milsap—RCA</p> <p>10 I Can't Help Myself
Eddie Rabbitt—Elektra</p> <p>11 Some Broken Hearts Never Mend
Don Williams—ABC/Dot</p> <p>12 Rollin' With the Flow
Charlie Rich—Epic</p> <p>13 Let My Love Be Your Pillow
Ronnie Milsap—RCA</p> <p>14 Near You
George Jones & Tammy Wynette—Epic</p> <p>15 Play Guitar Play
Conway Twitty—MCA</p> <p>16 Y'all Come Back Saloon
Oak Ridge Boys—ABC/Dot</p> <p>17 She's Just an Old Love Turned Memory
Charley Pride—RCA</p> | <p>18 Daytime Friends
Kenny Rogers—United Artists</p> <p>19 Your Man Loves You, Honey
Tom T. Hall—Mercury</p> <p>20 Paper Rosie
Gene Watson—Capitol</p> <p>21 She's Pulling Me Back Again
Mickey Gilley—Playboy</p> <p>22 You Never Miss a Real Good Thing
Crystal Gayle—United Artists</p> <p>23 Moody Blue
Elvis Presley—RCA</p> <p>24 Married But Not To Each Other
Barbara Mandrell—ABC/Dot</p> <p>25 Torn Between Two Lovers
Mary MacGregor—Ariola America/Capitol</p> <p>26 I'm Just a Country Boy
Don Williams—ABC/Dot</p> <p>27 It Couldn't Have Been Anything Better
Johnny Duncan—Columbia</p> <p>28 You Never Can Tell (C'est La Vie)
Emmylou Harris—Warner Bros.</p> <p>29 Say You'll Stay Until Tomorrow
Tom Jones—Epic</p> <p>30 Saying Hello, Saying I Love You, Saying Goodbye
Brown & Cornelius—RCA</p> <p>31 Liar's One, Believers Zero
Bill Anderson—MCA</p> <p>32 If We're Not Back in Love by Monday
Merle Haggard—MCA</p> <p>33 Slide Off of Your Satin Sheets
Johnny Paycheck—Epic</p> | <p>34 I Can't Love You Enough
Conway Twitty and Loretta Lynn—MCA</p> <p>35 Eastbound and Down
Jerry Reed—RCA</p> <p>36 We Can't Go on Living Like This
Eddie Rabbitt—Elektra</p> <p>37 I Don't Want to Cry
Larry Gatlin—Monument</p> <p>38 Let's Get Together
Tammy Wynette—Epic</p> <p>39 I've Already Loved You in My Mind
Conway Twitty—MCA</p> <p>40 Burning Memories
Mel Tillis—MCA</p> <p>41 I Can't Believe She Gives It All to Me
Conway Twitty—MCA</p> <p>42 A Song in the Night
Johnny Duncan—Columbia</p> <p>43 More to Me
Charley Pride—RCA</p> <p>44 Two Dollars in the Jukebox
Eddie Rabbitt—Elektra</p> <p>45 Crazy
Linda Ronstadt—Elektra/Asylum</p> <p>46 If Love Was a Bottle of Wine
Tommy Overstreet—ABC/Dot</p> <p>47 I'll Be Leaving Alone
Charley Pride—RCA</p> <p>48 Sunflower
Glenn Campbell—Capitol</p> <p>49 Once in a Lifetime Thing
John Wesley Ryles—ABC/Dot</p> <p>50 The Wurlitzer Prize
Waylon Jennings—RCA</p> |
|---|---|---|

The Broadcasting Playlist Dec 19

Contemporary

Last This week week	Title □ Artist	Label
1 1	<i>How Deep Is Your Love</i> □ Bee Gees	RSO
3 2	<i>You Light Up My Life</i> □ Debby Boone	Warner Bros.
2 3	<i>Don't It Make My Brown Eyes Blue</i> □ C. Gayle	United Artists
4 4	<i>Blue Bayou</i> □ Linda Ronstadt	Asylum
12 5	<i>Sentimental Lady</i> □ Bob Welch	Capitol
5 6	<i>Heaven on the Seventh Floor</i> □ Paul Nicholas	RSO
9 7	<i>You Make Lovin' Fun</i> □ Fleetwood Mac	Warner Bros.
6 8	<i>We're All Alone</i> □ Rita Coolidge	A&M
10 9	<i>Native New Yorker</i> □ Odyssey	RCA
11 10	<i>Back in Love</i> □ LTD	A&M
7 11	<i>Boogie Nights</i> □ Heatwave	Epic
16 12	<i>We Are the Champions</i> □ Queen	Elektra
15 13	<i>Baby Come Back</i> □ Player	RSO
14 14	<i>Swingtown</i> □ Steve Miller Band	Capitol
8 15	<i>It's So Easy</i> □ Linda Ronstadt	Asylum
22 16	<i>You're in My Heart</i> □ Rod Stewart	Warner Bros.
29 17	<i>Here You Come Again</i> □ Dolly Parton	RCA
21 18	<i>Dance Dance Dance</i> □ Chic	Atlantic
25 19	<i>Come Sail Away</i> □ Styx	A&M
30 20	<i>Run Around Sue</i> □ Lelf Garrett	Atlantic
17 21	<i>Nobody Does It Better</i> □ Carly Simon	Elektra/Asylum
13 22	<i>Isn't It Time</i> □ The Babys	Chrysalis
- 23	<i>We Will Rock You</i> □ Queen	Elektra
26 24	<i>Short People</i> □ Randy Newman	Warner Bros.
20 25	<i>Help Is on Its Way</i> □ Little River Band	Capitol
38 26	<i>Just the Way You Are</i> □ Billy Joel	Columbia
24 27	<i>Hey Deanie</i> □ Shaun Cassidy	Warner Bros.
23 28	<i>Baby, What a Big Surprise</i> □ Chicago	Columbia
46 29	<i>Slip Sliding Away</i> □ Paul Simon	Columbia
43 30	<i>Don't Let Me Be Misunderstood</i> □ L. Gomez	Casablanca
27 31	<i>Turn to Stone</i> □ Electric Light Orchestra	UA/Jet
19 32	<i>Your Smiling Face</i> □ James Taylor	Columbia
31 33	<i>Desiree</i> □ Neil Diamond	Columbia
42 34	<i>Serpentine Fire</i> □ Earth, Wind & Fire	Columbia
44 35	<i>The Way I Feel Tonight</i> □ Bay City Rollers	Arista
37 36	<i>Emotion</i> □ Samantha Sang	Private Stock
28 37	<i>We Just Disagree</i> □ Dave Mason	Columbia
35 38	<i>You Can't Turn Me Off</i> □ High Inergy	Gordy/Motown
32 39	<i>Staying Alive</i> □ Bee Gees	RSO
36 40	<i>Just Remember I Love You</i> □ Firefall	Atlantic
39 41	<i>My Way</i> □ Elvis Presley	RCA
41 42	<i>Daybreak</i> □ Barry Manilow	Arista
40 43	<i>Gone Too Far</i> □ England Dan & John Ford Coley	Big Tree
33 44	<i>Theme from "Star Wars"</i> □ Meco	Millennium
47 45	<i>Send in the Clowns</i> □ Judy Collins	Elektra
- 46	<i>Sometimes When We Touch</i> □ Dan Hill	20th Century
48 47	<i>She's Not There</i> □ Santana	Columbia
18 48	<i>It's Ecstasy</i> □ Barry White	20th Century
50 49	<i>I Go Crazy</i> □ Paul Davis	Bang
49 50	<i>Point of No Return</i> □ Kansas	Kirshner

Playback

Star track. As the film "Close Encounters of the Third Kind" opened at theaters last week, top 40 radio stations simultaneously added the sound track. At least three versions of the theme have been released: the original sound track by John Williams (composed the music for the films "Star Wars" and "Jaws") on Arista; a disco version by Gene Page on Arista, and another by Meco (Millennium), the artist who produced the disco version of the "Star Wars" theme. The John Williams version is "a cosmic *Dueling Banjos*," says Charlie Cusack of KOMA(AM) Oklahoma City. "I can see that this is going to be a hit. There are four dominant notes on the organ—I think that will catch on." It's on at WZGC(FM) Atlanta, too, and Music Director Chris O'Kelly predicts "the theme is going to be a monster. At least one of the versions will make it." Another station, wxlo(FM) New York, is playing Meco. Music Director Roxy Myzal says she chose that one on the basis of "my personal opinion of quality. It's a danceable version." With so many versions for radio stations to choose from, Don Nordine of KODI(AM) Great Falls, Mont., says to "anticipate a very big cover battle." **Withers returns.** Bill Withers, a rhythm and blues artist with occasional top 40 hits such as *Use Me Up* and *Ain't No Sunshine*, is back on some radio turntables with *Lovely Day* (Columbia). This medium tempo tune, from the *Menagerie* LP, has wide appeal, says Steve Norris of WAIR(AM) Winston-Salem, N.C.: "It's not a funky record at all. It could get MOR play as well as top 40." It's also on at WRFC(AM) Athens, Ga., where Kelly McCoy says he added *Lovely Day* "for a lot of reasons. We needed some R&B flavor and people are sick of male/female ballads. It's doing well wherever it is being played."

Country

Last This week week	Title □ Artist	Label
18 1	<i>My Way</i> □ Elvis Presley	RCA
6 2	<i>Take This Job and Shove It</i> □ Johnny Paycheck	Epic
1 3	<i>Here You Come Again</i> □ Dolly Parton	RCA
11 4	<i>Blue Bayou</i> □ Linda Ronstadt	Elektra
4 5	<i>Come a Little Bit Closer</i> □ Johnny Duncan	Columbia
5 6	<i>I'm Knee Deep in Loving You</i> □ Dave & Sugar	RCA
21 7	<i>Chains of Love</i> □ Mickey Gilley	Playboy
12 8	<i>Middle Age Crazy</i> □ Jerry Lee Lewis	Mercury
3 9	<i>You Light Up My Life</i> □ Debby Boone	Warner Bros.
2 10	<i>The Wurlitzer Prize</i> □ Waylon Jennings	RCA
8 11	<i>Don't Let Me Touch You</i> □ Marty Robbins	Columbia
13 12	<i>Georgia Keeps Pulling on My Ring</i> □ Conway Twitty	MCA
9 13	<i>Sweet Music Man</i> □ Kenny Rogers	United Artists
- 14	<i>Mother Country Music</i> □ Vern Gosdin	Elektra
17 15	<i>The Pay Phone</i> □ Bob Luman	Polydor
7 16	<i>One of a Kind</i> □ Tammy Wynette	Epic
10 17	<i>Everyday I Have to Cry Some</i> □ Joe Stampley	Epic
20 18	<i>What a Difference You've Made</i> □ Ronnie Milsap	RCA
- 19	<i>Lonely Street</i> □ Rex Allen Jr.	Warner Bros.
- 20	<i>Saving This Love Song for You</i> □ J. Rodriguez	Mercury
- 21	<i>Abilene</i> □ Sonny James	Columbia
23 22	<i>She Loved the Cheatin' Out of Me</i> □ M. Bandy	Columbia
22 23	<i>From Graceland to the Promised Land</i> □ M. Haggard	MCA
14 24	<i>More to Me</i> □ Charley Pride	RCA
19 25	<i>Roses for Mama</i> □ C.W. McCall	Polydor

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

Fates & Fortunes

Media



Mallardi

Michael P. Mallardi, VP and chief financial officer of ABC Inc., given additional responsibility for company's administrative function, including personnel, labor relations, real estate, corporate services, security, insurance and administration—Los Angeles. Robert T. Goldman, VP, administration, will

report to him. **Denise W. Burke**, from ABC-owned Television Stations Division and ABC Spot Sales, New York, named awards manager, ABC.

Fred Horowitz, general manager, and **Richard Levinson**, marketing director, UA-Columbia Cablevision of New Jersey, become president and executive VP, respectively, of Box Seat Subscription Television Inc., Ridgewood, N.J., affiliate of Wometco Home Theater. Box Seat is licensed to market, install and maintain equipment for Wometco Home Theater subscribers in Bergen, Passaic and Sussex counties

in New Jersey and Rockland County in New York.

William J. Madden, director of station sales, Syndicast Services, New York, joins TVS Television Network there as manager, affiliate relations and production.



Hart



Tandy

James M. Hart, VP-general manager, Multimedia's wxii(TV) Winston-Salem, N.C., named to same post at co-owned WLWT(TV) Cincinnati. **James A. Tandy**, VP-general manager, Multimedia's KAAY(AM)-KEZQ(FM) Little Rock, Ark., succeeds Mr. Hart as wxii VP-general manager.

Kevin McKeown, operations manager, KROQ(AM) Burbank-KROQ-FM Pasadena, Calif., promoted to general manager.

James K. Stock, general manager, WKOK-AM-FM Sunbury, Pa., joins WTGC(AM) Lewisburg, Pa., in same post.

Mark Jordan, sales manager, WLYK(FM) Milford, Ohio, named station manager.

J. G. Van Dermark Jr., director of labor relations, training and organizational development for Banquet Foods, St. Louis, named director of employe relations, NBC, Washington.

George Stein, station coordinator for public television satellite interconnection project, Corporation for Public Broadcasting, Washington, named director of planning, CPB.

Ed Guernsey, station manager, WLBS-TV Bangor, Me., retires at end of this year. He began his career in 1934 as copywriter at co-owned WLBS(AM).

Guy Koenigsberger, creative services director, KCCI-TV Des Moines, Iowa, named VP. **Paul H. Fredericksen**, business manager-personnel director, appointed treasurer.

Rick Moore, acting program director and news director, WLCY-TV Largo, Fla., promoted to operations manager.

Nancy Durden, assistant in public affairs and programing departments, WCBD-TV Charleston, S.C., promoted to public affairs manager.

Jim Morgan, news director, wowk-TV Huntington, W. Va., named director of special projects, KIRO-TV Seattle.

Suzanne Toner, corporate program administrator, KBHK-TV San Francisco, named promotion manager.

Mable Springfield, assistant promotion direc-

tor, WHBQ(AM) Memphis, named promotion director.

Katherine Brehm, assistant in promotion department, KMSP-TV Minneapolis-St. Paul, appointed promotion director.

Jack Hayes, program consultant, joins KXRX(AM) San Jose, Calif., as promotion manager.

Anthony C. M. Kiser, associate producer at Universal Television, and **Ken Ullis**, president of Ken Ullis & Co., insurance agent and broker, elected to board of directors, noncommercial KCET(TV) Los Angeles.

Gary Shivers, assistant station director, non-commercial WUNC(FM) Chapel Hill, N.C., named acting director, replacing **Donald M. Trapp**, resigned.

William E. Osterhaus, president and general manager, noncommercial KQED(TV) San Francisco, has announced intention to resign Aug. 31, 1978. He joined KQED in July 1973 after 20 years of commercial broadcast experience most recently as general manager of KPIX(TV) San Francisco.

Michael Mervls, chairman, Wisconsin Educational Communications Board, operator of Wisconsin educational radio and television networks, re-elected. Rev. **Richard Wisniewski**, director of schools at La Crosse Diocese department of education, elected vice chairman.

Broadcast Advertising



Tiedemann

John Tiedemann, director of daytime sales, ABC-TV, New York, named VP.

Alfred DiGiovanni, director, special projects, CBS-TV Network sales, named director, news and late night sales. **John Brooks**, director, news program sales, appointed director, daytime and

children's programing sales.

Richard A. Calvelli, creative group head, Dancer-Fitzgerald-Sample, New York, named VP.

Lee Pratt, VP of J. Walter Thompson Co., New York, in program production and development, media planning and supervision, named VP and media director of JWT's corporate communications division. **John Nason**, JWT VP and copywriter, named VP and associate creative director of division. **Wolfgang G. Lieschke**, creative director, named senior VP. **Joann Kelleher**, media buyer, Media Bureau International, Chicago, joins JWT there as broadcast buyer.

Staff promotions, McDonald & Little advertising, Atlanta: to senior VP, **Stephen Arbeit**, VP-planning director; to VP, **Bill Arzonetti**, senior art director; **Carol Brown**, account supervisor; **Jim Brytowski**, senior copy writer;

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Peter Burkhard, copywriter; **Kyle Craig** of agency's Tampa office, **Ralph McGill**, copywriter; **Barbara Molnar**, account executive; **Alf Nucifora**, account supervisor; **Jim Quigley**, account supervisor; **Jerry Sheresewsky**, account supervisor, and **John Sullivan**, controller.

