

In full detail: TV's dazzling revenues and profits
Changes in command at an under-pressure NBC-TV

Broadcasting Aug 29

The newsweekly of broadcasting and allied arts

Our 46th Year 1977

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NEWSPAPER

EVERY YEAR, A GROUP OF LAWYERS GETS TOGETHER TO ACT AS JUDGES.

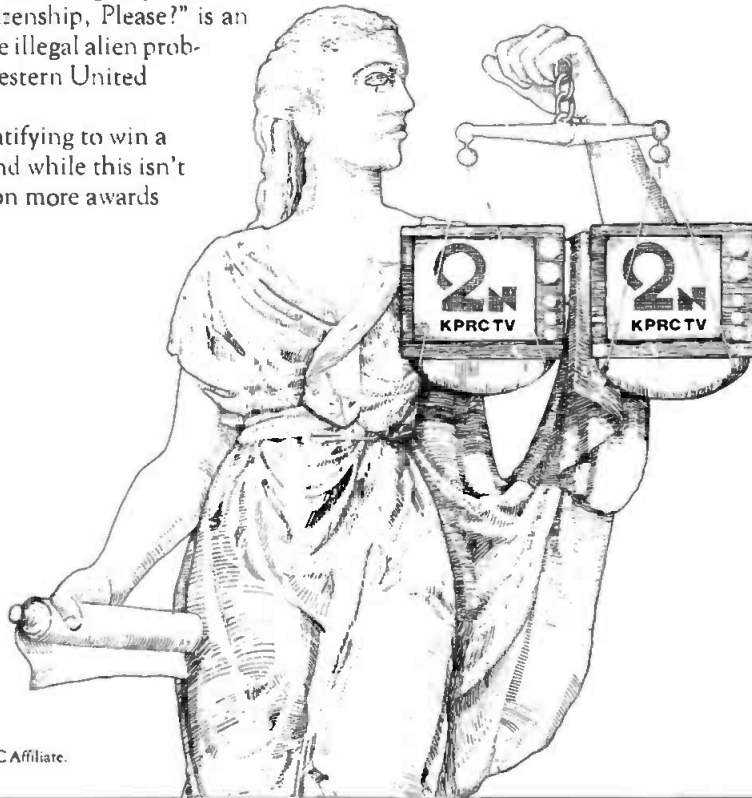
Every year, the American Bar Association gets together to judge local broadcasters around the country. When they've reached their verdict, they present the Silver Gavel Award to the station that has produced the best programming about our government and legal system.

This year, the Gavel went to KPRC for two programs. "Inside the FBI" deals with the agency's crime solving capabilities. "What Is Your Citizenship, Please?" is an in-depth look at the illegal alien problem in the Southwestern United States.

It's especially gratifying to win a national award. And while this isn't our first, (we've won more awards

than the other Houston stations combined, including the Peabody Award for meritorious public service television) we're going to try and make sure it isn't our last. We'll let our audience be the judge of that.

**KPRC TV
HOUSTON**



Petry Television, Inc.,
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THE ELVIS PRESLEY STORY

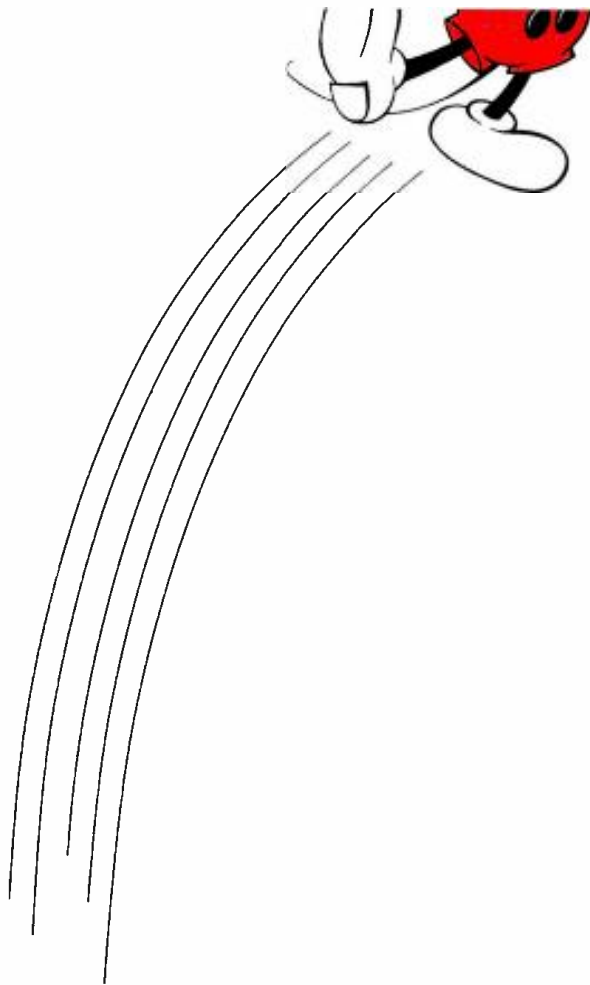
a final tribute

January 8, 1935 — August 16, 1977

a new 13 hour special documentary for radio

written by Jerry Hopkins
produced by Ron Jacobs
narrator: Wink Martindale

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He went right to the top of all children's syndicated programs!

The New Mickey Mouse Club is #1 according to the May 1977 Nielsen market-by-market analysis of syndicated program audiences.

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and the Little Rascals.

He's ahead of the Archies, the 3 Stooges, the Brady Kids and Porky Pig.

Now's the time to add The New Mickey Mouse Club to your fall schedule.

Contact Stan Moger, George Hankoff or Gary Lico at (212) 682-0760. And watch the mouse go right through the roof in your market.

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Woody Woodpecker & Friends

185 theatrical, fully-animated cartoons in color.

Available September 1977!

Get the last laugh (Ha-Ha-Ha-HAAA-Ha!) in your market!



First time in syndication!



MCA TV

The Week in Brief

NBC-TV'S NEW FRONT LINE □ In search of added clout, Schlosser revamps the network's top ranks. Mulholland takes over as president, a new role is given to NBC Sports and Weinblatt and Timothy are moved up. **PAGE 16.**

COMPLEX DEAL □ In an involved transaction, Harte-Hanks acquires stations of Southern Broadcasting, spins off several to another firm which in turn spins some back to Harte-Hanks. **PAGE 19.**

SHOT AT SUPER STATIONS □ Are outlets such as WTCG(TV) Atlanta, which are carried far and wide by satellite and cable, in the public interest? MPAА thinks not and asks the FCC to look into this phenomenon. **PAGE 20.**

MONKEY WRENCH □ The WJLA-TV sale to Combined Communications looked clear, but community groups now say they aren't satisfied with the deal and have filed to block it. **PAGE 20.**

TV'S BIGGEST BY FAR □ The FCC's annual figures show that television in 1976 went over the billion-dollar mark in profits for the first time. Industry revenues amounted to \$5.2 billion of which a little less than \$4 billion was for expenses, leaving a pre-tax income total of \$1.25 billion—60.3% more than in 1975. Network profits came to more than \$295 million, up 41.8% from 1975. **PAGE 24.**

BALLYHOO □ The TV networks are setting the stage for the fall with a promotional barrage that has become more complicated each year. It means bigger budgets to cope with the changing order of the ratings and the new strategies in programming. **PAGE 37.**

SPECIALS AND MORE SPECIALS □ The networks' yen for diversity is reflected in the long list of fall events that will supplant regular series at frequent intervals. **PAGE 41.**

PLAY IT AGAIN, UNCLE SAM □ That payola case involving four Brunswick Record executives is ordered back to district court for retrial. **PAGE 42.**

GERBNER SPREADS WINGS □ The well-known TV violence indexer discloses plans to broaden his operation to provide a complete information bank on the medium's trends and patterns. **PAGE 43.**

PTA'S THINKING □ Association President Baisinger

spells out plans for the campaign against TV violence, but points out that it should not involve federal censorship. **PAGE 44.**

AGREE, BUT... □ FCC Commissioner Quello and former colleague Hooks endorse the civil rights report charge that TV programming shows stereotypes, but they have their own ideas of what role the FCC should play in correcting matters. **PAGE 45.**

COMMON CAUSE CHIDES □ Lobby's survey claims the regulators give a disproportionate amount of their time to visits by those regulated by the government. **PAGE 46.**

BACK TO GOVERNMENT □ Dr. Pierre Camu, president of the Canadian Association of Broadcasters, is selected as new chairman of the dominion's broadcast regulatory commission. **PAGE 47.**

PASSING MARKS □ A survey of broadcasters finds they generally feel President Carter has done a good job on communications matters, though many feel it's too early to tell. **PAGE 47.**

AT&T TARIFFS □ A fight looms on proposed increases in charges that would fall mostly on independents and part-time users. **PAGE 49.**

VTR FOR HOME □ An optimistic RCA unveils its SelectaVision which will retail with a \$1,000 tag, \$300 cheaper and two hours longer than competing models. **PAGE 50.**

COMPARATIVE ADS □ An NARB panel cites the value of such practices, but warns effectiveness hinges on honesty. **PAGE 52.**

THAT FTC CHALLENGE □ TVB's Rice cites advantages that could accrue to broadcasters if the government succeeds in forcing newspapers to eliminate volume discounts. **PAGE 52.**

A STEADY PRO □ Things have picked up domestically at Columbia Pictures Television. And no small amount of the credit goes to Norm Horowitz, senior vice president in charge of worldwide distribution, who calls his shots without hesitation and with confidence that stems from years of experience. **PAGE 73.**

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1010 WINS ...BECAUSE, IN NEW YORK, YOU NEVER KNOW WHAT'S GOING TO HAPPEN NEXT.