Philip Voss Jr., senior VP-management supervisor, Norman, Craig & Kummel, New York, promoted to executive VP.

Frederick D. (Sandy) Sulcer, independent consultant, joins Benton & Bowles, New York, as VP-group executive and member of board of directors. Before he formed consultancy in September 1976, he was with Needham, Harper & Steers as chairman of NH&S International. **Alice Goldberg**, VP-manager of research department, B&B, appointed senior VP. **Hal Altman**, **Don Blauweiss** and **Eileen T. Leddy**, associate creative directors, elected VP's.

Dawn B. Sibley, VP-planning and buying, Ted Bates & Co., New York, joins Compton Advertising there as VP-media manager.

Edmund A. Grossman, account supervisor, and **Marcella Rosen**, associate in marketing services group, N.W. Ayer, New York, elected VP's. **John Henry Barber**, management supervisor, Ayer Baker, Seattle, promoted to senior VP.

Soi Jacobson and **Sherman L. Agins**, research group heads, Doyle Dane Bernbach, New York, elected VP's.

Miriam Bedrick, research supervisor of Life Savers Inc., named research manager of Richard K. Manoff Inc., New York. **Priscilla Martin**, project director for Lieberman Research Inc., New York, appointed senior project director at Manoff.

Lenny Meyers, account executive, RKO General's WNAC-TV Boston, named director of sales for RKO East, commercial production division of WNAC-TV.

Terry Grimme, senior salesperson, WWJ-FM Detroit, named sales representative, RKO Radio Sales there.

James C. Forrer, general sales manager, WWJ-AM-FM Detroit, named Detroit sales manager of Selcom Inc., national representative firm.

Meme Meister, media assistant, Regional Reps Corp., Cincinnati, appointed director of media services. **Jill Ann Hrivnak**, manager of media services, named account executive.

David Drake, associate media director, Needham, Harper & Steers, Chicago, elected VP.

Stephanie Sacks Pressman, senior research analyst, marketing services unit, NBC Television Stations Division, New York, joins Blair Television there as assistant program director, sales strategy division. **Jerry Lyle Jones**, account executive, WFAA-TV Dallas, named to Blair's NBC red sales team.

Tom Lauchner, account executive, Katz Television American, New York, named division's Boston sales manager succeeding **Edward (Ted) O'Rourke**, who now concentrates on sales for Katz Television Continental stations.

Kenneth R. Hellberg, personnel and office services manager, International Steel Co., New York, joins Tatham-Laird & Kudner, Chicago, as personnel director and office operations manager.

Nolan Quam, general sales manager, KCCI-TV Des Moines, Iowa, named VP.

Joseph T. Conway, station manager, WJKW-TV Cleveland, named general sales manager, WCYB-TV Bristol, Va., replacing **J. Fey Rogers**; VP, co-founder and general sales manager, who will retire next Jan. 31.

T. J. Donnelly, local sales manager, WHBQ(AM) Memphis, promoted to general sales manager.

Shanna Columbus, VP-account executive, Richard Newman Associates advertising and public relations, Louisville, Ky., named director of advertising and marketing, WAVE-TV there.

Rick Simon, announcer-music director, WDUX-AM-FM Waupaca, Wis., promoted to sales manager.

Lois Weiss, retail sales manager, KABC(AM) Los Angeles, promoted to director of retail sales.

Howard Klarman, Howard Klarman Associates, Westport, Conn., broadcasting consulting firm and advertising agency, joins WNLK(AM) and WLYQ(FM) Norwalk, Conn., as sales VP. He formerly was executive director of New York Market Radio Broadcasters Association.

Richard J. Ambrose, from KLZ(AM) Denver, joins sales staff at KMSP-TV Minneapolis-St. Paul.

Frank Zappala, local sales manager, WOL(AM) Washington, joins WRC(AM) there as account executive.

Richard A. Lemmo, from WTRX(AM) Flint, Mich., joins sales staff at WGCL(FM) Cleveland.

Peter L. Coughlin, from WLYK(FM) Milford, Ohio, joins WSAI-FM Cincinnati as account executive.

Programing

Carl Lindemann, former executive VP, sports, NBC-TV, named executive in charge of production for NHL Network, responsible for Monday night and Saturday afternoon telecasts of National Hockey League games, over special lineup of stations.



Lindemann



Barry

W. Russell Barry, VP-network program sales, 20th Century-Fox Television, Beverly Hills, Calif., assumes additional duties including responsibility for worldwide syndication. **Allan B. Schwartz**, VP-specials and movies for television, takes on added responsibility for syndicated and daytime programing. **George Paris**, who has been responsible for program development, named director, daytime and syndicated programs.

Robert (Shad) Northshield, executive producer for NBC News, rejoins CBS as executive producer, Sports Division.

Jane M. Crowley, senior program policy editor in NBC-TV's broadcast standards department, named program policy manager, dramatic and daytime programs. **Jeff Sagansky**, associate in film program development, NBC-TV, West Coast; promoted to manager, film programs.

Diane Sokolow, VP, East Coast operations in New York for Lorimar Productions, Los Angeles, and formerly with editorial staff of BROADCASTING, named VP, East Coast production, Warner Bros., New York.

James Green and **Allen Epstein**, VP's in charge of development and production, Brut Productions, have formed Green-Epstein Productions and signed exclusive long-term contract to develop and produce series and long-form programing in association with Columbia Pictures Television.

Clarence V. McKee, who had been legal assistant to former FCC Commissioner Benjamin L. Hooks and his successor, Tyrone Brown, has been retained as counsel to America's Black Forum Inc., which syndicates television program of same name. Mr. McKee left commission to enter private law practice in Washington.

Mordt Gerstein and **Hal Hoffer**, designer-director and producer-representative, respectively, at Phil Kimmelman & Associates Inc., New York, TV commercial production firm, join Perpetual Motion Pictures, New York, animated program and commercial producer, in same capacities.

Walt Baker, program manager, KHJ-TV Los Angeles, appointed VP in charge of programing.

Terry Walden, program manager, WSTV-TV

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Stuebenville, Ohio, named to same post, WRGB(TV) Schenectady, N.Y.

James A. Murphy, news director, WHIM(AM)-WHJY(FM) Providence, R.I., appointed program director.

Lee Arnold, from WQXM(FM) Clearwater, Fla., joins WAAF(FM) Worcester, Mass., as program director.

John Pigg, promotion manager, WRCB-TV Chattanooga, named production manager, WLCY-TV Largo, Fla. **Judy Larson**, operations and program director, WCTI-TV New Bern N.C., joins WLCY-TV program department.

Dana Ross Martin, producer-director, KTVV(TV) Austin, Tex., named production manager.

Max Armstrong, broadcast editor, Illinois Farm Bureau, joins WGN-AM-TV Chicago as associate agricultural services director.

Suzanne T. Isaacs, president of Society for Visual Education, Washington, elected president, Association of Media Producers, Washington-based trade association in educational media.

Broadcast Journalism

Andrew J. Shinnick, executive news producer, WSB-TV Atlanta, joins WTVN-TV Columbus, Ohio, as news director.

Neenah A. Ellis, graduate, Drake University School of Journalism, Des Moines, Iowa, joins WAKE(AM)-WLJE(FM) Valparaiso, Ind., as news

director.

Dave Wilson, managing editor-assistant news director, WTOL-TV Toledo, Ohio, named assignment editor, KHOU-TV Houston.

Steve Ference, news producer-anchor, WILX-TV Onondaga, Mich., named news producer, WCMH-TV Columbus, Ohio.

Kai Maxwell, co-anchor, WTNH-TV New Haven, Conn., joins KPX(TV) San Francisco in same capacity.

Michelle Babbitt, writer-producer, KABC-TV Los Angeles, joins KJEO(TV) Fresno, Calif., as consumer reporter and co-anchor. **Donald Morea**, KABC-TV cameraman-reporter, joins KJEO as assignment editor.

Phil Smith, from WEBR(AM) Buffalo, N.Y., named assistant news director, WNUS(AM) West Springfield, Mass. **Rob Stoddard**, WNUS morning editor, named managing editor.

Aian Rappoport, news photographer and weekend anchor, KYCU-TV Cheyenne, Wyo., joins WEAU-TV Eau Claire, Wis., as reporter-photographer.

Joe Aquilina, from KNTV(TV) San Jose, Calif., joins news staff at KRON-TV San Francisco.

Bill Barnes, newsmen, WKAN(AM) Kankakee, Ill., joins Louisiana Network, Baton Rouge, as morning news announcer-editor.

Suzi Woodruff, reporter-anchor, KVOA-TV Tucson, Ariz., joins KMGH-TV Denver as staff reporter.

Patrice Hazan, anchor-reporter, WGNV(AM)-WFMN(FM) Newburgh, N.Y., joins Mutual

Broadcasting System, Arlington, Va. (Washington), as off-air reporter.

Tom Boyd, sports director, WJZ-TV Baltimore, appointed executive sports producer, news department. **Klaus Wagner**, former sports anchor, WTOP-TV Washington, joins WJZ-TV news as sports director-anchor.

Lex Reis, former anchorman, KXRX(AM) San Jose, Calif., joins KING(AM) Seattle as reporter.

Additions to news staff, KJAC-TV Port Arthur, Tex.: **Kevin Brennan**, assignment editor from KTRM(AM) Beaumont, Tex.; **Allen Tumey**, reporter, also from KTRM; **Steve Burgess**, reporter from KAYC(AM) Beaumont; **Jill Garrett**, reporter from KFDM-TV Beaumont, and **Ben McCain**, anchorman from KVII-TV Amarillo, Tex.

Equipment & Engineering

Michael T. Fisher, manager-equipment planning, ABC Broadcast Operations and Engineering, named director-equipment planning.

E. Charles Upton, engineer in charge of studio operations, WBBM-TV Chicago, named director of technical operations, succeeded by **James Scott**, supervisor of maintenance. **Arthur Kulosa Jr.**, member of maintenance department, named supervisor of maintenance and construction.

Bill Krause, assistant chief engineer, WXLO(FM) New York, joins WNBC(AM) there as manager-technical operations.

Fred Harkness, sales manager for Broadcast Supply West, Tacoma, Wash.-based broadcast equipment distributor, joins Orban Associates, San Francisco, as sales manager for broadcast products.

John Spiker, sales engineer for Grass Valley Group, joins broadcast sales group of Omega Video, Lawndale, Calif., responsible for video system and equipment sales on West Coast.

Harry J. Boody, from WFMV-TV Greensboro, N.C., joins engineering staff at WGHP-TV High Point, N.C.

Allied Fields

Nancy H. Chasen, special counsel for Office of Special Assistant for Consumer Affairs at White House, appointed assistant general counsel for legislation and congressional liaison at Federal Trade Commission.

Alan H. Frank, general manager, noncommercial WKMS-FM Murray, Ky., named director of radio, Curry College, Milton, Mass.

Walter Cronkite, anchorman and managing editor of *CBS Evening News*, received medal for distinguished service to journalism from S.I. Newhouse School of Public Communications, Syracuse (N.Y.) University.

Death

Charlie Swift, 43, sports director at WIP(AM) Philadelphia, died there Dec. 7 of self-inflicted gunshot wound, according to police. Also play-by-play announcer for Philadelphia Eagles football team, he joined WIP in 1965. Survivors include his wife, Patty, and two children who live with former wife.

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As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Dec. 2 through Dec. 8.

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

New stations

AM license

■ Broadcast Bureau granted following licenses covering new station: WKYY Amherst, Va. (BL-14.201). Action Nov. 22.

FM licenses

■ Broadcast Bureau granted following licenses covering new stations: KSUB-FM Cedar City, Utah (BLH-7203); KBLW-FM Logan, Utah (BLH-7506); KTAK Riverton, Wyo. (BLH-7216); KQSW Rock Springs, Wyo. (BLH-7250); KROE-FM Sheridan, Wyo. (BLH-7328). Action Nov. 22.

Ownership changes

Applications

■ WSGN(AM) Birmingham, Ala.; KOY(AM) Phoenix; KRFM(FM) Phoenix; WRBQ(FM) Tampa, Fla.; WEZI(FM) Memphis, Tenn.; KULF(AM) Houston, Tex.; KYND-FM Pasadena, Tex.; WRVA(AM) Richmond, Va.—Seek assignment of licenses from Southern Broadcasting Co. to Harte-Hanks Southern Communications Inc. for \$57,000,000. Seller: Southern Broadcasting will be merged into wholly-owned subsidiary of Harte-Hanks with Southern as surviving corporation. Southern will then be liquidated and assets transferred to Harte-Hanks Southern Communications Inc., wholly-owned subsidiary of Harte-Hanks Communications—this transaction is as yet undated and unexecuted. Immediately upon completion, however, and at same closing, assets of WGHP-TV High Point, N.C. and KFWD(FM) Dallas will be transferred by Southern FM Inc. to KFWD Inc., wholly-owned subsidiary of Gulf United Corp. (BROADCASTING, Aug. 29, Oct. 24). Ann. Dec. 8.

■ WFMI(FM) Montgomery, Ala. (98.9 mhz. 10 kw)—Seeks assignment of license from Alabama Radio Corp. to Deep South Broadcasting Co. for \$300,000. Seller: is wholly-owned subsidiary of Great Lakes Broadcasting Co. which is also 100% owner of WQTY(AM) Montgomery and 90% owner of KLUR-AM-FM Wichita Falls, Tex. Great Lakes Broadcasting is 100% owned by Carl M. Adams who also owns 67.5% KNCY-AM-FM Nebraska City, Neb. Voting common stock of buyer is owned by Frances U. Brennan

and her family. Deep South also owns WBAM(AM) Montgomery. Ann. Dec. 8.

■ KOAD(AM) Lemoore, Calif. (1240 khz. 250 w)—Seeks assignment of license from Golden Broadcasting Systems to Goodwill Broadcasting for \$50,000. Seller: has no other broadcast interests. Buyers Ophelia and husband John Pembroke will each be 50% owners. Ms. Pembroke is accountant for the Internal Revenue Service. Mr. Pembroke, former radio announcer, is painter. Ann. Dec. 5.

■ KBPI(FM) Denver (105.9 mhz. 100 kw)—Seeks assignment of license from Progressive Broadcasters, Inc. to RKO General Inc. for \$2,300,000, assumption of \$102,629 in liabilities and \$300,000 consulting agreement. Seller: is owned by Marvin Spector (49%) and William F. Stevens (49%). Neither has other broadcast interests. Buyer is major group owner of 6 AM's, 6 FM's and 4 TV's. Ann. Dec. 8.

■ KACH(AM) Preston, Idaho (1340 khz. 1 kw-D, 250 w-N)—Seeks transfer of control of Cache Country Inc. from G. Michael and Ina P. Adams. Douglas A. Witaker and Merlin V. Fish (100% before; none after) to Michael B. Lish (none before; 100% after). Consideration: \$550,000 plus \$125,000 in liabilities. Principals: Mr. Lish is general manager of KEVA(AM) Evanston, Wyo. Sellers have no other broadcast interests. Ann. Dec. 1.

■ WMAS-AM-FM Springfield, Mass. (AM: 1450 khz. 1 kw-D; FM: 94.7 mhz. 22 kw)—Seeks assignment of license from Valley Broadcasters Inc. to Lappin Communications Inc. for \$550,000. Seller: has no other broadcast interests. W. Robert Lappin, 75% owner and chairman of the board of buyer, is owner of soft drink bottling and automotive leasing businesses. Remaining stock is owned by his wife, Dorothy L. Lappin, vice president of same bottling company and proprietor of advertising agency. Ann. Dec. 8.

■ WJLJ(AM) Tupelo, Miss (106.0 khz. 250 w-D)—Seeks assignment of license from Town and Country Broadcasting Co. to North East Radio Inc. for \$165,000. Seller: has no other broadcast interests. Edward O. Fritts, president, director and 85% owner of buyer, is majority owner of WNLA-AM-FM Indianola, Miss. (54.66%) and KCRI-FM Helena, Ark. (85%) and sole owner KMAR-AM-FM Winnsboro, La. Ann. Dec. 8.