That's why New Yorkers have been depending on WINS for news since 1965. To find out what's happening in the city, and in the world. New York knows WINS will be there. Even if the power isn't.

During the recent blackout, when more than 7½ million men and women turned to radio, more New Yorkers listened to WINS than any other station, and more named WINS as having done the best job*.

A similar Trendex Survey after the 1965 power failure turned up the same results.

In 1965. In 1977. And during the 12 years in between, New Yorkers have known, when news happens, it happens on WINS.

WINS 1010 **GROUP**
W

All News. All The Time.

WESTINGHOUSE BROADCASTING COMPANY

Represented Nationally by **RT** RADIO ADVERTISING REPRESENTATIVES, INC.

*Trendex Survey—July 15, 1977.

Audience figures shown are estimates subject to the limitations of the techniques and procedures used by the survey noted.

Hot fourth quarter

Best news spot-TV business has had in months: Station reps report sustained high level of sales activity over past 10 days to two weeks. "The dam has finally broken," one said. "Business has improved dramatically," said another. One of the biggest reps did not hesitate to predict "fourth quarter will be better than last year's," which was good one. Others were more cautious about forecasting fourth quarter's size but agreed with one who said "we're certainly on our way to a good-selling fourth quarter."

Penalty of overwork

In opinion of associates, big if not biggest factor in Robert T. Howard's downfall as president of NBC-TV (story page 16) was that he tried to do too much himself. "He really worked his guts out," one said, "but in the process he cut himself up into too many little pieces." While that approach often succeeds at station or group level, in this view, it's out of question when heading organization as big and complex as TV network.

Mr. Howard is under three-year contract that has two years to go. He will meet with company officials this week to negotiate termination or, if he prefers, reassignment.

Second thoughts

Time Inc., which five years ago sold all eight of its radio stations and four of its five television stations to recover money pumped into failing *Life* magazine, is showing signs of interest in broadcast acquisitions. With *Life* long gone and corporate profits now on upswing, company is looking for investments, and word is that broadcasting isn't ruled out.

Re-entry on anything like scale of former holdings would be costly. Time got \$11 million for its radio properties (including one Muzak franchise) from various buyers. It got \$57 million from McGraw-Hill for VHF's in San Diego, Indianapolis and Denver and UHF in Bakersfield, Calif. Station prices have escalated since then.

New names for new job

Commerce Department and White House aides are said to be making progress in paring list of candidates for new assistant secretary of Commerce to head proposed (and tentatively titled) National Telecommunications and Information Administration. List, which once numbered about 40, is said to be down to two dozen and to include some people that haven't surfaced before—Melvin

Williams, executive vice president of Educational Testing Service, Princeton, N.J., and Howard White, senior vice president and general counsel of ITT World Communications, former FCC staffer, who is also being mentioned for appointment to FCC.

Front runners are said to include Harry M. (Chip) Shooshan III, counsel to House Communications Subcommittee, whose backing includes Speaker and majority leader of House as well as Senator Ernest Hollings (D-S.C.), chairman of Communications Subcommittee, and Nick Miller, consultant to Office of Telecommunications Policy, who is being backed by Senator Warren Magnuson (D-Wash.), chairman of Senate Commerce Committee.

House room

There are growing indications that U.S. House of Representatives will make TV permanent fixture in chamber, after 30 years of resistance. Questionnaires sent to members as House nears end of 90-day experiment with closed-circuit originations from floor are turning up favorable opinions so far.

But there's said to be little support for outsiders controlling system. Sentiment inclines toward United Nations approach: House would supply own equipment and operators, make feed available to networks and stations. Decision could come before anticipated adjournment in October.

Sentry asleep?

FCC file on Oak Knoll Broadcasting Corp. raises questions about how closely commission monitored nonprofit licensee's interim stewardship of KRLA (AM) Pasadena, Calif., before rumors led to investigation that led last June to show-cause order why authorization, granted in 1964, should not be revoked (BROADCASTING, June 27). KRLA, which was to donate 80% of profits to noncommercial KCET (TV) Los Angeles and 20% to other worthy causes, was originally directed to retain 50% of money that would otherwise go to KCET in escrow against possibility KRLA would need funds. Over years, however, FCC routinely gave Oak Knoll permission to release escrow funds.

In November 1972, FCC authorized release of \$60,000, leaving \$5,000 in account as KRLA headed into what became four-year money-losing slump. All told, KRLA—much of time highly rated in Los Angeles market—gave total of \$1,141,775 to KCET and other nonprofit organizations, according to KRLA accounts. FCC has charged diversion of station funds for private use of some officials.

New round in royalties

National Association of Broadcasters is sure it faces another tough fight to keep performer-manufacturer royalty right from being written into copyright law. Congress put off decision on issue last year when passing over-all copyright bill and asked register of copyrights for study and recommendation.