■ WKIX(AM)-WYYD(FM) Raleigh, N.D. (AM: 850 khz. 10 kw-D, 5 kw-N; FM: 96.1 mhz. 98 kw)—

Seeks assignment of license from Southern Broadcasting Co. to Adelphi Broadcasting Co. for \$3,200,000. Seller: has entered into merger agreement to provide shareholders with liquidity for estate planning. Bernard Mann is president and 60% owner of buyer, his wife, Roberta S. is secretary and 40% owner. Mr. Mann had broadcast interests in the past but was proprietor of High Point, N.C. advertising agency immediately prior. Ann. Dec. 5.

■ WIBA-AM-FM Madison, Wis. (AM: 1310 khz. 5 kw-U; FM: 101.5 mhz. 50 kw)—Seeks assignment of license from Badger Broadcasting Co. to Badger Communications Inc. for \$2,150,000. Seller: Badger Broadcasting Co. is wholly-owned subsidiary of The Capital Times Co. Application is simultaneously being filed for consent to pro forma assignment of licenses to Capital Times and from Capital Times to Badger Communications Inc. Frederick H. Gage is president and director of Badger Broadcasting Co. and will hold same position in Badger Communications. He is one of five voting trustees of 54% of common voting shares, director of Madison Newspapers and general manager of WIBA-AM-FM. Ann. Dec. 5.

Actions

■ KVNII(AM) Coeur d'Alene, Idaho (1240 khz. 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of North Idaho Broadcasting Co. from Scripps League Newspapers (68% before; none after) to Duane B. Hagadone (32% before; 100% after). Consideration: stock transfer. Principals: Seller is public corporation. Edward W. Scripps is president and controlling stockholder. Mr. Hagadone, president of license, has no other broadcast interests. He owns varying percentages of 19 papers in West and Midwest. Action Nov. 28.

■ WZZM-TV Grand Rapids, Mich. (ch. 13)—Broadcast Bureau granted transfer of control from West Michigan Telecasters Inc. to Wometco Enterprises, Miami. Deal is modification of earlier agreement which called for Wometco to purchase station and its companion, WZZM-FM Grand Rapids, for \$14 million (BROADCASTING, Sept. 6, 1976) and then spin off FM to third party to comply with FCC rules barring acquisition of collocated TV and radio stations. Purchase price for both remains \$14 million, with Wometco paying difference between that and proceeds from FM

Summary of broadcasting

FCC tabulations as of Oct. 31, 1977

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,485	6	17	4,508	47	4,555
Commercial FM	2,904	1	81	2,986	124	3,110
Educational FM	893	0	21	914	87	1,001
Total Radio	8,282	7	119	8,408	258	8,666
Commercial TV	721	1	5	727	50	777
VHF	513	1	2	516	6	522
UHF	208	0	3	211	44	255
Educational TV	242	3	14	259	6	265
VHF	93	1	7	111	3	114
UHF	149	2	7	158	3	161
Total TV	963	4	19	986	56	1,042
FM Translators	198	0	0	198	76	274
TV Translators	3,439	0	387	3,826	0	3,826
UHF	1,063	0	211	1,274	0	1,274
VHF	2,376	0	176	2,552	0	2,552

*Special temporary authorization

**includes off-air licenses

sale, now said to be in negotiation. Seller is owned by 50 stockholders headed by Lewis J. Chamberlain Jr., president. Wometco is publicly traded broadcast group, theater owner, vending system operator, Coca-Cola bottler and has bought WYNJ-TV Newark, N.J., for pay-TV operation (BROADCASTING, Aug. 30, 1976). Action Dec. 8.

Facilities changes

AM applications

- KACJ Greenwood, Ark.—Seeks mod. of CP (BP-20,069) to change TL; change type trans. and change SL. Ann. Dec. 5.
- KHUM Eureka, Calif.—Seeks mod. of CP (BP-18,463) to change TL and SL; change trans. and make changes in ant. system. Ann. Dec. 5.
- KVEN Ventura, Calif.—Seeks CP to change daytime ant. from directional to nondirectional. Ann. Dec. 5.
- WVCG Coral Gables, Fla.—Seeks CP to increase nighttime ant. radiation and change night trans. Ann. Dec. 5.
- WOKC Okeechobee, Fla.—Seeks CP to increase ant. height and change type trans. Ann. Dec. 5.
- WBEL South Beloit, Ill.—Seeks CP to install lighting rods and redescribe TL. Ann. Dec. 5.
- WISP Paintsville, Ky.—Seeks CP to change site and trans. Ann. Dec. 5.
- WJON St. Cloud, Minn.—Seeks CP to install new tower and increase nighttime radiation efficiency. Ann. Dec. 5.
- KCMO Kansas City, Mo.—Seeks CP to change trans. and make change in DA system. Ann. Dec. 5.
- KTCH Wayne, Neb.—Seeks CP to change ant. radiation. Ann. Dec. 5.

AM actions

- WSON Henderson, Ky.—Broadcast Bureau granted CP to make changes in ant. system; condition (BP-20,920). Action Dec. 2.
- WVOH Hazlehurst, Ga.—Broadcast Bureau granted CP to make changes in ant. system (BP-20,921). Action Dec. 2.

FM applications

- KOST Los Angeles—Seeks CP to change TL. Ann. Dec. 6.
- WINZ-FM Miami Beach, Fla.—Seeks mod. of license to change SL. Ann. Dec. 6.
- *KUFM Missoula, Mont.—Seeks mod. of CP (BPED-2567); change trans.; change TPO and ERP: 17.21 kw. Ann. Dec. 6.
- WWST-FM Wooster, Ohio—Seeks CP to install new aux. trans.; Ann. Dec. 6.
- WMGK Philadelphia—Seeks mod. of license to change SL. Ann. Dec. 6.

FM actions

- WTOC-FM Savannah, Ga.—Broadcast Bureau

granted CP to install former main trans. as aux. (BPH-10,798).

- WLAV-FM Grand Rapids, Mich.—Broadcast Bureau granted mod. of CP to change TL; change trans.; change ant., and make changes in ant. system (BMPH-15,273). Action Dec. 2.
- KEZK St. Louis—Broadcast Bureau granted CP to install new ant.; ERP: 100 kw (h&v); ant. height 450 feet (h&v) (BPH-10,788). Action Dec. 2.
- WCTO Smithtown, N.Y.—Broadcast Bureau granted mod. of CP to change ERP to 3 kw (h&v); ant. height 280 feet (h&v) (BPH-15,322). Action Dec. 2.
- WQAL Cleveland—Broadcast Bureau granted mod. of CP to change ERP to 7.1 kw (h&v); ant. height 1080 feet (h&v) (BMPH-15,321). Action Dec. 2.
- *KOKF Edmond, Okla.—Broadcast Bureau granted mod. of CP to make changes in ant. system (decrease height) (BMPED-1,527). Action Dec. 2.
- WEXL Charleston, S.C.—Broadcast Bureau granted mod. of license to change SL. (BMLH-594). Action Nov. 18.

In contest

Procedural rulings

- Cicero, Ill., Radio Cicero et al., **AM proceeding:** (Docs. 21,247-51, 21253). ALJ Daniel M. Head revised certain procedural dates and scheduled hearing for Feb. 14. Action Dec. 1.
- Springfield, Ill., Springfield Advertising et al., **FM proceeding:** (Docs. 21338-41)—ALJ Thomas B. Fitzpatrick set certain procedural dates and rescheduled hearing from Jan. 16 to Jan. 31. Action Dec. 5.
- Brainerd, Minn., Tower Broadcasting, **FM proceeding:** (Doc. 21215)—Chief ALJ Chester F. Naumowicz Jr. continued dated for commencement of hearing pending further order. Action Dec. 1.
- Greenville, Ohio, Lewel Broadcasting, **renewal proceeding:** (Doc. 21267)—ALJ John H. Conlin granted request by Broadcast Bureau and continued prehearing conference from Dec. 13 to Jan. 25. Action Dec. 5.
- Richmond, Va., Roy H. Park Broadcasting of Virginia, **renewal proceeding:** (Doc. 21409)—ALJ Reuben Lozner set certain procedural dates, scheduled admissions hearing for April 3 and rescheduled evidentiary hearing from Jan. 16 to April 10 in Richmond or vicinity. Action Dec. 1.

FCC decisions

- Ashland, Ore., **FM proceeding:** (Docs. 21171-72)—Commission granted applicants joint petition; Kilibro Broadcasting's CP is granted and Faith Tabernacle's is dismissed and proceeding is terminated. Action Dec. 5.
- WHGR (AM)-WJGS (FM) Houghton Lake, Mich.—Commission designated for hearing license renewal applications of Sparks Broadcasting. Action Nov. 30.
- Commission affirmed recently revised multiple

ownership rules providing fixed standards by which to measure, and thus disallow, regional concentrations of broadcast media. Action Nov. 30.

Fines

- WBJH (FM) Trenton, N.J.—Broadcast Bureau notified licensee of apparent liability for \$500 for improper inspecting operator statement in log. Action Dec. 5.
- WMOA-AM-FM Marietta, Ohio—Broadcast Bureau notified licensee of apparent liability for \$2,000 for failure to make entries indicating duration of commercial matter. Action Dec. 5.
- WHOL (AM) Allentown, Pa.—Broadcast Bureau ordered licensee to forfeit \$500 for failure to perform required frequency measurements. Action Dec. 5.
- WSAN (AM) Allentown, Pa.—Broadcast Bureau notified licensee of apparent liability for \$100 for failure to enter required daily tower lighting observations. Action Dec. 5.

Allocations

Petition

- Quincy, Fla.—Pat F. and Mary Ann Thomas request amendment of FM table of assignments to assign ch. 240A to Quincy. Ann. Dec. 2.

Actions

- Huntsville, Ala.—Broadcast Bureau proposed deleting TV ch. 23 at Decatur, Ala., and adding ch. 54 there. Action resulted from comments opposing earlier FCC proposal to add TV ch. 54 to Huntsville in response to petition by Pioneer Communications. Comments due Jan. 15, replies Feb. 6. Action Nov. 30.
- Gordonville, Mo.—Broadcast Bureau assigned ch. 257A to Gordonville as community's first FM. Action was response to petition by Rainbow Broadcasting, licensee of daytime-only KJAS (AM) Jackson, Mo. Action Dec. 1, becomes effective Jan. 16.

Translators

Actions

- Broadcast Bureau granted following licenses covering new UHF translator stations.
- K48AC North Kenai, Alaska (BLTT-2043); K55BB North Kenai, Alaska (BLTT-2024); K58AK North Kenai, Alaska (BLTT-2025); K64AN Sterling, Soldotna and Kasilof, Alaska (BLTT-2073); K60AX Kingman, Ariz. (BLTT-2075); K58AP Topock, Gas City, Mohave Valley, Arizona and Needles, all California. (BLTT-2074); K53AD Bethune and Burlington, Colo. (BLTT-2007); K55AX Bethune and Burlington, Colo. (BLTT-2008); K57AM Bethune and Burlington, Colo. (BLTT-2009); K59AP Bethune and Burlington, Colo. (BLTT-2010); K60AM Cheyenne Wells and rural area, Colo. (BLTT-2063); K62AH Cheyenne Wells and rural area, Colo. (BLTT-2064); K64AJ Cheyenne Wells and rural area, Colo. (BLTT-2065); K66AQ Cheyenne Wells and rural area, Colo. (BLTT-2066); K70FL Hartsel, Colo. (BLTT-2056); K64AQ Hartsel, Antero Junction and Eleven Miles Reservoir, Colo. (BLTT-2047); K80AX Big Fork, Mont. (BLTT-2060); K82AO Big Fork, Mont. (BLTT-2061); K74BL Lewistown, Mont. (BLTT-2054); K60AL Rollins and Finley Point, Mont. (BLTT-2048); K60AF Carlin, Nev. (BLTT-2062); K60AQ Eureka, Nev. (BLTT-2041); K67AL Ely, Nev. (BLTT-2058); K55AO Panaca, Nev. (BLTT-2057); K69BB Horse Springs store and ranch area, N.M. (BLTT-2000); W60AF Malone, N.Y. (BLTT-2059); W65AH Loudonville, Ohio (BLTT-2072); W69AO Millersburg, Ohio (BLTT-2071); K66AQ Erick, Sayre and Carter, Okla. (BLTT-1978); K68AU Erick, Sayre and Carter, Okla. (BLTT-1979); K81AD Wasco, Ore. (BLTT-2045); K63AT Wallowa Valley, Ore. (BLTT-2049); K65AY Wallowa Valley, Ore. (BLTT-2050); K67BF Wallowa Valley, Ore. (BLTT-2051); K76AU Wheeler county, Tex. (BLTT-1927); K68AX Price and Rural Carbon county, Utah (BLTT-1999); W57AG Parkersburg, W.Va. (BLTT-2042).

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General Manager wanted for WTTM, Trenton, New Jersey—920. 1,000 watts full time. This Great Scott Station needs strong, sales oriented, take charge manager. Salary plus percentage of growth and fringes. Phone Mr. Conti 215-326-4003.

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You can make \$20,000 and more a year with this dynamic California daytimer in a \$2 billion market. Write KWUN, Box 685-1480, Concord, CA 94521.

Salesperson. Metro Washington, DC. Box R-117.

Tiger Wanted ... Should be prepared for Sales Manager's position with override in 60 days. Guaranteed salary against commissions, paid vacation, car and gas. Midwest market, 250,000. Send resume and track record to Box R-118.

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WMAY, Springfield, Illinois has immediate opening for bright problem solving sales person on the way up. Strong on creativity with ability to write and sell campaigns. Excellent opportunity to join the fastest growing facility in the market. Contact Thomas Kushak, WMAY, P.O. Box 460, Springfield, IL 62705. A Midwest Family Station.

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WJBY Gadsden, Alabama wants experienced person in Radio Sales. Excellent opportunity to advance, salary and commission. Send resume of qualifications, references and salary requirements to WJBY, P.O. Box 930, Gadsden, AL 35902. EOE.

WSGA/WZAT are looking for an Account Executive to work for the two dominant stations in the market. Salary commensurate with ability. Send resume and other information in first letter to Local Sales Manager, Box 8247, Savannah, 31402. EOE, M/F.

HELP WANTED ANNOUNCERS

Immediate opening for announcer. First Tickets only. Write KPOW, Box 968, Powell, WY 82435. EOE.

Fulltime 5 KW AM adult contemporary needs experienced announcer with good production background. FCC 3rd Class ticket. No selling. Must be communicator with good voice. An Equal Opportunity Employer. WCOJ, Coatesville, PA 215-384-2100.

Eastern Broadcasting is looking for a morning entertainer! A real pro with experience in entertaining in the morning. Prefer a stable mature adult ready to settle down in the Midwest. Format is contemporary leaning toward adults. Call if interested ... 202-265-1400.

Smooth & Easy, good throat talent for Midwest MOR. Need strong production to go with air shift. Tape and resume to Rob George, WJPS/AM, Box 3636, Evansville, IN 47735. EOE.

Immediate. Staff announcer with news & production skills. Non-automated Beautiful Music. Experience required. EEO. Tape & resume to WSRW, West Side Station, Worcester, MA 01602.

WTGC Radio 1010, Lewisburg, Pennsylvania, has opening for experienced announcer-production-news. Adult MOR. Salary based on experience. Send tape, resume and tell all in first letter. WTGC, 1108 28th Ave., Altoona, PA 16601.

Need immediately. Radio News/Automation operator. Experienced News only. Will teach automation. Five-and-one-half day week. Salary \$140 to \$160 per week as starter. Send tape, resume to Dick Richards, WKMC, Roaring Spring, PA 16673.

Bright, young, experienced broadcaster wanted for Midwest medium market CBS station. MOR/contemporary background preferred—but adaptability is the key for this position. Must have potential for advancement. Send resume to Box R-121.

Central Illinois' strongest AM Modern Country station needs creative midday air-personality. Must be a production pro, have good references and hard worker. Great facility and staff plus benefits. Current midday person moving to sales. Send tapes and resumes to: Mike Carta, PD, WMAY, P.O. Box 460, Springfield, IL 62705.

Wanted Announcer—Minimum 1 year exp.—St. Louis area. Must be dependable & good reader. 314-586-8577.