Bets are that Barbara Ringer, register, will stick by original advocacy of royalties to be paid by broadcasters and other music users to record performers and manufacturers—above payments already obtained for performance and record sales. Miss Ringer's report is due next January.

Sports afield

Networks may be in for jolt when House Communications Subcommittee staff completes first leg of sports investigation. Weeks after subcommittee chairman, Lionel Van Deerlin (D-Calif.), declared NBC to be clean in its deal with Soviet Union for 1980 summer Olympics ("Closed Circuit," Aug. 8), word now trickles out that there is something wrong after all—not with NBC's agreement, but with negotiations before actual signing. Actions of all three networks are being scrutinized. "I think it's potentially a very serious situation," subcommittee counsel, Harry M. (Chip) Shooshan, says.

Focal points of Olympics investigation, which will probably be completed next month, include role played by Lothar Bock, West German theatrical agent, who at first worked for CBS but ultimately played key role in landing Olympics for NBC, and on networks' programming during period of negotiations with Russians. It appears some decisions—on programs other than sports—were bound up in negotiations, according to subcommittee investigator, Phil Hochberg. Word is that subcommittee staff has been in touch with "other government agencies" on investigation.

Hard times

Special British study group has reportedly recommended 40% reduction in overseas radio services of BBC as economy measure. One-third of transmitters used for international broadcasts would be scrapped. European-language broadcasts to eastern Europe would be retained; Japanese, Burmese and Somali would be abolished, Arabic and Spanish halved. Bush House, BBC's London headquarters for external broadcasts, would shut down between 8 p.m. and 4 a.m. each day, ending round-clock service in English. BBC's reputation for objectivity is tops among international radio services.

Business Briefly

TV only

American Motors □ Car company features its Concord model in nine-week campaign starting in mid-September. Cunningham & Walsh, New York, will handle spots in 71 markets during prime, sports, early and late fringe time. Target: total men.

General Motors □ Car company will feature its Pontiac division in one-week spot-TV drive in early October. D'Arcy-MacMaus & Masius, Bloomfield Hills, Mich., will place spots in about 50 markets during fringe time. Target: men, 18-49.

Credit Union National Association □ Association will be participating sponsor in ABC-TV's 18-hour serialized version of *How The West Was Won*, starting Feb. 6, 1978, in Monday night 9-11 p.m. time slot. Garrison, Jasper, Rose & Co., Indianapolis, is credit union's agency.

General Mills □ Company will feature its Crispy Wheat and Raisins cereal in four-week push beginning in early September. Campbell-Mithun, Minneapolis, is seeking spots in eight markets during day and prime time. Target: women, 25-54, and children, 6-17.

Pizza Hut □ Fast food restaurant chain is preparing three-week flight to start in early September. Foote, Cone & Belding, Chicago, will place spots in about 80 markets during fringe time. Target: adults, 18-34.

Pabst □ Brewer is featuring its Andecker Beer in nine-week push that is now beginning. Kenyon & Eckhardt, Chicago, is slotting spots in four markets during fringe and prime time. Target: men, 18-49.

Potato Service Inc □ Frozen food processors will launch eight to 12-week buy beginning in mid-September. Chapman Communications, New York, is buying spots in New York and Boston

during day and fringe time. Target women, 25-49.

Anderson Clayton Foods □ Company will focus on its Chiffon margarine in 10-week promotion beginning in late September. Bloom Agency, Dallas, is placing spots in fringe and prime time. Target: women, 18-49.

American Dairy Association □ ADA will promote hard cheese in four-week campaign starting in mid-September. D'Arcy-MacManus & Masius, Chicago, is seeking spots in about 85 markets during prime, day and late fringe time. Target: women, 18-49.

Burwood Products □ New Haven Division of Chicago company, in first television effort for its kitchen/den/dinette wall clocks, has retained A. Eicoff & Co., Chicago, as agency. Budget and initial strategy are being determined.

Tombstone Pizza □ Pizza will get four-week flight beginning in early September. Maracomm, Wausau, Wis., will select spots during day, fringe and prime time. Target: total adults.

Standard Oil Co. □ Oil company plans 11-week spot-TV promotion for its various products beginning in late September. D'Arcy-MacManus & Masius, Chicago, is buying spots in about 50 markets during prime time. Target: men, 18-49.

Interstate Brands Corp. □ Company will feature its Milbrook bread in four-week spot-TV campaign to start soon. Foote, Cone & Belding, Chicago, is buying spots in day, fringe and prime time. Target: women, 25-49.

Phoenix Candy □ Company will place spotlight on its Tuffy candy in four-week promotion beginning in mid-September. S.R. Leon, New York, will place daytime spots in 16 markets. Target: children and teen-agers.


Nordic Ware Appliance company will focus on its multi-fryer in two-week promotion beginning in late September. Marvin Advertising, Chicago, is scheduling spots in 33 markets during daytime. Target: total women.

Remco □ TV rental service is scheduling 10-week buy starting in early September. Goodwin, Dannenbaum, Littman & Wingfield, Houston, is selecting spots in 18 markets during fringe, day and prime time. Target: men and women, 18-49.

Service Merchandise □ Catalogue showroom chain plans three-month

Gomer Pyle

Few Marines have attained higher rank: number 2 or 3 among all prime-time series for four of five seasons; number 3 among all daytime series for two seasons. Draft Gomer now. 150 rollicking half hours are available.



Source: NII, 1964-71, Oct.-Apr. avg. AA ratings. Estimates subject to qualifications available on request.

campaign to start in October. Lee Hart Agency, Nashville, is scheduling in eight markets during day, prime, early and late fringe time. Target: adults, 25-49.

Owens Country Sausage □ Meat products company is scheduling 12-week promotion for its sausage beginning in mid-September. Bloom Agency, Dallas, is seeking spots in 31 markets during day, prime, early and late fringe time. Target: women, 25-49.

Radio only

Chevrolet □ Car company plans four-week promotion for early October. Cambell-Ewald, Detroit, is arranging spots in about 80 markets. Target: men, 25-54.

New York State Lottery □ State division plans three-week flight that will begin in early September. Smith/Greenland, New York, is arranging radio spots in nine markets. Target: adults, 35 and over.

Schick □ Personal care products company will spotlight its Lady Shick shaver in three-week campaign starting in late September. Dancer-Fitzgerald-Sample, New York, will schedule spots in 53 markets including Atlanta, Chicago, New Orleans and Seattle. Target: women, 18-34.

Anheuser Busch □ Brewery will sponsor CBS Radio coverage of U.S. Open tennis championships through D'Arcy-MacManus & Masius, St. Louis. Aug. 30-Sept. 11 championships will be held at West Side Tennis Club, Forest Hills, N.Y. Other participating sponsors include Miles Laboratories, through Clifford A. Botway Inc., New York, and National Association of Life Underwriters, through VanSant Dugdale, Washington.

Matex Corp. □ Automotive rustproofing company is buying four-to-five week push beginning in September. Dawson, Johns & Balck, Chicago, will slot spots in at least 40 markets including Detroit and Milwaukee. Target: adults, 18 and over.

Continental Airlines □ Company is arranging 10-week push beginning in mid-September. Benton & Bowles, New York, will buy spots in 30 markets including Chicago, Dallas and Miami. Target: men, 25-54.

American Cyanamid Agricultural division is arranging eight-week push starting in early September. Richardson, Myers & Donofrio, Baltimore, is placing spots in about 60 markets. Target: men and farmers.

Metropolitan Life Insurance □ Company plans five-week drive starting in mid-September. Young & Rubicam, New York, will select spots in 28 markets including Boston, Philadelphia and

Hot June. Investments in network television during June increased by 25.6% to \$264.6 million, according to figures from Broadcast Advertisers Reports released by the Television Bureau of Advertising. Weekend daytime showed the largest gain, up 31.6% to \$21.5 million. On a six-month basis, network TV spending rose by 24.6% to \$1.7 billion. Weekend daytime again was the fastest-growing area, jumping by 26.6% to \$195.2 million. Following figures are in thousands:

	June			January-June		
	1976	1977	% chg.	1976	1977	% chg.
Daytime	\$ 68,698.5	\$86,967.5	+26.6	\$ 484,992.5	\$ 603,815.7	+24.5
Mon.-Fri.	52,346.0	65,446.4	+25.0	330,817.7	408,628.3	+23.5
Sat.-Sun.	16,352.5	21,521.1	+31.6	154,174.8	195,187.4	+26.6
Nighttime	141,866.9	177,585.7	+25.2	913,968.5	1,138,801.4	+24.6
Total	\$210,565.4	\$264,553.2	+25.6	\$1,398,961.0	\$1,742,617.1	+24.6

	ABC	CBS	NBC	Total
January	\$ 94,200.5	\$ 91,887.2	\$ 99,965.2	\$ 286,052.9
February	94,540.6	90,311.1	87,540.6	272,392.3
March	108,733.5	104,889.0	97,701.3	311,323.8
April	100,399.4	104,159.8	97,659.7	302,218.9
May	99,494.9	104,905.0	101,676.1	306,076.0
June	86,198.2	84,957.8	93,397.2	264,553.2
Year to date	\$583,567.1	\$581,109.9	\$577,940.1	\$1,742,617.1

Washington. Target: men, 25-49.

Lee Maxi Filters □ Division of FDI Inc. is placing four-week drive for Lee Maxi filters starting in early September. Kelly, Scott and Madison, Chicago, will buy spots in 115 markets including Denver, New Orleans and Seattle. Target: men, 18-49.