University owned non-commercial station seeking announcer familiar with classical, jazz, and big band music, composers and artists. \$7,100 plus fringe benefits. Send resume, audition tape, including classical, to Dick Ellis, Manager, WETS-FM, Box 21,400A, East Tennessee State University, Johnson City, TN 37601. An Affirmative Action-Equal Opportunity Employer M/F.

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Immediate Opening for experienced announcer strong on production. Send tape and resume to Box 430, Rocky Mount, VA 24151.

Wanted: Experienced Announcer/Sales with good production. FM Rock on Guam. 3rd/Broadcast. Send resume/tapes. KSTO, Box 8637, Tamuning, Guam 96911.

Indiana-Chicago Suburban looking for strong morning personality, must be a good communicator and have a warm personality. Send tape, resume and salary requirements to Tim Bandura, WFLM, 250 North Main St., Crown Point, IN 46307. No beginners need apply.

One of California's top rated Beautiful Music FM stations needs announcer with major market experience or ability for prime time shift. We want a one-to-one communicator with a natural, friendly delivery, suitable for Schulke format. Salary negotiable. Growing company. Great place to live. Send tape, resume and references to Scott Moseley, KKNU, P.O. Box 4261, Fresno, CA, 93744. E.O.E.

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Illinois Medium Market AM/FM seeks First Phone Engineer-Announcer. Box P-56.

Immediate opening in Midwest for experienced morning announcer with news and production abilities. Box R-43.

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Chief Engineer needed for Southeastern Arizona AM/FM operation. Excellent equipment, must be able to keep it that way—must be up on FCC rules and Regs. Call Russell Beckmann collect 8A-5P MST 602-458-4313 KLAN(AM)-KTAZ-FM Sierra Vista, AZ.

Chief Engineer wanted for 5000 Day, 500 directional night, in great recreational and family area. Must have transmitter and studio maintenance experience. Contact: Charles Harper—KWMS 1042 So. 7th W, Salt Lake City, 801-973-2450. EOE.

Live and work by the Ocean at WGIG/WBSI FM, Brunswick/St. Simons Island, GA., between Jacksonville and Savannah, C.E. with experience in directional, stereo, and automation. Good salary and fringes. Phone Alan Bishop, G.M. at 912-265-3870, or write 801 Mansfield Street, Brunswick, GA 31520.

Virginia AM/FM seeks chief engineer. Must be thoroughly experienced and knowledgeable for both studio and transmitter. Combo person desired, but not essential. Accent definitely on engineering. Equal Opportunity Employer. Box R-93.

If you're ready to be your own boss, then we need you as our Chief Engineer. Small single station market, SE, fulltime AM operation with directional antenna nights operated remote control. Improve your income if you can do play-by-play, or sell. State starting salary. Send full resume to Box R-99.

HELP WANTED TECHNICAL CONTINUED

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Chief Engineer Needed immediately. Must have experience with all phases, Directional AM, FM Stereo, Automation, Studio, rules and regulations. Send resume, references, and salary requirements to Cleve J. Brien, President, WLSQ-WREZ Radio, PO Box 5000, Montgomery, AL 36101.

WIOS Radio-Directional AM Northeastern Michigan. Automated ability more important than experience. Call collect. Excellent salary includes car and benefits. Contact John Carroll 1-517-362-3417.

Opening for Experienced engineer who can handle some other broadcast duty in small operation. Will consider a retired Chief for limited hours, maintenance only. Also an announcer with First Ticket for night shift. Send resume, tape, requirements to Manager, WRGC, Box 1044, Sylva, NC 28779. An EOE.

Engineer Wanted, we have a 5KW AM and small FM. If you need a job please contact me at 606-886-2050 or 886-6191, D.C. Stephens.

HELP WANTED NEWS

Professional broadcast journalist for reporter/producer/news anchor position at WJR, Detroit, Michigan. Must have college degree, 3-5 years experience in broadcast excellence as a field reporter, writer and producer. Please send letter, resume, writing samples and tape to Dave White, News Director, WJR, 2100 Fisher Building, Detroit, MI 48202. No telephone calls, please.

News anchor for contemporary station longtime No. 1 in market with solid news reputation. Good voice. Bright, confident, up-beat delivery. Immediate start for person ready to move up to medium market or wanting relocate progressive New England city. Send short up-beat news tape, news copy, full resume. Ron Russell, WHYN, Springfield, MA 01101. Equal opportunity employer. Please, no phone applications. We invite you for interview or return material.

News Reporter: AM-FM Station seeks self-starter for fast-paced morning news shift. Good pay, good fringe. Tape and resumes to Jeff Martin, KWPC/KFMH, Box 116, Muscatine, IA 52761.

News Director: Start January 16. Broadcast news experience and degree preferred. Small town in New York's Finger Lakes Region. Send resume, audition to: Jack Clancy, WFLR-AM-FM, Box 22, Penn Yan, NY 14527 EOE/MF.

Anchor for award winning all-news. Requires strong delivery, writing, interview skills. Non-returnable audition tape, resume, references to Mike St. Peter, News Director, WEBR, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

News person. Immediate need for Midwestern news person with strong voice. Experience essential. Rush tapes and resume to Ernie Stottag, News Manager, WXCL, 3641 Meadowbrook, Peoria, IL 61604. No calls, please.

Reporter/Anchor who wants the challenge of depth reporting at a station where content and significance, not format, dictate story length. Brief weekday anchor shift also expected. Requires strong delivery, writing and interview skills, experience. Resume, nonreturnable tape, references to Mike St. Peter News Director WEBR 23 North Street Buffalo New York 14202. An equal opportunity employer.

Help Wanted News: News Director needed at once. To supervise expansion in programming. Full charge individual to supervise local news department and public affairs. Best living area in country. Submit audition tape, salary requirements and resume at once. Bob Michael, Gen. Mgr. WRGI 950 County Road 31, Naples, FL 33942. 813-775-3321. EEO/AA.

Here we grow again. News Director needed immediately. Must be experienced and professional. Send complete resume, including tape, to Bob Smith, WTRR Radio, Box 1568, Sanford, FL 32771.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

WBT Radio, Charlotte, NC, is looking for a creative, talented, mature person to do production with some air work. Send air check and complete resume to Andy Bickel, WBT Radio, 1 Julian Price Place, Charlotte, NC 28208. An Equal Opportunity Employer.

Immediate opening: Program Director-Adult Contemporary format. Must be production pro. No. 1 24 hour operation-Midwest location. Send tape, resume, salary requirements to GM, WITY, Box 142, Danville, IL. Equal Opportunity Employer.

Program Director. Medium size, highly competitive, Midwestern market. High power, full time adult contemporary FM. We need a PD, who is aware that good programming leads to sales but does not exist in spite of sales. New ownership of a well established station. Air shift mandatory. E.O.E. Send resume to Broadcasting, Box R-78.

Experienced Country Music Program Director. Must have thorough knowledge of ARB, ¼ hr. maintenance, come building, etc. Need an organized, take charge, bottom line person to direct professional staff. Tape, resume to Perry St. John, Manager KSO, Des Moines, IA 50317.

The University of Tulsa Faculty of Communication seeks Assistant or Associate Professor for Telecommunications sequence, teaching primarily fundamentals, writing, and production courses. Other teaching assignments dependent on individual's expertise and department needs. Ph.D. or national professional reputation required; significant research interests and professional broadcast experience necessary. Send applications to: Dr. Thomas W. Bohn, Chairman, Faculty of Communication, Tulsa, OK 74104. The University of Tulsa has an Equal Opportunity/Affirmative Action Program for Students and Employees.

Program Director: We need a mature person with a minimum of 4 years experience as Pd at a MOR Station. Strong leadership abilities, air personality, strong production. Send tape and complete resume plus salary requirements to: Jim Treanor, KLYD AM/FM, 924 Truxtun Ave., Bakersfield, CA 93302. E.O.E.

South Florida Major AM-FM needs very creative copywriter (production voice desirable). Call Bob Allyn 1-813-842-8425.

Minnesota Public Radio's Earplay Radio Drama Production Project seeks producer-director-script writer. Begin April 1, 1978. For complete description, send stamped, self-addressed envelope to T. Kigin, EARPLAY, Box B, MPR, 400 Sibley, St Paul, MN 55101. AA/EEO.

Copywriter/Producer for Western Pennsylvania AM-FM. Send resume and Scripts Box R-92.

University of Cincinnati seeking Academic and Administrative Head—Division of Broadcasting. For job description and further information write: Dr. Paul M. Palombo, Associate Dean, UC College-Conservatory of Music, Cincinnati, OH 45221.

Help Wanted Programing: Due to programing expansion we are in need of a take charge program director. Complete responsibility of programing department. Air shift included. Mature judgement a Must. Adult Contemporary format with community involvement. Best living in the country. Submit your resume, audition tape and salary requirement now. Bob Michael, Gen. Mgr. WRGI 950 County Road 31, Naples, FL 33942 813-775-3321. EEO/AA.

SITUATIONS WANTED MANAGEMENT

General Manager Eminently qualified with strong sales, program and adm. background. Proven record with over fifteen years top Major AM operation. Prefer ownership participation. All inquiries confidential. Box R-14.

S. Florida Broadcasters! Ambitious, young aggressive account executive wants more than he can get currently. If you're small to medium size market and will consider percentage of station for someone who can make you money, reply confidentially to Box R-114.

Manager-Engineer seeking another position as same. Good deal for you! Box R-51.

General Manager/General Sales Manager Twenty years all phases radio. Seeking opportunity to make \$\$\$ for the both of us. Presently Central California. Interview at my expense. Broadcasting Box R-76.

Seek Small Market management* 13 years experience; sales, announcing, management (Educational FM); First phone, college degree, family man. David Barner, 231 South Fourth, Chambersburg, PA 17201, 717-264-7393.

If your Small Market Station needs an experienced, proven G.M. Write Box R-111.

SITUATIONS WANTED ANNOUNCERS

Capable and Professional sounding basketball and hockey PBP. Available immediately. Will also do news, production. Have tapes, resume. Box P-109.

Broadcasting School graduate wants job now! Third endorsed, will relocate. Robert Moreau 804-497-5868. 5853 Chesapeake Blvd., Norfolk, VA 23513.

Third Phone Jock needs break! Entertaining. Not a goof-off. Prefer top 40, small or med. market. Prefer Midwest. Broadcast school grad. Tape, resume. Call Keith 815-399-6986.

Top 50 Mkt Communicator with program and music experience. Top-40, MOR, or AOR. Prefer Northeast or West Coast. Box R-102.

Six years on air and sick of being listed under "secondary" or "medium market" Tape and references will impress. Current TSA 450,000. Box R-103.

Experienced Female 1st phone. Studio operations, sharp, energetic. All markets OK. 305-665-9009. Box R-115.

First phone gentleman rocker wants back, ten years' experience chief engineer, DJ, PD. Warm climate, decent pay. John, 502-447-2779.

I Love Production! If you want a professional personality with great pipes, delivery, attitude, BA, and experience, I'm Him! Prefer AOR, MOR, T40, South or Southwest. 517-337-0018 Collect.

Experienced DJ, News, Production. Looking for "thumb's-up" situation in Medium-Major market. Contact Mike Ward; 716-884-8022. 56 Greenwood Pl. Buffalo, NY 14213.

Available Now: One of America's foremost authorities on solid music. 9 yrs. experience. Third Endorsed. Call Sal-305-846-7274.

Personality Country Jock-20 years experience, prefer Virginia or neighboring states. First Ticket. 513-253-5727.

SITUATIONS WANTED TECHNICAL

Experienced Chief Engineer seeks position with quality station. Box N-104.

Chief Engineer. Mature, capable, prompt maintenance. Wanna be on my own. Seek secure, stable, simple operation, preferably warm climate. 305-721-1539. Walt MacTammany 7730 No. A, S.W. 10, St. Pompano Beach, FL 33068.

Sad Chief Desires position with financially stable operation with job permanency. Familiar with all facets of AM/FM and Automation. No stranger to competition. 205-365-7503 after 6:00 CST.

SITUATIONS WANTED NEWS

Newman with 1½ years experience seeks New England News position. A.S. Degree in Broadcasting. Available immediately. Will relocate. Richard Chabot, 507 Main Street-Apt. No. 1, Lewiston, ME 04240. 207-784-3810 or 617-862-5907.

Reliable Professional with some Major Market experience seeks Small or Medium Market Sports position. Job can include News, DJ, and Sales. Good PBP, excellent references, 3rd Phone. Box R-122.

Lady D.J., Newperson-23, single, 3rd phone, B.A. and college broadcasting experience. Good voice. Living near Washington, DC, but will re-locate. Box R-128.

SITUATIONS WANTED NEWS CONTINUED

Major Market Experienced reporter seeks full time news/sports position. B.A. Journalism. 3rd Phone, willing to relocate. Ed 805-497-2448.

Experienced Sport Director polished to move. Journalism B.A., 8-years in business. Exciting all sport PBP, telephone talk, production, documentary, interviews. Hearing is believing. Phone Jim Thompson 1-815-434-0396.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Ten Year Pro-D.J. in majors with extensive (RKO) top 40 adult and teen formats. Seeks Program Director position. Can make your station number one and increase sales. Solid track record. Box P-4.

Production position desired. 1st phone, 27 mos exp., available now. Office exp. 207-882-7395. Box R-63.

Program director displaced by ownership and format change looking for rocker or talk station in competitive market. Fifteen years experience. All replies confidential. Will move anywhere, Northeast or Canada preferred. Box R-90.

TELEVISION

HELP WANTED MANAGEMENT

Program Manager creative in programing and production. Seek aggressive individual capable of assuming responsibility for all station program including the creation and production of programs oriented to the community. Would also oversee the production of commercials for local advertisers and adminstrate a staff of 13 employees. Equal Opportunity Employer. Contact Ian Harrower, WTAJ TV, Altoona, PA. 814-944-2031.

Director State Public Broadcasting Agency. Top management position to assume responsibility for present operation and further development of statewide system of public television and radio facilities. Applicant must have demonstrated leadership, management and administrative abilities. Experience in dealing with governmental agencies and budget planning helpful. Salary commensurate with experience and qualifications. Excellent employee benefits. Send resume, salary requirements and references to: J. Paul Geary, Chairman, Selection Committee, WV Educational Broadcasting Authority, Suite B-424, State Building Six, State Capitol, Charleston WV 25305. Deadline for applications is January 31, 1978. Equal Opportunity Employer.

HELP WANTED SALES

National Sales Manager. Group owned VHF network affiliate in fast growing, most appealing top 25 markets. Unexcelled life style, weather and outdoor recreation facilities. Must be aggressive, mature, responsible... good follow through. Want an achiever to work with major rep firm and on sales management team. Box P-15.

Experienced Account Executive to sell for top 10 market independent station. Major responsibility will be to call on new direct accounts. Great starting salary. E.O.E. - M/F Send confidential, detailed resume to Box R-52.

Mid-Atlantic Production House desires New York representative. Please reply to Box R-89.

Experienced Account Executive: Major Southeast market. Affiliated group owned station offers great opportunity and growth potential for Energetic Achiever. Send confidential resume to Box R-100.

Sales person for small, booming, desert Southwest network VHF, near skiing. Experienced pros only, please. Box R-105.

HELP WANTED TECHNICAL

We are presently seeking a competent maintenance technician to occupy a supervisory position at our remote controlled transmitter. Studio experience helpful; professionalism necessary. Call 304-525-7661. Equal Opportunity Employer.

Unit Supervisor. Major West Coast video production facility needs experienced mobile unit Supervisor. Complete responsibility for equipment and crew performance as well as client interface on location shoots. State of the art cameras and video tape equipment. Send resume and salary requirements to Box P-47.

Instructional Television Engineer. Assume responsibility for completing conversion of monochrome system to color, including design and modifications, etc. Well-versed in maintenance of quad, helical and small format VTR's and familiar with Norelco color camera system. EE Associate Degree or equivalent. Three years related experience necessary. First class FCC license preferred. Norelco schooling opportunity, 22 days vacation, excellent benefits, competitive salary. Send resume to Personnel Department, St. Louis Community College, 5801 Wilson, St. Louis, MO 63110. An Affirmative Action/Equal Opportunity Employer.

Growing Deep South UHF seeks qualified studio maintenance engineer, minimum experience five years. Must have knowledge of RCA VTRS, TR-60, TR-70, TS 40 and RCA Cameras (TK-44). Also Sony 3/4 inch machines helpful. EEO Employer. Please send resume to Box P-117.

Chief Engineer. We are a top public television station and are looking for a first rate Chief Engineer. Must have experience in production house environment. Salary and benefits will be commensurate with qualifications and experience. Only those persons with high credentials need apply. Box R-65.

Chief Engineer. For network affiliated VHF in top twenty Southern growth market. Person chosen will need to know technology, but people handling ability is just as important. Send resume, salary history and a letter stating why you should be selected to Box R-67.

Chief Engineer for University telecommunications center. Will have technical responsibility for modern broadcast TV, FM and CCTV facility. Qualifications include: BS in related field, demonstrated state of the art technical knowledge, leadership ability, and FCC first. Equal Opportunity Employer. Send resume, references and salary requirements to: Box R-71.

TV Chief Engineer position immediately available. Minimum (7) years experience in studio and transmitter maintenance. No. 1 station in Rocky Mountain small market in sports person's paradise. RCA/GE film, GE Studio, Ampex quads, 4 ENG units, new Harris BT-35H with GE alternate main, Mosely remote control. Contact Director of Operations 208-523-1171. EOE.

Immediate opening, experienced television broadcast technician. Located in South Texas. Send resume and salary requirements to: Box R-120.

Technician strong in maintenance, experienced in quad and ENG helical VTR. 1st phone required. Send resume and salary expected to Chief Engineer, WFTV, P.O. Box 999, Orlando, FL 32802. An Equal Opportunity Employer.

Videotape Film Chain operator—Experienced in set-up and operation of quadruplex, helical, and film chain equipment. Call or write to Bryon Motion Pictures, Inc., 65 K St., N.E., Washington, DC 20002-202-783-2700.

Assistant Chief Engineer familiar with RCA equipment UHF transmitter, VTRs, Color Cameras, etc. KMIR-Television Palm Springs. Ken Warren, C.E. 714-325-7121.

Video Engineer Operator—Experienced in maintenance & repair of quadruplex, helical, film chain and other related video equipment. Call or write to Byron Motion Pictures, Inc., 65 K St., N.E., Washington, DC 20002-202-783-2700.

Video Tape Maintenance Engineer. Large, medically-oriented corporation based in Nashville needs highly qualified videotape maintenance engineer for new, color teleproduction facility. Requirements include five to eight years broadcast television experience, FCC first class license, experience with VTRs, color cameras, video terminal equipment, audio equipment, and digital control circuitry. Production experience is a plus. Salary in high teens. Please submit resume to: Tom Bain, Hospital Corporation of America, One Park Plaza, Nashville, TN 37203.

University Radio-TV Division has immediate expansion-position opening for Television Engineer. Maintain professionally-equipped color studio. Ability to work with both students and professionals required. Responsible to Chief Engineer. Must hold FCC 1st phone. College degree desirable but will consider without. Starting annual salary \$9282. Resume to Chairman, Radio-Television Division, Arkansas State University, Box 4B, State University (Jonesboro), AR 72467. Application deadline January 16, 1978. Equal Opportunity, Affirmative Action Employer, M/F.

TV Engineer wanted to work in all color, remote-controlled UHF public television station in Western Michigan. Must have first class license and television experience. Send resume to: Paul Bock, Chief Engineer, WGVC, Grand Valley State Colleges, Allendale, MI 49401. GVSC is an Equal Opportunity/Affirmative Action institution.

HELP WANTED NEWS

Looking for top notch reporters, anchors, writers, editors, photographers, and producers. Major Southern California market. Send resume to Broadcasting Box R-4.

Co-Anchor with good news judgement and producing ability. Send tape and resume to Howard Meagle, Operations Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

News Director for growing news department in Augusta, Georgia. Send tape and resume to Howard Meagle, Operations Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

Reporter/Photographer for growing news department in Augusta, Georgia. Send tape and resume to Howard Meagle, WRDW-TV, Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

Expanding News Department has two positions available immediately. Newscast Producer—responsible for 6 and 10PM newscasts; overall quality control. Must have BA in Journalism, two years experience with at least one year newscast production. Reporter-Photographer—Must have BA in Journalism, 1-2 years experience and on-the-air capability. E.O.E. Send complete resumes, salary requirements, writing samples by January 15, 1978, to Box R-62.

Number one rated Midwest network affiliate looking now for weatherperson who can do film reports on weather related subjects as well. Our present weather-caster leaving for a job in a top 20 market. Equal Opportunity Employer. Send resume to Box R-81.

Two positions available: Reporter and Photographer. Requirements: Experience; Intelligence. Send resume's and audition tapes to: WSM-TV News, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Executive Producer/Assistant News Director needed for No. 1 network affiliate in top 60 market. Heavy ENG and management experience preferred. Five years experience required. Excellent management opportunity and benefits. Send resume to Business Manager, WTOL-TV, Cosmos Broadcasting Corporation, P.O. Box 715, Toledo, OH 43695. An Equal Opportunity Employer.

International Television News and Documentary Agency seeks experienced Journalist/Directors for U.S.; and foreign assignment. Send Resumes and Salary requirements to Box P-121.

Weekend TV Anchor, Progressive Midwestern AM-FM-TV Operation looking for weekend editor/anchor with general assignment reporting on weekdays. Prior TV experience a must. Equal Opportunity Employer. Send resume to Broadcasting, Box R-95.

Executive Producer—top N.E. Market. Five years TV experience as Reporter, Producer, Assignment Editor. Equal Opportunity Employer. Detailed Resume to Box R-107.

Co-Anchor Reporter—Top 25 Eastern Market. Two years on-air Anchor and Reporter experience. Equal Opportunity Employer. Detailed Resume to Box R-110.

Environmental Anchor Reporter Major N.E. Market. Two years on-air experience. Equal Opportunity Employer. Detailed resume to Box R-119.

HELP WANTED NEWS CONTINUED

Upper Midwest Station needs anchorperson, producer, reporter with experience in small or medium market. ENG experience helpful. E.O.E. Send resume and salary requirements to Box R-109.

16MM Film Lab Processor—Minimum one year experience mixing chemicals and running film. Familiarity with Jamieson Processor preferred. Equal Opportunity Employer. Detailed Resume to Box R-113.

Managing Editor Leading station in market seeks person to make assignments and produce early show. Number two position in first-class news department. Must have proven track record as television street reporter. E.O.E. Box R-123.

News Anchor weekday anchor for No. 1 station. Looking for person now on the air. Must be able to demonstrate high quality street reporting skills. Beautiful resort area. E.O.E. Box R-125.

Staff Writer/Editor I (Scriptwriter) To write scripts for programs in a television series on Franco-American culture for children, to be produced under a grant from USOE/DHEW. Writers would research all material used in the scripts, checking for authenticity and accuracy, and visit sites to be used for on-location filming. Minimum qualifications: bachelor's degree in journalism, communications, or closely related field, and at least one year of professional writing experience, preferably in connection with educational and/or bilingual activities. Applicants should have bilingual ability (French/English), including fluency with Franco-American regional dialects. Should have experience with and sympathy toward needs and concerns of Franco-American community. Salary range: \$8,772—\$13,620; starting salary dependent on qualifications. Send letter of application, preferably in French and English, along with samples of published work, resume of education and experience, three references, and minimum acceptable per/program fee no later than December 30, 1977, to: William A. Brady, New Hampshire Public Television, University of New Hampshire, 17 Madbury Road, Apt. 10, Durham, NH 03824. An affirmative action/equal opportunity employer.

South Florida: We're a growing ABC affiliate looking for an experienced reporter that can communicate with an audience. Applicants should have a minimum of two years professional experience in reporting, shooting and editing. Some anchor work a possibility. Great company fringe benefits and an excellent working environment with an aggressive news department. Send tape, resume and salary requirements to: Personnel Director, WPEC-TV, Fairfield Drive, West Palm Beach, FL 33407. EOE.

Sports Director for major market, top ten. East. Mature, seasoned TV Sports pro... strong on camera and in the field. We are looking for a person with a unique appeal... aggressive and self-starter. Send resume and tape to WTTG, 5151 Wisconsin Avenue, NW Washington, DC 20016. EOE, M/F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Producer-Director For a television production unit, developing a series on Franco-American culture for children, under contract with USOE/DHEW. Under supervision of Executive Producer/Project Director, will be responsible for planning, producing, and directing television programs in the series. Candidate must have Bachelor's degree, at least two years experience in television producing & directing, knowledge of and creative ability in television and motion picture production techniques. Film or videotape resume should be supplied on request. Preference will be given to candidates with bilingual ability (French/English), including fluency in Franco-American regional dialects. Should have familiarity with and sensitivity toward needs and concerns of Franco-American community. Successful candidate will be hired on an honorarium basis to work on pilot program in series. If pilot is approved by USOE, candidate will be hired full-time for the remaining 1-1/2 years of the project. Salary range: \$10,572-\$16,428, depending on qualifications. Send application, preferably in French and English, resume of education and experience, three references, and minimum salary requirements, no later than December 30, 1977, to: William A. Brady, New Hampshire Public Television, University of New Hampshire, 17 Madbury Road, Apt. 10, Durham, NH 03824. An affirmative action/equal opportunity employer.

Cinematographer I For a television production unit, developing a series on Franco-American culture for children under contract with USOE/DHEW. Will perform duties as assigned in lighting, camera work, sound recording, and film editing of film segments in these television programs. Candidate should have a combination of at least four years of technical training in film production and experience in commercial and/or educational film production. Samples of film production should be supplied on request. Preference will be given to candidates with bilingual ability (French/English) including fluency in Franco-American regional dialects. Should have familiarity with and sensitivity toward the needs and concerns of the Franco-American community. Successful candidate will be hired on an honorarium basis to work on pilot program in series. If pilot is approved by USOE, candidate will be hired full-time for the remaining 1 1/2 years of the project. Salary range: \$8,772—\$13,620, depending on qualifications. Send application, preferably in French and English, resume of education and experience, three references, and minimum salary requirements, no later than December 30, 1977, to: William A. Brady, New Hampshire Public Television, University of New Hampshire, 17 Madbury Road, Apt. 10, Durham, NH 03824. An affirmative action/equal opportunity employer.

Production Director—To produce and direct TV programs in professional color studio for state network and local cable distribution. Doctorate preferred, master's required. Responsible for production, budget, studio scheduling and liaison on behalf of TV center. Limited teaching. Rank and salary based on qualifications. Position available Fall, 1978. Letter of application and resume by March 15, 1978 to Dr. Jack Wilson, Chairman, Division of Communications, Morehead State University, Morehead, KY 40351. MSU is an Equal Opportunity, Affirmative Action Employer.

Radio/Television Production Company seeks creative audio production person with good pipes. Right person will get involved in all phases of production. Audio, Video, Film, etc. Send tape and resume to: The Coordinators, 4527 East 31st, Tulsa 74135. No calls.

Possible opening Fall, 1978 for faculty member in Video/Film. Active generalist interested in supervision of basic and advanced color studio student production. Must be capable of working with non-media faculty in interdisciplinary curriculum development. Evergreen is a four-year accredited liberal arts college which emphasizes team-taught interdisciplinary studies. No departments. For information, contact Dr. Willard Humphreys, Academic Dean, L2219, The Evergreen State College, Olympia WA 98505. Closing Jan. 15, 1978. An Affirmative Action/Equal Opportunity employer.

Instructional Television Producer Particularly interested in applications from minorities and women. Salary \$17,968—\$23,602 (Six Steps) to serve as the producer of television series for pupils in Grades K-12, young adults, and teacher inservice. Teaching experience; training and experience in full color production mandatory. Television production credits as producer of instructional television programs for open circuit telecast, film editing and filming techniques required. A Masters Degree in television production or related areas is preferred. Full color PTV station. Apply resume only by January 6, 1978 to Dr. Edward S. Beach, Jr., Maryland State Department of Education, Division of Instructional Television, 110 Painters Mill Road, Suite 20, Owings Mills, MD 21117. The Maryland State Department of Education is an Equal Opportunity/Affirmative Action Employer without regard to sex, race or age. Minorities, women and handicapped individuals are encouraged to apply.

Creative Director: California advertising agency. TV orientation. Voice, copy, three years experience required. Resume and salary requirements to Box R-18.

Pacific Northwest group owner looking for experienced Production Manager. Must have minimum 3 years hands on experience in commercial and program production. Must be able to handle people and work under heavy pressure. No phone calls. Send resume and demo tape to John Doyle, KVAL TV, PO Box 1313, Eugene, OR 97401. Equal opportunity employer.

Meteorologist—Coastal market looking for pro. Tropical weather. Radar, weather lab. E.O.E. Box R-124.

Television Station Film Editor. Minimum two years experience. Responsibilities include: Program re-editing, production editing, spot reel makeup, station shipping, program and shipping record keeping. M-F EOE. Contact: James Sudweeks, KMPH-TV, 2600 S. Mooney Blvd., Visalia, CA 93277. 209-733-2600.

Director-producer with proven track record in news directing for position with top 10 affiliate. Experience in all phases studio production and ENG with experience preferred in writing-producing public affairs and documentary programming. Send resume to Personnel, WTOP, Box 9638, Washington, DC 20016. Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Station manager/Operations—Program Director. Thoroughly experienced, highly qualified all areas. (20 years-VHF-UHF) Expertise in organization, cost controls, trouble shooting, promotion, Revitalization, new station presentation. Box R-96.

SITUATIONS WANTED TECHNICAL

Retired Merchant Marine Chief Electrician, 43, seeks position in Radio or TV. Phoenix Area. 1st Phone. 580 hrs. instruction 375 hrs. TV directing, studio operations. Box R-17.

Chief or Asst. Chief, 23 years experience all phases in top ten market. Box R-106.

SITUATIONS WANTED NEWS

Now anchoring and producing six and eleven news nightly. Personable heavyweight with network producing and reporting background and ND potential seeks larger challenge and market. Salary secondary to opportunity and market size and location. Confidential. Box P-66.

Nightly Anchor/Street Reporter Former Television News Director. Young, attractive, polished. Looking for small to medium market operation. Network on-air experience. Excellent writing. Box R-88.

Fawcett-Ladd type will up your ratings. Solid experienced writer/reporter. film/ENG, anchor, weather, commercials. Substantive reports. Panache. Nice person. Box R-98.

Where Do I Begin? Reliable self-starter with 2 1/2 years radio experience (including some Major Market) seeks entry level TV opportunity. Good writing, strong delivery. Prefer Sports—would welcome alternative. Salary unimportant. Box R-122.

TV/Radio Sports caster now available for position in Southwest or Southeast or West Coast. 4 years experience and college background from top "J" school. 512-428-2941.

Seasoned, Versatile Television Newsmen looking for Home after career setback. Prefer small market News Director. Wayne Sorge 214-657-2627.

Experienced, expensive, family man (38) available now. Do you need anchor/producer/sports? Box 8411 Spokane, WA 99203.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Childrens TV Production. ITV and Educational Media Consultant, now active in a school district—Experienced in all phases of TV production, Directing, tech, writing and design. Past CATV program director, and current TV production instructor. Looking to produce Childrens TV, or working with a high energy staff in Childrens TV and research, associate producing, writing, directing, designing, and working with young people in relation to a production. Call for a resume, Mr. Vince Flores 415-538-4444, 415-581-6694 or Write 4561 Edwards Ln, Castro Valley, CA 94546.

CABLE

HELP WANTED SALES

Salesperson Expanding Mini-MSO needs good people for Kansas City Cable & MDS system who are: 1. Experienced Cable TV or MDS sales people; 2. Persons who have a burning desire to learn Cable, Pay TV, or MDS sales. Send resume to Robert Haight, Kansas City Cable, Inc., 1701 State Ave., Kansas City, KS 66102.

HELP WANTED SALES CONTINUED

Sales Manager: Expanding Mini-MSO has challenging growth type position open in Cable and MDS for the person who is: 1. Experienced Cable TV sales manager; 2. Experienced Cable TV salesperson ready for more responsibility. Send resume to Robert Haight, Kansas City Cable, Inc., 1701 State Ave., Kansas City, KS 66102.

HELP WANTED TECHNICAL

Technician: Experienced in Broadband Amplifiers, Local Origination Equipment, and Microwave Transmitters needed for expanding urban cable system. Send resume to Robert Haight, Kansas City Cable, Inc., 1701 State Ave., Kansas City, KS 66102.