Cambell Soup □ Company will feature Franco American pasta in four-week push beginning in mid-September. Needham, Harper & Steers, Chicago, will seek spots in about 50 markets including Boston, Detroit and New York. Target: women, 18-34.

Air Canada □ Canadian airlines will begin five-week spot-radio campaign beginning in late September. Warwick, Welsh & Miller, New York, is buying in 11 markets including Boston, Cleveland and San Francisco. Target: men, 25-49.

General Foods □ Company will focus on its Cycle dry dog food in eight-week promotion starting in mid-September. Grey Advertising, New York, will pick spots in eight markets. Target: women, 18 and over.

Elio's Pizza □ Frozen food manufacturer is arranging eight-week flight for its pizza beginning in mid-September. Smith/Greenland, New York, is scheduling spots in three markets. Target: women, 25-49.

Jones Dairy Farm □ Company will spotlight its Jones sausages in four-week buy starting in mid-October. Compton Advertising, New York, will place spots in 12 markets including Boston, Chicago

and Miami. Target: women, 25-64.

IBM □ International Business Machines will launch four-week drive in late September. Geer, DuBois, New York, will place spots in 12 markets including Boston, Dallas and St. Louis. Target: total men.

U.S. Coast Guard □ Service will launch six-week flight starting in early September. Henry J. Kaufman & Associates, Washington, is placing spots in 12 markets including Philadelphia, Chicago and Dallas. Target: men, 18-24.

American Airlines □ Company is making four-to-six week buy in September. Doyle Dane Bernbach, New York, will select spots in over 20 markets including Los Angeles, San Diego and Phoenix. Target: men, 25-54.

Genovese Drugs □ Drug store chain is now starting three-week campaign. Lewis/Levine Advertising, New York, is handling spots in New York and Connecticut. Target: women, 25-64.

Hellman's Mayonnaise □ Division of Best Foods is placing three-week buy in six markets. RDR Associates, New York, is agency. Target: women, 18-49.

Radio-TV

Matchmakers □ Real-estate chain plans six-week campaign starting in September. Brooks Advertising Oak Lawn, Ill., is placing TV and radio spots in Chicago, Houston, Pittsburgh and New Orleans. Target: adults, 25-54.

American Express □ Company is featuring its travelers checks in 15-week campaign that started this month. Ogilvy & Mather, New York, will place TV spots in six markets during fringe time and radio spots in three markets. Target: total adults.

Rep appointments

- WWBA-AM-FM St. Petersburg, Fla.: Christal Co., New York.
- WTHB(AM)-WZZW(FM) Augusta, Ga.: Jack Bolton Associates, Atlanta.

Monday Memo[®]

A broadcast advertising commentary from Stan Gerber, senior vice president, DKG Inc., New York

Better thinking will overcome higher prices

"Expensive, overpriced, outrageous increases."

"Unfair, a ripoff, gouging, not worth the price."

"They are biting the hand that feeds them."

These are just a few of the more polite comments over the last year from ad agencies and advertisers alike with regard to the dramatic increases in costs for both network and spot television.

Advertisers are threatening agencies; agencies are threatening the media. In all new-business pitches I've experienced during this period, we are asked directly: "Can you buy it cheaper? Do you have any clout? Why can you do better than my last agency?"

Not one issue of a trade magazine has missed this topic as a leading article. Public statements are made by agency bigwigs indicating that the time has come to take our money and look for alternatives. One major agency has even stated that it has moved, or is looking at moving, \$40 million out of television and into magazines.

Curiously, in all the discussion and heated debate on this subject, very little has been said regarding the better use of television.

By better I mean more effective. I've grown up in this business believing that media's role in the advertising mix was to develop media plans that would generate maximum effectiveness per dollar invested.

I'm a subscriber to advertising consultant Al Achenbaum's theory that gross rating points (GRP's) should be replaced by effective rating points (ERP's). Although his theory deals primarily with the frequency distribution patterns of media, mine goes beyond that and takes into account all the intangibles and unmeasurables. It takes us back two or three paces in our quest to become a science, and recognizes we are still an art. For art to flourish one must work at it, dig deep, prod.

My theory starts with the basic belief that television is the most powerful and effective selling medium in existence and that I must challenge myself to find the best way to use the medium before making the decision to look to other media.

What makes using television one way more effective than using it in a different manner, and how do you measure it? That's a very difficult question to answer. I think it really depends on the product category, the product itself (its own quirks), competition and the trade. I think the best way to answer this is to examine



Stan Gerber has had considerable media/programming experience at various advertising agencies over past 15 years. He joined DKG Inc. in 1976 as senior vice president and executive director of media/programming. Earlier he had been with Gray Advertising, New York, for eight years, rising to vice president and associate media director. Mr. Gerber also was with Warren Muller Dolobowsky, New York, for five years, serving as senior vice president for media programming affairs and assistant to president.

some illustrations.