CATV Engineer Leading cable TV consulting organization offers major opportunity leading to partnership. Applicant will participate in and direct all engineering activities on behalf of our clients in CATV operations or regulatory agencies. Candidate must have degree, CATV experience, and be interested in assuming responsibilities in all phases of system management. We offer substantial remuneration, profit sharing plan, full benefits package. Send resume for interview to Smith, Cooper Associates, 510 Kings Highway No. Box 3220, Cherry Hill, NJ 08034.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Public TV station needs donation of a 10-120 C mount cine lens for General Camera SS III. Contact: Al Ellman, WCBT-TV, Lewiston, ME 04240, Phone 207-783-9101.

Ampex 1200, Prefer OH with Editec D. Zulli 213-466-5441.

Wanted: UHF TV Transmitters Instant cash paid for all models. Call Bill Kitchen: 904-837-2798.

FOR SALE EQUIPMENT

5" Air Hellax—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

IVC-960 Video tape recorder with Console, Color Proc and Doc. Like new \$12,000. A.F. Associates 201-767-1000.

GE BT4 10kw transmitter with or without Gates stereo M6095/6146 exciter and SCA. In service, available now. Call WXXM 312-943-7474.

IVC 960 Editor w/D.O.C. and Time Base Corrector, excellent \$5500. Mike Lincoln 415-956-5101.

Grass Valley 1600-4T Master Control Switcher. 24 Video/Audio inputs; 10 Audio-only inputs; PGM, PST Busses; Bkgnd. Gen., Metering, Audio-over, Downstream Keyer. Like new. A.F. Associates 201-767-1000.

Schafer 800-10 Channel Stereo Console. Call 404-487-9559.

FM Transmitters: Gates FM-20-H3-20KW, GEL FM-15A-15KW, Collins 831-G1B-20KW, Collins 830H-1A-20KW, Sparta 610A-10KW, Gates FM10-H3-10KW, Collins 830F-1A-10KW, Bauer 610-10KW, Collins 830E-1B-5kw, RCA BTF-5E1-5KW, RCA BTF-5B-5KW, Gates FM-5B-5KW, Gates FM-5G-5KW, Collins FM-5000B-5KW, Gates FM-IG-1KW, RCA BTF-1E1-1KW, Gates FM-1C-1KW, ITA FM-1000B-1KW, Collins 830B-1A-1KW, ITA FM-250B-250W, ITA FM-250A-250W, Gates FM-250B-250W, ITA FM-250A-250W, Gates FM-250B-250-W, Gates BFE-10B-10W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

AM Transmitters: Harris MW-1-1KW, Collins 20V3-1KW, Collins 20V2-1KW, RCA BTA-1R1-1KW, RCA BTA-1M-1KW, Gates BC-1G-1KW, Gates BC-1H-1KW, Collins 20V-1KW, Gates BC-5P2-5KW, Gates BC-250-L-250W, Gates BC-500D-500W, RCA BTA-5F-5KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Cameras-GE PE250 (Kitted to 350 specifications). Two chains complete with GE-115 Encoders, CBS 8400 Enhancers, HF PD-3 Pedestals, 400 foot cable. Contact Dick Payne, 205-281-2900.

Inovonics Model 375, Solid State Stereo replacement for Ampex 354 Tube-Type Electronics. Mint condition, virtually unused. Asking \$700 per unit. WRCV, P.O. Box 92, Mercersburg, PA 17236.

2 Tektronix Wave form Monitors, new knobs. E Face Plates, match current Tek units \$500 for both. Mike Lincoln 415-956-5101.

Brand New, never tuned or used 5 KW FM Transmitter and Stereo Exciter. \$15,000. 301-475-8937.

Transmitter Plant (Channel 12). RCA TT50AHLA Transmitter. RCA TF-12AH Antenna. Ideco 750 foot guyed tower. Heavy-duty 7 foot face. Much auxiliary equipment, including RF load, monitors, spare parts, etc. This plant was performing to "proof" specifications when de-activated 9/1/77. Contact Dick Payne, 205-281-2900.

Two IVC-960 CD 1" Helical VTR's. Fair condition. 9500 each or best offer. Phone 703-960-9283 evenings.

Two Ikegami TK-355 Studio/Remote color cameras. Studio grade tubes with extended red; Canon PV 10x15 auto iris lenses; 100 foot mini-cables; remote control panels with 50 ft. cables. Halftrack C.C.U.'s with waveform and monitor switchers. Internal sync generators and auto pedestal units available. Currently in studio operation and available for inspection. \$22,000 each. For further information call Paul Roston or Steve Detch at Roscor 312-539-7700.

RCA TT5A-VHF TV Transmitter. Excellent condition. Call 404-487-9559.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Hundreds of Deejays renewed again! Guaranteed funnier! Freebie. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

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.

Editorial Capsule Opinion research weekly. Trial subscription—\$3.78 Broadcast Service Assoc., 663 Fifth Ave., New York, 10022.

Cheap Radio Thrills! Vol-II filled with promo beds, electronics, goofy program open/closes, audience reactions, even a singing EBS test! Stereo LP just \$15, both volumes \$25 ... or write for free audio sample: L.A. Air Force, 2315 Vera Court, Long Beach, CA 90804.

Need a New Voice on your commercials? Formerly with ABC, WNEW, WPIX, New York. Top Professional in fourth market. Sid Doherty, 403 Gilpin Rd. Narberth, PA 19072. 215-TR8-1700 or MI2-8814.

Radio and TV Bingo, Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160. 303-795-3288.

Attention Station Managers: quality mail order firm seeks commercial time in exchange for share of sales through your station. You select the products, commercials, and running times. For details, write Alan Christian, Box P-39.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin January 3, February 13. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

"Tests-Answers" for FCC First Class License. Plus "Self-Study Ability Test." Proven! \$9.95. Free Brochure. Command, Box 26348-B, San Francisco 94126.

1st class FCC, 6 wks, \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class license, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Free booklets on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

RADIO

Help Wanted Management

Great Management Opportunity

The South's most powerful FM station, owned by one of the most respected groups in the country, needs experienced sales manager to train, lead and motivate local sales staff AOR/Top 40 background helpful. For good earnings, great future and job security plus fringe benefits, reply in confidence to box R-129.

An Equal Opportunity Employer

Help Wanted Sales

GENERAL SALES MANAGER

KWIZ AM/FM Radio

Santa Ana/Orange County, California. Strong retail sales, Contact Bill Weaver, KLOK Radio. Resumes to P.O. Box 21248, San Jose, CA 95151 or call (408) 274-1170

Top ten market

contemporary radio station needs aggressive, experienced sales person. E.O.E. Send resume, Box R-32.

Help Wanted Technical

Full Power FM

Metro Washington, D.C. full power FM requires experienced FM engineer. Send resumes in confidence to: Mr. Tom Mann, EZ Communications, Inc., 10810 Main Street, Fairfax, Virginia 22030.

Help Wanted News

SPORTS HEAVY

Need sports reporter/anchor for radio network operation. Major market only. Requires long hours, hard work and weekends but top dollar paid. Tape and resume in confidence to Box 971, New York, NY 10019.

FEATURE REPORTER

Major operation needs reporter to write, research, produce and anchor woman-oriented radio features. Large market experience only. Tape and resume in confidence to Box 892, New York, NY 10019.

RADIO NEWS DIRECTOR

Our Radio Station is ranked No. 1 in a major Eastern city and we are looking for an experienced and creative take charge News Director to supervise our News and Public Affairs Departments. Excellent salary, fringe benefits, and good working conditions with a progressive company. Send detailed resume in confidence to Box R-126.

Equal Opportunity Employer.

Help Wanted Programing

PROGRAM DIRECTOR

A dynamic and very creative PD is what we're looking for at our adult personality station in a large Eastern market that is the top ranked station. Substantial salary and benefits.

Send resume to Box R-127.
EOE M/F

TELEVISION

Help Wanted Technical

BROADCAST ENGINEERS:

CAN'T TAKE SNOW ?

You'd like working in Atlanta's mild climate for the most exciting TV station in the nation . . . seen by satellite/cable around the USA! . . . 200 major league sports remotes with latest gear! WTCG seeks 1st phone, operating and remote specialists for immediate slots in growth situation in fabulous ATLANTA! EOE.

Write: Chief Engineer WTCG
1018 W. Peachtree St. NW
ATLANTA, GA. 30309

Help Wanted Technical Continued

In-plant Sales Engineer

If you're an experienced salesperson looking for a challenging in-plant position, the Grass Valley Group has an unusual opportunity for you in an excellent location—the serene, recreationally abundant foothills of California's Sierra-Nevada Mountains.

This new marketing position has been created because of company expansion and offers an excellent opportunity for professional advancement. The ideal candidate must have a comprehensive technical understanding of the total broadcast system. Previous experience in broadcast equipment sales and broadcast engineering is essential.

Interested and qualified applicants are invited to send a resume in confidence to Val R. Marchus, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

A Tektronix Company

The Grass Valley Group

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

ENGINEER-TV MAINTENANCE

RCA 2-inch VTR, VTR Cart Studio Cameras, TK 27 film. Solid state trouble shooting. FCC first phone required. Top 100 sunny Southwest. Salary \$248-\$300 commensurate with experience. Submit detailed resume to:

Box R-29.
AN EQUAL OPPORTUNITY EMPLOYER



FIELD SERVICE ENGINEER

Due to increased demand, one of the world's leading manufacturers/distributors of highly advanced TV equipment including KCK cameras and BCN videotape equipment has an immediate opening in the greater Los Angeles area for a Field Service Engineer. To qualify for this challenging growth opportunity in our FERNSEH division, you must have a minimum of 3 years successful experience in the broadcasting industry. A BS degree or equivalent, camera and VTR experience are pluses. In return, we offer an excellent fringe benefit package. Send your resume with earnings history in confidence to:

MR. FRED BUNDESMANN NATIONAL SALES MANAGER

An Equal Opportunity Employer m/f

Robert Bosch Corporation

279 MIDLAND AVENUE

SADDLEBROOK, N.J. 07662

BOOKS

- 430 THE POWER TECHNIQUE FOR RADIO-TV COPYWRITING** by Neil Terrell. Based on a series of workshop seminars developed and conducted by the author for professional broadcasters. 224 pages. **\$9.95**
- 423. MANAGING TODAY'S RADIO STATION** by Jay Hoffer. Outlines principles evolved by the author during his 20 years as a broadcaster. 288 pages, illustrated. **\$12.95**
- 454 TALK-BACK TV: TWO-WAY CABLE TELEVISION**, by Richard H. Velth. An expose of recent developments in two-way TV for those concerned with future personal convenience and security! The book covers electronic mail, video games, at-home shopping and banking; news at the push of a button (or turn of a dial); computer-assisted instruction, home security alarm monitoring services, meter reading—plus entertainment programs and the usual TV fare. Learn how many of these services are already being provided in some areas and what the future holds for the TV viewer who wants to talk back! 238 p. **\$9.95**
- 441 YOU'RE ON THE AIR!** by Sam Ewing. A practical do-it-yourself guide to a career in radio and TV for the student and beginning broadcaster. 224 pages. **\$7.95**
- 405. BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. **\$12.95**
- 452 THE MINI-DOCUMENTARY—Serializing TV News**, by Stanley Field. Now you can learn all there is to know about making a mindocumentary from experts who are engaged daily in the production of this newly emerging and highly effective communications medium. The author presents the keys to successful presentation of serial documentaries, based on interviews with producers, cameramen, editors and sound men—professionals with hands-on contact with the mini-documentary. 252 p., 28 ill. **\$12.95**
- 406. THE BUSINESS OF RADIO BROADCASTING** by Edd Routt. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated **\$12.95**
- 437. RADIO STATION SALES PROMOTIONS** by Jack Macdonald. 300 merchandise-moving ideas! A compendium of creative selling ideas designed exclusively for radio stations—sales tools that work. A vast supply of ready-to-use ideas for producing sales in 43 categories, from air conditioners to washing machines. 72 pages, 8 1/2" x 11" **\$10.00**
- 434. RADIO PRODUCTION TECHNIQUES** by Jay Hoffer. Here's an all-round book for everyone in radio—performers, producers and directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio—with special emphasis on sales. Tells how to produce results for an advertiser, and how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers record screening, jingle use, news, on-air promotion, public service, contests, public affairs, remotes, talk and farm shows, etc. Practical data on sales includes idea development, writing, and how to create more effective commercials. 240 pages, illustrated. **\$12.95**

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

please send me book(s) numbers _____
my check in the amount of _____ is enclosed.

Name _____

Address _____

City _____

State _____ Zip _____

Help Wanted News

ANCHORS Major Market

Inquiries from agents and third parties welcomed. Respond with resume to Broadcasting Box R-91. EOE M/F.

!! WINNERS WANTED !!

Medium Market network affiliate plans to win ratings war next year. Looking for a good news co-anchor and weathercaster. Co-anchor must combine smooth on-air performance with solid reporting skills. Preference given to weathercaster applicants who are meteorologists and/or have the AMS Seal. Well-equipped weather shop, including radar. If you're a WINNER and interested, please send resume and salary requirements to Box R-112.

An Equal Opportunity Employer

Help Wanted Sales

SALES

Salesperson for well-known computer system in the broadcast industry. Our service features systems for TV/Radio sales, traffic, accounting and operations. Extensive travel, expenses paid. Base salary plus commission. Send resume including salary history to Box R-48. E.O.E. M/F.

WMBD-TV Peoria, Illinois

Seeking experienced authoritative co-anchor for 6 and 10 pm news. Producing experience an asset. Applicants should be solid journalists. E.O.E. Tapes and resumes to Duane Wallace, News Director, WMBD-TV, 3131 N. University, 61604.

WEATHERCASTER!

We're a growing South Florida ABC affiliate seeking an exceptional meteorologist to work from our brand new WeatherCenter and anchor our 6:00 & 11:00pm weathercasts.

We offer great company fringe benefits and an excellent working environment.

Our weather gear includes: Color Digital Radar, Alden Fax, NOAA Weather Wire, Rawarc Wire and a fully electronic weather monitoring system.

Send Tape, Resume To:
Personnel Director - WPEC - TV
Fairfield Drive - W. Palm Beach, Florida 33407

EYEWITNESS 12
WPEC



SALES ENGINEER

Due to continually innovative expansion of a world leader in the manufacture/distribution of highly advanced TV equipment, we are seeking a Sales Engineer for the eastern region to work out of our Saddlebrook, New Jersey office. Qualified applicants have experience calling on broadcasters and production houses as well as with all other areas of the industry. A BS degree or equivalent, camera and VTR experience are pluses. We offer an excellent fringe benefit package. To arrange a confidential interview, send your resume complete with salary history to:

MR. FRED BUNDESMANN
National Sales Manager

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Robert Bosch Corporation

279 MIDLAND AVENUE • SADDLEBROOK, N.J. 07662

Situations Wanted News

SPORTSCASTER

It's foolish to leave a high-salary network sportscasting position ... but QUALITY of life is more important than QUANTITY of dollars. If you're a major-league sports market in search of an Emmy-winning sports director, we need to talk now. Box R-59.

NEWS ANCHOR/INTERVIEWER/ TALK HOST

Tired of in-house politics! Is there even one major market operation where decisions are based on professional considerations only? I have a record of No. 1 successes at networks and local stations in radio and television. No longer will I let my journalistic services be used by those whose whims or whose mother-in-law's opinions are more important than the people and the profession. My ability to establish top ratings by offering a quality product has been proven. If you're interested in purchasing that ability for a maturely professional operation, let's talk.

Box R-94.

Television Journalist Available!

- Remarkable ratings track record as Anchor/News Director.
- 34, family, 17 years strictly commercial experience. 10 years major markets.
- Top writer, presenter, editor, producer, reporter.
- Market size of no particular importance.

Looking for long-term opportunity.

Available in January.
Call (502) 826-1990.

Public Notice

NOTICE OF AVAILABILITY for Cable Television Franchise in the City of Fond du Lac, Wisconsin

The City of Fond du Lac, Wisconsin, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals", available from the undersigned. The City of Fond du Lac reserves the right to reject any or all proposals and to waive any immunities. Each written request for application information shall be accompanied by the payment of a non-refundable filing fee of Twenty Five Dollars (\$25.00) made payable to the "City of Fond du Lac."

All applications for the franchise shall be in accordance with the provisions of Section 36.06 of the Cable Television Enabling Ordinance of the Fond du Lac Municipal Code, as authorized by the City Council, on or before March 1, 1978. Any such applications received will be available for public inspection during normal business hours in the office of the City Clerk.

Steve J. Pittler
Purchasing Agent
City of Fond du Lac
City Hall, P.O. Box 150
Fond du Lac, WI 54935
414-922-2600, ext. 69

Radio Programing



LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

Miscellaneous

BUILD A BETTER STUDIO

Call Aderhold Construction Company. A complete construction management team of architects, builders, engineers and designers. No problem too large or too small. 404/233-5413.



**Aderhold Construction
Company**

3384 Peachtree Rd. NE / Atlanta, Georgia 30326

Wanted To Buy Stations

PUBLIC COMPANY

interested in acquisitions
and/or mergers.

T.V. - Radio.

Profitability not a factor.

Reply Box E-69.

Will buy 51%

of your problem station; option on balance negotiable. Markets of 10,000 plus; our first station a huge success, will turn yours around also. Reply Box R054.

SUBSTANTIAL COMPANY

desires acquisitions of CATV, radio or TV stations. Minimum pre-tax earnings of \$200,000 required. Write Lawrence Flinn, Jr., National Cable Communications Corp., 19 West Elm St., Greenwich, Ct. 06830. Reply in confidence.

For Sale Stations

FOR SALE:

Major Market in the Carolina's. Well established daytimer, low dial position with full power PSA. Can increase daytime power and nighttime application possible. Cash collections average over \$200,000 annually for last four years. Valuable Transmitter property included. Excellent lease on elaborate and beautiful studio's. Owner must change life-style because of family illness. Asset sale - \$500,000 with \$250,000 down and \$250,000 Note for seven years at eight percent. Your letter must show financial qualifications. Reply Box R-116, Broadcasting.

For Sale Stations Continued

H.B. La Rue, Media Broker

RADIO, TV, CATV, APPRAISALS

WEST COAST: 1204 RUSSELL BUILDING - SAN FRANCISCO, CALIFORNIA 94104
415/873-4474
EAST COAST: 210 EAST 53RD ST., NO. 5D, NEW YORK 10022
212/288-0737

Coming Down This Season?
Let's Talk About

Available FLORIDA Stations

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Growing Cable System with HBO.
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P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

- AM/FM within 50 miles of NYC. Powerful FM. Majority share \$710,000. Terms.
- UHF TV with 20 cable systems in South. \$1,150,000.
- Powerful Fulltimer in Central Arizona. \$900,000. Terms.
- Daytimer, Sou. Calif. Exclusive programming. Billing \$200,000. Positive cash flow of \$85,000. County pop 350,000. \$520,000. Liberal terms.
- Powerful ethnic daytimer with good billing. Central Georgia metro area. \$810,000. Assume corporate note.
- AM/FM near major Northeastern metro market. Cash billing about \$800,000. Pop 2 1/2 million. Real Estate. Excellent buy for \$2,000,000. Terms.
- Fulltimer. Near coast of Maine. FM on file. Billing \$80,000. Real estate. \$180,000.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Powerful stereo. Near Canada. Solid investment. \$400,000. Assume note.
- Oregon fulltimer. Profitable. \$180,000. Terms.
- Class "C" Stereo. Central Texas. 30,000 pop trade area. Good billing. \$280,000.
- Fulltimer, S.E. Tenn. metro area. Billed \$300,000 in 1976. Sacrifice for \$550,000. Great terms.
- Daytimer. Southern Georgia. \$265,000.
- Powerful fulltimer in New Mexico. \$725,000.

All stations listed every week until sold. Let us list your station, inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511m 24 HOURS



Happy Holidays!

It's been a GOOD year!

THE KEITH W. HORTON CO., INC.
 Post Office Box 948 · Elmira, NY 14902 · (607) 733-7138
BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.

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 Syracuse, N. Y. 13211
 (315) 454-4144

William S. Cook
 Box 425
 Newark, Del. 19711
 (302) 737-4772

Robert I. Kimel
 Box 270
 St. Albans, Vt. 05478
 (802) 524-5963

Elmira Office
 Keith W. Horton
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MID-ATLANTIC FM

Stereo Station near major market. Well equipped including real estate. \$44,000 down payment plus 180 monthly principal payments of \$1700. Lower price for cash or shorter payout. Box R-104.

SUNBELT

Fulltime AM. Top 100 market. Growing economy. Price 2X Gross.

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 (512) 452-6489.

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 appropriate 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 printing 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 request 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 forwardable, 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 advertising 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 abbreviation, 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.

MEDIA BROKERS APPRAISERS

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312-467-0040



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Brokers, Consultants & Appraisers
 Los Angeles Contact: Washington
 William L. Walker
 Suite 417, 1730 Rhode Island Avenue, N.W.
 Washington, D.C. 20036
 202-223-1553

SOUTHERN BROKER

Medium	Small	Medium
FM	Fulltime	Combo
175k	735k	500k

JOHN mitchell
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 P.O. Box 1065 Shreveport, LA 71163

S	Small	AM	\$150k	29%
S	Small	FM	\$250k	\$72.5k
W	Small	FM	\$112k	25%
W	Small	AM/FM	\$350k	\$101
MW	Medium	Power	\$380k	\$111k

Atlanta, Boston, Chicago, Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga., 30338

BOOKS

- 413 **DESIGNING & MAINTAINING THE CATV & SMALL TV STUDIO—2nd Edition**, by **Kenneth B. Knecht**. Completely updated edition of this simplified, yet detailed guide on the installation and maintenance of production facilities for CATV, CCTV, ITC and broadcast TV studios. 288 p. 100 ill. **\$12.95**
- 428 **ORGANIZATION & OPERATION OF BROADCAST STATIONS** by **Jay Hoffer**. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. **\$12.95**
- 456 **JOURNALIST' NOTEBOOK OF LIVE RADIO-TV NEWS**, by **Phillip Keirstead**, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 p., 29 ill. **\$12.95**

- 453. **TV LIGHTING HANDBOOK**, by **Dr. James A. Carroll & Dr. Ronald E. Sherriffs**. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly needed technicians and acquaint producers, directors, anyone involved in production, with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out. 228 p., including 4-color section. **\$12.95**

BROADCASTING BOOK DIVISION

1735 DeSales St., NW
 Washington, DC 20036

please send me book(s) numbers _____
 my check in the amount of _____ is enclosed.

Name _____
 Address _____
 City _____
 State _____ Zip _____

Stock Index

Stock symbol	Exch.	Closing Wed. Dec. 14	Closing Wed. Dec. 7	Net change in week	% change in week	High	1977 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	40 3/4	40	+ 3/4	+ 1.87	46 3/4	36 3/4	7	18,152	739,694
CAPITAL CITIES	N	60 1/4	58	+ 2 1/4	+ 3.87	60 1/4	44 3/4	11	7,491	450,730
CBS	N	50	50 3/8	- 3/8	- .74	62	47 1/8	8	28,100	1,405,000
COX	N	32 3/4	32	+ 3/4	+ 2.34	33 3/4	25 1/2	9	6,360	208,290
GROSS TELECASTING	A	14 5/8	14 1/4	+ 3/8	+ 2.63	15 1/2	13 5/8	7	800	11,700
KINGSTIP COMMUN.	O	5 3/4	5 3/4			5 3/4	3 7/8	10	462	2,556
LIN	U	25 1/4	23 3/4	+ 1 1/2	+ 6.31	25 1/4	16 1/2	9	2,745	69,311
MOONEY	O	2 5/8	2 5/8			2 5/8	1 7/8	33	425	1,115
RAHALL	O	19 1/2	19	+ 1/2	+ 2.63	19 1/2	9 5/8	21	1,281	24,979
SCRIPPS-HOWARD	J	33 1/2	33 1/2			37	31 1/2	8	2,599	86,731
STARR	M	6 3/4	6 1/2	+ 1/4	+ 3.94	7	3 1/2	43	1,437	10,037
STORER	N	21 3/3	21 1/2	- 1/2	- .98	26 7/8	19 3/8	8	4,876	104,274
TAFT	N	31	30 3/4	+ 1/4	+ .81	33 7/8	24 5/8	7	4,071	126,201
TOTAL									78,929	3,240,668

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 7/8	5 3/4	+ 1/8	+ 7.17	6	3 3/4	7	1,229	7,220
JOHN BLAIR	BJ	N	18 5/8	19	- 3/8	- 1.97	19 1/2	11 1/8	5	2,432	45,296
CHRIS-CRAFT	CCN	N	7 1/2	7 7/8	- 3/8	- 4.76	9 3/8	4 1/2	14	5,810	43,575
COMBINED COMM.	CCA	N	33 1/4	29 1/4	+ 5	+ 17.69	33 1/4	19	10	6,799	226,066
COWLES	CKL	N	15 3/4	16 1/8	- 3/8	- 2.32	16 3/4	12 1/2	18	3,969	62,511
DUN & BROADSTREET	DMJ	N	30 1/2	30	+ 1/2	+ 1.66	30 7/8	26 1/4	15	26,356	373,858
FAIRCHILD IND.	FFN	N	16 1/4	15 1/4	+ 1	+ 5.55	15 1/2	9 1/2	10	5,708	92,755
FUQUA	FOA	N	9	5 3/4	+ 1/4	+ 2.85	13	8	5	9,396	84,564
GANNETT CO.	GCI	N	37	37			40 3/4	32 3/4	15	22,430	829,910
GENERAL TIRE	GY	N	23 3/8	23	+ 3/8	+ 1.63	29 1/4	22 3/8	4	22,242	519,306
GLOBE BROADCASTING**	GLBTA	O	4 1/4	4 1/8	+ 1/8	+ 3.03	4 3/8	2 1/8		2,772	11,781
GRAY COMMUN.	G	11 3/4	10 1/2	+ 1 1/4	+ 11.90	12 3/4	8	5		475	5,591
HARTE-HANKS	HMN	N	32 5/8	32 1/4	+ 3/8	+ 1.16	32 7/8	26	12	4,477	146,062
JEFFERSON-PILOT	JP	N	30 3/4	30 5/8	+ 1/8	+ .40	32 3/8	26 5/8	13	23,409	719,550
MARVIN JOSEPHSON	MJVN	O	15	13 3/4	+ 1 1/4	+ 9.09	17 1/4	10 1/4	8	1,981	29,715
KANSAS STATE MET.	KSN	O	8 1/2	8 1/4	+ 1/4	+ 3.03	8 1/2	4 3/4	3	1,716	14,586
LEE ENTERPRISES	LNT	A	24 7/8	25	- 1/8	- .50	28 1/9	22 1/4	11	5,010	124,623
LIBERTY	LC	N	22 1/2	23 3/8	- 7/8	- 3.74	24 3/4	18	7	6,752	152,145
MCGRAW-HILL	MMP	N	18 3/4	18 7/8	- 1/8	- .66	19 5/8	15 5/8	9	24,675	462,656
MEDIA GENERAL	MFG	A	14 3/8	14 1/2	- 1/8	- .86	20	13 5/8	7	7,277	104,606
MEREDITH	MDP	N	28 1/8	27 5/8	+ 1/2	+ 1.80	29 1/8	17 3/8	7	3,074	86,456
METROMEDIA	MET	N	34	30 7/8	+ 3 1/8	+ 10.12	34	25 1/4	7	6,707	228,038
MULTIMEDIA	MMED	O	27	26 1/4	+ 3/4	+ 2.95	27	21 1/2	10	4,394	118,638
NEW YORK TIMES CO.	NYKA	A	19	19			19 1/2	15 3/4	8	11,422	217,018
OUTLET CO.	OTU	N	20 7/8	20 1/2	+ 3/8	+ 1.82	24 1/4	16 5/8	8	2,290	47,803
POST CORP.	POST	O	23 3/4	23 3/4			23 3/4	16 1/4	7	867	20,591
REEVES TELECOM	RBT	A	2 1/2	2 1/2			3	1 3/4	42	2,381	5,952
ROLLINS	RCL	N	19 3/4	19 1/4	+ 1/2	+ 2.59	24 1/4	17 1/8	10	33,090	651,750
RUST CRAFT	RUS	A	24	22 1/4	+ 1 3/4	+ 7.86	24	9 1/2	13	2,291	54,984
SAN JUAN RACING	SJR	N	10 3/4	10 1/4	+ 1/2	+ 4.87	11 3/4	7 5/8	13	2,509	26,971
SCHERING-PLOUGH	SGP	N	29 3/4	30	- 1/4	- .83	44 3/4	28 1/4	9	54,084	1,608,999
SONDERLING	SDS	A	10 3/4	11	- 1/4	- 2.27	12 7/8	8 3/8	5	1,103	11,857
TECH OPERATIONS**	TP	A	3 3/8	3 1/8	+ 1/4	+ 8.00	4 3/4	2 3/8		1,344	4,536
TIMES MIRROR CO.	TMC	N	25 1/4	24 1/4	+ 1	+ 4.12	25 3/8	20 3/4	9	33,911	856,252
WASHINGTON POST CO.	WPO	A	34 1/2	33 1/2	+ 1	+ 2.93	34 1/2	21 3/4	9	8,545	294,802
WOMETCO	WOM	N	13 7/8	14 3/4	- 7/8	- 5.93	14 3/4	10 7/8	9	9,404	130,490
TOTAL									362,242	8,952,093	

Cablecasting

ACTON CORP.	ATN	A	6 3/8	6 1/2	- 1/8	- 1.92	7 3/8	3 1/8	7	2,710	17,276
AMECO**	ACO	O	1/8	1/8			1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	33	32	+ 1	+ 3.12	33	19 3/4	18	3,856	127,248
ATHENA COMM.** *	A	3/8	3/8			3/8	1/8			2,125	796
BURNUP & SIMS	BSIM	O	4 1/8	4 1/8			4 3/4	3 1/8	21	9,370	34,526
CABLE INFO.	C	5/3	5/8			7/8	1/2	3		653	414
COMCAST	O	4 7/8	4 3/4	+ 1/8	+ 2.63	5 1/4	3 3/4	9		1,651	8,048
COMMUN. PROPERTIES	COMU	O	8 5/8	7 7/8	+ 3/4	+ 9.52	9 5/8	3 5/8	21	4,761	41,063
ENTRON*	ENT	O	2 1/4	2 1/4			2 1/4	7/8	2	979	2,202
GENERAL INSTRUMENT	GRI	N	20	19 1/4	+ 3/4	+ 3.89	23	17 5/8	3	7,504	150,080
GENEVE CORP.**	GENV	O	12 1/2	11 3/4	+ 3/4	+ 6.38	12 1/2	7 1/2		1,121	14,012
TELE-COMMUNICATIONS	TCGM	U	10 7/8	6 5/8	+ 4 1/4	+ 64.15	10 7/8	2 7/8	68	5,261	57,430
TELEPROMPTER	TP	N	9 3/8	9 3/8			9 3/8	6 3/4	28	16,793	157,434
TEXSCAN	TEXS	O	1 3/4	1 3/4			2	1 1/4	10	786	1,375
TIME INC.	TL	N	36 3/8	35 3/4	+ 5/8	+ 1.74	33 1/4	31 3/4	9	20,349	740,194
TOCOM	TOCM	O	3 3/4	3 3/4			4 5/8	2 1/4	8	894	3,352
UA-COLUMBIA CABLE	UACC	O	24	22 3/4	+ 1 1/4	+ 5.49	24	15 1/2	15	1,679	40,296
UNITED CABLE TV	UCTV	O	9	7 5/8	+ 1 3/8	+ 19.03	9	3 7/8	31	1,980	16,920
VIACOM	VIA	N	19	19 1/2	- 1/2	- 2.56	20	9 1/2	14	3,750	71,250
TOTAL									36,352	1,484,066	