During these volatile 12 months, DKG's clients have raised the same questions and shown the same concerns the industry at large has voiced. Let's look at some of them.

Remington, a division of Sperry Rand Corp., manufactures and markets a complete line of electric shavers and personal care appliances (hair dryers, facial cleaners, curling irons, etc.). For the pre-Christmas period of 1976 each product had its own marketing plan and budget. The creative message sold each individually but had an umbrella theme so as to benefit from the totality of the effort. Then, prices rose dramatically from planned estimates. Could we still generate impact for any individual brand in television or should we look elsewhere? Because we at DKG work in a product-group system, all members of the team were well aware of the needs of this client. After much discussion, we integrated two products in one 30-second commercial. This later turned into four products in one 60-second commercial. And this eventually became a method of scheduling minisponsorships.

These minisponsorships work as follows. Along with regular individually scheduled 30-second brand commercials, six specific programs were selected to carry two minutes of Remington advertising on a single air date. What this accomplished was that on those six dates, Remington received an opening billboard, then the first

commercial position in the program. This was the 60-second commercial integrating four products. We then scheduled two different 30's in each of the next two commercial positions. Within the first half hour of the program, Remington appeared in four different commercial breaks with a united creative theme for four different products. They owned the program. The impact on the consumer was that of a full program sponsor. Individual brand reach and frequency didn't suffer. What we lost in reach we made up in impact.

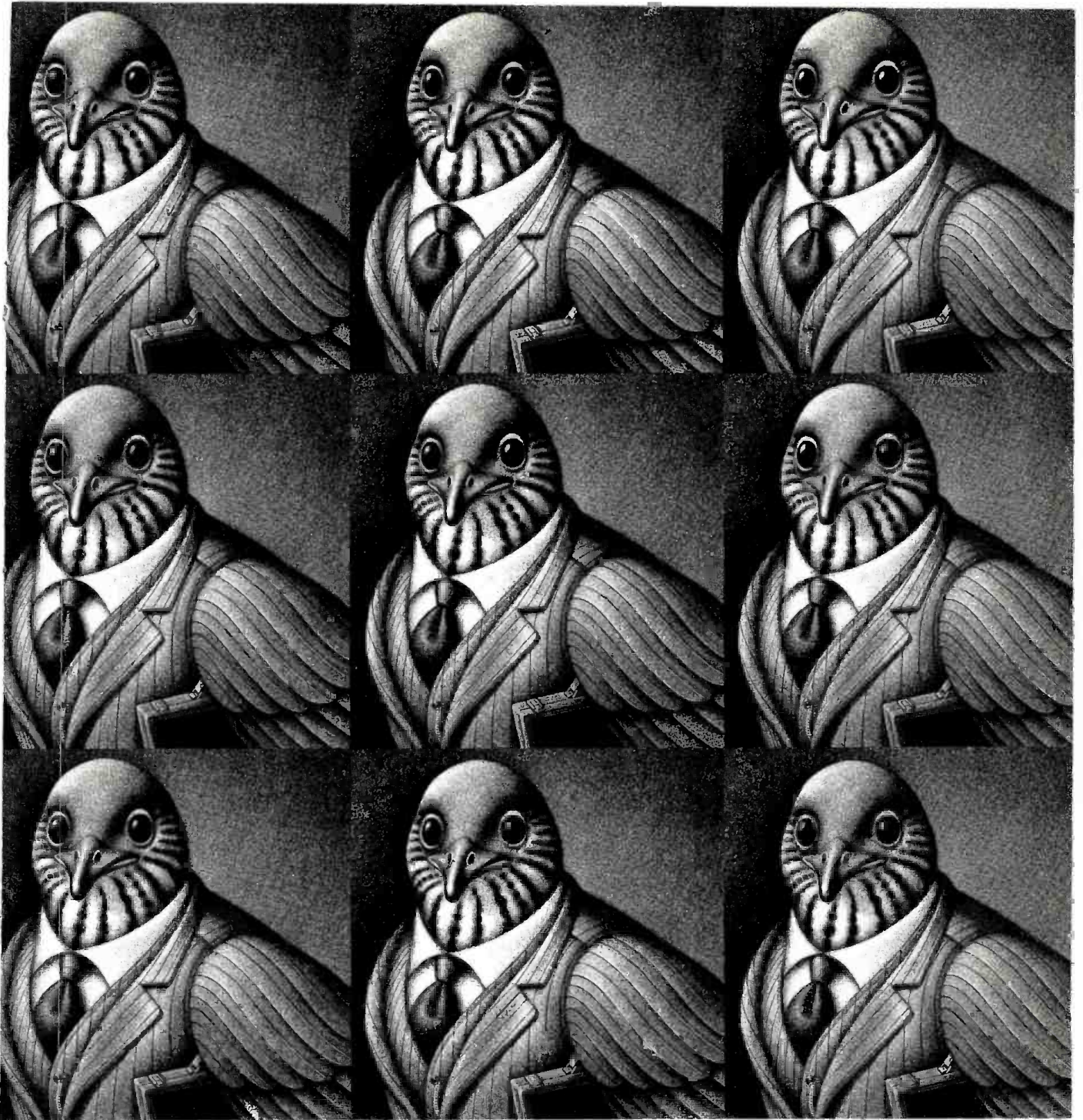
Alitalia Airlines presents another example. For Alitalia, DKG handles the North Atlantic route. In the past, its budget was considered not large enough to put into television. Why now, with the enormous costs, can television be effectively employed? Simply stated, when you are looking for reasons to use television as opposed to reasons why you can't, the advantages seem to hit you in the face. A careful analysis of market data highlighted that the foreign pleasure traveler was a regular and heavy television news watcher. The budget would allow the scheduling of approximately five late news announcements per week in the three key markets. Not very many, you say. These approximately 50 GRP's per week really seem like a drop in the bucket and not a proper use of the medium.