Stock symbol	Exch.	Closing Wed. Dec. 14	Closing Wed. Dec. 7	Net change in week	% change in week	High	1977 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
Programming											
COLUMBIA PICTURES	CPS	N	20 1/2	19 1/8	+ 1 3/8	+ 7.18	20 1/2	7 3/8	12	6,748	138,334
DISNEY	DIS	N	39 7/8	38 7/8	+ 1	+ 2.57	47 5/8	32 1/2	17	31,394	1,271,773
FILMWAYS	FWY	A	8 7/8	8 3/4	+ 1/8	+ 1.42	9 7/8	6 7/8	8	2,275	20,190
FOUR STAR			1 1/8	1 1/8			1 1/4	3/4	11	666	749
GULF + WESTERN	GW	N	11 3/4	11 3/4			18 3/8	10 1/4	4	48,215	566,526
MCA	MCA	N	37	35 1/8	+ 1 7/8	+ 5.33	42 3/4	32	8	18,554	686,498
MGM	MGM	N	25	24	+ 1	+ 4.16	25	16	10	14,111	352,775
TELETRONICS INTL.	T	O	4 1/4	4 1/4			6 1/2	3 1/2	6	1,018	4,326
TRANSAMERICA	TA	N	15	14 5/8	+ 3/8	+ 2.56	16 1/2	13 5/8	6	66,928	1,003,320
20TH CENTURY-FOX	TF	N	25 5/8	25 7/8	- 1/4	- .96	25 7/8	10	4	7,634	196,902
WARNER	WCI	N	32 1/4	30	+ 2 1/4	+ 7.50	32 1/2	25 3/4	7	14,352	462,852
WRATHER	WCO	A	9 1/4	9 1/8	+ 1/8	+ 1.36	9 1/4	4 1/2	13	2,743	20,747
									TOTAL	214,683	4,725,592

Service

BBD INC.	BBD	O	27	28	- 1	- 3.57	27 3/4	22 1/2	8	2,513	67,851
COMSAT	CO	N	31	31 3/4	- 3/4	- 2.36	36 3/4	28 3/4	9	10,000	310,000
DOYLE DANE BERNBACH	DDYL	O	19 7/8	19 7/8			22	16 3/4	6	1,866	37,086
FOOTE CONE & BELDING	FCS	N	17	17			18	14 3/4	7	2,304	39,158
GREY ADVERTISING	GREY	O	27	26	+ 1	+ 3.84	30	16 1/2	5	921	22,167
INTERPUBLIC GROUP	IPG	N	29 5/8	28	+ 1 5/8	+ 5.80	39 1/4	22 1/2	8	2,387	70,714
MCI COMMUNICATIONS	MCIC	O	3 1/4	3 1/8	+ 1/8	+ 4.00	3 1/4	7/8	33	20,137	65,445
MOVIE LAB	MV	A	1 3/8	1 3/8			3	1	8	1,410	1,938
MPO VIDEOTECHNICS	MPO	A	5 1/8	5 1/8			9	4	8	520	2,655
A. C. NIELSEN	NIELB	O	21 1/2	22	- 1/2	- 2.27	22 1/2	18 7/8	12	10,702	231,383
OGILVY & MATHER	OGIL	O	41 1/2	41 3/4	- 1/4	- .59	41 3/4	31	9	1,805	74,907
J. WALTER THOMPSON	JWT	N	23 5/8	23 7/8	- 1/2	- 2.09	23 7/8	15 1/8	3	2,649	61,920
									TOTAL	57,174	985,244

Electronics/Manufacturing

AEL INDUSTRIES	AELRA	O	4 1/4	4 3/8	- 1/8	- 2.85	6	2 3/8	5	1,672	7,106
AMPEX	APX	N	9 3/8	9 1/4	+ 1/8	+ 1.35	11	7 3/8	10	10,924	102,412
ARVIN INDUSTRIES	ARV	N	19	19 7/8	- 7/8	- 4.40	20 3/4	14 1/2	4	5,959	113,221
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	997	560
CETEC	CFC	A	3	3			3 1/4	1 3/4	11	1,654	4,962
CUHU	COH	A	3	3 1/8	- 1/8	- 4.00	3 1/2	2 1/8	9	1,779	5,337
CONRAC	CAX	N	23 3/4	27 1/2	+ 1 1/4	+ 5.55	27 1/4	19 5/8	8	1,803	42,821
FASTMAN KODAK	EASVD	N	51 1/4	49 7/8	+ 1 3/8	+ 2.75	86 3/4	49 7/8	13	161,369	8,270,161
FARINON	FARN	O	9 1/4	9 1/2	+ 3/4	+ 8.02	12	8	9	4,628	42,809
GENERAL ELECTRIC	GE	N	48 3/4	48 3/8	+ 3/8	+ .77	56 5/8	45	11	184,531	8,998,323
HARRIS CORP.	HRS	N	45 1/4	41 1/2	+ 3 3/4	+ 9.03	45 1/4	28	13	12,164	550,421
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.**	IVCP	O	5/8	5/8			2 3/8	1/4		2,701	1,683
MICROWAVE ASSOC. INC	MAI	N	27	26	+ 1	+ 3.84	27 3/4	20 1/4	11	1,320	35,640
3M	MMM	N	46 3/8	46 1/2	- 1/8	- .26	57	46 1/4	14	115,265	5,345,414
MOTOROLA	MOT	N	34 1/4	34 7/8	- 5/8	- 1.79	56 7/8	34 1/4	10	28,544	977,632
N. AMERICAN PHILIPS	NPH	N	28 5/8	28 3/8	+ 1/4	+ .88	36	28 1/4	6	12,033	344,444
OAK INDUSTRIES	OAK	N	17 5/8	16 5/8	+ 1	+ 6.01	17 7/8	9 5/8	16	1,697	29,909
PCA	KCA	N	27 7/8	27 3/8	+ 1/2	+ 1.92	31 3/4	25 3/8	9	74,912	2,085,384
PJCKWELL INTL.	PJK	N	29 3/8	29 3/8			36 3/4	28 1/4	7	32,700	960,562
RSC INDUSTRIES	RSC	A	1 7/8	1 7/8			2 3/8	1 5/8	3	2,690	5,043
SCIENTIFIC-ATLANTA	SFA	A	22 3/8	22 5/8	- 1/4	- 1.10	23 1/2	16 3/4	13	1,646	36,829
SONY CORP.	SNE	N	7	7 1/8	- 1/8	- 1.75	10 3/8	7	13	172,500	1,207,500
TEKTRONIX	TFK	N	37 7/8	36 5/8	+ 1 1/4	+ 3.41	68 1/2	28 1/4	14	17,804	674,326
TELEMATRON	TMT	O	1	1			1	1/2	1	1,050	1,050
VARIAN ASSOCIATES	VAR	N	20 1/8	19 1/4	+ 7/8	+ 4.54	21	14 3/4	12	6,938	137,614
WESTINGHOUSE	WX	N	17 7/8	17 1/2	+ 3/8	+ 2.14	22	16 1/4	6	87,434	1,562,882
ZENITH	ZE	N	14 3/4	14 5/8	+ 1/8	+ .85	29	13 5/8	19	18,918	277,565
									TOTAL	965,762	31,823,655
									GRAND TOTAL	1,765,047	51,111,318

Standard & Poor's Industrial Average 102.7 101.8 +.9

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.

Gene Edwards of Harris: in tune with the customer

Gene Edwards's consuming interest for most of his life has been broadcasting. Even his 1925-vintage baby plate pictures a little boy with a crystal set.

He's not sure if that decorative dish had a subliminal influence, but he started building crystal sets while in grade school. And during high school, he attended a National Youth Association radio school where he learned code, basic theory and how to build amateur radio transmitters and receivers.

World War II started while Mr. Edwards was in high school, and after graduation he enlisted in the Marine Corps and was assigned as a high speed telegraph operator. He also attended an electronic technician school and served as a communications specialist in the South Pacific.

"During that time," he says, "I became interested in radio stations and how they operated. Anywhere I could, I visited stations. I also studied everything I could find about broadcasting, specifically radio engineering."

By the time the war was over Mr. Edwards had decided that radio was the career for him. He attended Draughons School of Radio's two-year technical program. And then, in 1947, he became transmitter engineer at KHBG(AM) Okmulgee, Okla.

Mr. Edwards had always wanted to learn more about broadcasting. So his next job was with KBIX-AM-FM Muskogee, Okla., which "I joined to get experience in building a new FM station." He also became chief engineer there. After mastering FM he again looked for a challenge and found it in television.

"It was coming along so I started going to any outside seminar I could. I would take my vacations and go to National Association of Broadcasters conventions and different cities that had TV stations." He then took a job with Tulsa Broadcasting which was building KTUL-TV Tulsa to get his practical TV experience.

After four years the urge to increase his knowledge struck again. "During the KTUL-TV construction phase I had worked with a number of people from various equipment manufacturers and I decided that I wanted to pursue a career in broadcast equipment manufacturing rather than continue at broadcast stations," he says. "What made me make that choice was that I was beginning to see more of the world of broadcasting and I was intensely interested in the equipment. I had built and modified various types of equipment and I thought I could make a contribution to broadcasting by influencing the design and



Eugene O'Brien Edwards—vice president-marketing, Harris Corp., Broadcast Products Division, Quincy, Ill.; b. April 21, 1925, Bentonville, Ark.; U.S. Marine Corps communications specialist, 1942-46; Draughons School of Radio, Little Rock, Ark., 1946-47; engineer, KHBG(AM) Okmulgee, Okla., 1947; chief engineer, KBIX-AM-FM Muskogee, Okla., 1947-53; engineering supervisor, KTUL-TV Tulsa, Okla., 1953-57; transmitter sales manager, Gates Radio Co., Quincy, 1957-59; sales engineering manager, 1959-63; field sales manager, 1963-67; general sales manager, 1967-70; vice president-sales, 1970-75; named to present post, 1975; m. Alice Hobbs, April 19, 1946; children—Bill, 29; Richard, 27; Jerry, 26, and Stephen, 20.

development of better broadcast equipment."

After looking at various firms he chose to join Gates Radio Co. in Quincy, Ill., in 1957 because, he says, "it was a relatively small company with a good reputation in manufacturing radio broadcast equipment. During the years I had become familiar with the Gates products and I was pretty impressed with the company."

As Mr. Edwards rose through the ranks of the sales department, he contributed to the design of many Gates products, including FM transmitters and circularly polarized FM antennas.

Shortly after he went to Gates, the company was acquired by Harris Intertype. "This brought us skills in professional management, engineering, financial

resources and a lot of worldwide contacts that we didn't have before," says Mr. Edwards.

In 1975, when he became vice president of marketing, Mr. Edwards took up his latest challenge—the international market. "Since then, when we decided to aggressively pursue the international market, our international sales have grown six times," Mr. Edwards reports. Gates products had been sold overseas before, but the company did not provide installation or complete systems. Now it offers complete installations such as the 36 radio stations Gates recently installed in Indonesia.

"The international market is an exciting one because there are many new radio broadcast systems that are going to be developed," says Mr. Edwards. "Satellite communications have made it more economical to transmit program material and have accelerated the demand in countries for radio and TV transmitting equipment."

In addition to the transmitting gear for satellites made by Gates, Harris has a satellite division that manufactures earth stations. Does Mr. Edwards see direct-to-home satellite transmissions ahead for the U.S.? "The technology is here, but remember, broadcasting in the U.S. is commercial and serves the local markets and communities," he says. "My feeling is that the first thing that would come would be distribution of educational programming from a key location. But I think that even though broadcasting is government controlled, the business of broadcasting is in our free enterprise system and I feel that for as far out into the future as I can see the local radio and TV stations will be a factor in our communities."

Mr. Edwards sees a trend in broadcast equipment moving toward more automation and a greater use of signal processing and digital techniques. For the near future he is excited about AM stereo. "I think AM stereo can be the biggest thing that has happened to AM radio," he says. "It appears from what we hear that broadcasters are ready for it, and listeners are ready for it too." Harris has developed an AM stereo system which it has submitted to the FCC for approval.

Mr. Edwards notes he has watched his parent company, Harris, "change from a corporation in the printing business to a conceptual corporation in the communications and information handling business in which more than two-thirds of the business of 16 divisions is now in electronics."

Perhaps a reason for Mr. Edwards's and Gates's success can be found in his definition of Gates's, "market-back" program, which he says, "tries to be in tune and listen to the broadcasters and give them what they want and need."

Main event

There are two main issues in the FCC crossownership case that the Supreme Court has set for argument on Jan. 16. It is difficult to say which, if either, is the more important.

The Supreme Court is asked to decide whether the U.S. Court of Appeals was right in reversing the FCC on crossownership policy. It is also asked to decide whether the appellate court exceeded its authority when it told the FCC to break up co-located multimedia holdings. We cannot believe that the Supreme Court will sustain the Court of Appeals on either issue, if the case is presented intelligently to the justices.

The practical effect of the appellate court's decision was put on display by the recent swap of hometown television stations by the *Washington Post* and *Detroit News* (BROADCASTING, Dec. 12). But for the threat of government divestiture, that trade would never have occurred. There was no marketplace reason for either paper to exchange a profitable, co-located property for another somewhere else. The unanswered question is whether a dislocation like that performs a higher public service than was hitherto provided. In this case, the record shows that both stations were soundly operated by their present owners.

The FCC policy that the appellate court reversed was questionable enough. After five years of taking evidence that the court itself agreed was inconclusive, the commission ordered the divestiture of co-located newspapers and broadcast properties in 16 markets where it found concentrations to be "egregious." Elsewhere it prohibited the transfer of existing newspaper-broadcast crossownerships or creation of new ones. The purpose was to achieve divestiture through natural causes.

At least there was an element of moderation in the FCC's way out. The court swung a meat axe, and more irresponsibly. In the court's own opinion it noted that "the record no more establishes that crossownership serves the public interest than injures it." It was a call for capital punishment—without evidence of either crime or guilt.

As has been observed on this page before, if the appellate court can make regulatory policy on hunch or speculation, superseding the authority of the FCC, there is no way for any business under FCC jurisdiction to plan its future. The public interest will be most highly served if the Supreme Court tells the Court of Appeals to stick to its assigned mission of reviewing the legality of FCC decisions.

Footnote: Erwin Griswold, whom the broadcasters and publishers have hired to argue their case before the Supreme Court, was the U.S. solicitor general who, in the *Red Lion* case of 1967, argued before the Supreme Court that the fairness doctrine was constitutional. Mr. Griswold won. Pray that he will be as adept an advocate in this different role.

HUT is hot

Newspapers and magazines understandably are making no effort to suppress news of this year's decline in the homes-using-television numbers. Now that Nielsen has said it can find no reason to think the decline in HUT levels reflects anything but a decline in viewing, the reporting may become more spirited. So be it.

We suggested a few weeks ago that although the jury was still out—and it still is, for that matter—broadcast programmers might profitably assume that the decline was real, creating an opportunity to re-examine their programming, just in case. That seemed prudent advice then, and it may be even better now. There is

some logic in the argument that repeated interruptions of regular schedules for miniseries and specials has broken some viewers' prime-time habit patterns and that evolutionary changes have affected daytime audiences. Other factors, of course, may also be at work.

The point here is that the decline, even if real, should not be overplayed—though that's the way it has been handled in some newspapers we've seen.

Better than one

Former FCC Commissioner Glen O. Robinson, now on the faculty at the University of Virginia, is by no means the worst choice President Carter could make to head the U.S. delegation to the World Administrative Radio Conference of 1979. Professor Robinson has demonstrated a comprehensive knowledge of communications law and policy.

The question, however, is whether Mr. Robinson's experience, which is chiefly academic, has fitted him to be this country's principal negotiator, pitted against some of the most hardened and skillful bargainers in the world. In addition to brains, the job calls for stomach and muscle.

If Mr. Robinson is at the top of Mr. Carter's list, as reported here a week ago, perhaps the President will want to think in terms of a co-chairmanship, placing two persons of complementary talents in positions of responsibility at WARC 79. One whose credentials would fit nicely with Mr. Robinson's is FCC Commissioner Robert E. Lee, who has become a veteran in dealing with other governments on communications matters.

Mr. Robinson could supply legal knowledge and an academic detachment from conflicting interests. Mr. Lee, no lawyer but seasoned by 24 years on the FCC, could supply a thorough understanding of spectrum allocations as well as real-world experience at no fewer than five international conferences that he has attended as member or chairman of U.S. delegations.

Mr. Lee's Republican credentials might cause a blip when passing through the selection process at the White House, but in international conferences domestic politics ought to take a subordinate place. The point is that WARC 79 will fix spectrum use by this and every other country for at least 20 years. The U.S. will need the best delegation it can get to emerge with its legitimate share.



Drawn for BROADCASTING by Jack Schmidt

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