However, when you carefully examine the numbers, you find that this schedule does the kind of job that you would expect 80 GRP's per week to do against a more general male, 18-49 audience. Also, the frequency build-up works to our advantage. By scheduling news on a rotating station basis (one station this week, another next and so on), we were able to maximize reach while maintaining frequency of contact.

Was this effort successful? Yes, it proved more effective than previous efforts. Effective in terms of trade involvement, and primary target awareness. Effective in the number of inquiries and most important, sales.

Obviously, what I'm preaching is more total involvement by agency and client alike to come up with solutions. Television has been, is, and will continue to be, the most impactful medium available. Let's not walk away from it for the sake of doing so.

The costs are high, much higher than we are accustomed to, but we made it that way. We provided the demand, the supply was fixed. We acknowledged its value and set the price. Let's stand behind our original beliefs that made the medium so valuable. Let us not continue to bad-mouth the medium and predict its decline unless we work constructively to continue it as the number-one vehicle to sell products.



Join the flock of early birds.

Early birds all over the country are flying to make buys for the 1978 season on ABC's four demographic radio networks: Contemporary, Information, Entertainment, FM.

They're taking advantage of our

wider choice of availabilities and lower up-front CPM's.

So talk to your ABC Radio Network salesperson right away. To buy the best schedule at the best price.

The Four Demographic Radio Networks.



Divisions of ABC Radio Network

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This week

Sept. 1—Deadline for seventh annual Ray Bruner Science Writing fellowship for outstanding journalist who has been on science/medical/health beat at least half time for two years or less and has no more than five years of fulltime reporting experience. Information/entries: *American Public Health Association*, 1015 18th Street, N.W., Washington 20036; (202) 467-5014.

Sept. 1—Deadline for entries in national Abe Lincoln awards of *Radio-Television Commission of the Southern Baptist Convention*, which will be conferred in February 1978 at Tarrant Country Convention Center, Fort Worth. Information: 6350 West Freeway, Fort Worth.

Sept. 2-4—Congress Audiovision 1977 to deal with the use of audiovisual and related media in developing countries, particularly on the African continent. Congress, sponsored by *Commission of the European Communities*, is to run parallel to International Radio and TV Exhibition 1977 Berlin. Berlin.

Sept. 2-4—Third annual conference of the *National Black Media Coalition*. Metropolitan hotel, Washington. Information: Pat Scott, NBMC, (202) 363-3593.

Also in September

Sept. 6-9—*Michigan Association of Broadcasters* fall convention. Mackinac Island.

■ **Sept. 7-9**—*Corporation for Public Broadcasting* radio developmental workshop. Hyatt Regency, Chicago.

Sept. 7-9—"Business and Media: A National Symposium" on the relationship between free enterprise and free press, sponsored by the *Georgia State Uni-*

versity Chair of Private Enterprise. Georgia State University, Atlanta.

Sept. 9-10—*South Dakota Broadcasters Association* annual meeting. KESD-FM-TV Brookings. Information: (605) 668-4191.

Sept. 10—Region 13 workshop of *Radio Television News Directors Association*. Featured speaker, John Hart, NBC News, Washington bureau. Peppo auditorium, Washington. Information: Ted Landphair, WMAL Washington (212) 686-3013.

Sept. 10—Seminar on station license-renewal procedures by *National Association of Broadcasters*, *New York State Broadcasters Association* and *New Jersey Broadcasters Association*. Otesaga hotel, Cooperstown, N.J.

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

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

Sept. 14-15—*Ohio Association of Broadcasters* fall convention. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), Ohio Governor James Rhodes, Radio Advertising Bureau President Miles David and outgoing FCC Chairman Richard E. Wiley are among speakers. Columbus Sheraton, Columbus.

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

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

Major meetings

Sept. 15-17—*Radio Television News Directors Association* international conference. Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel, Sept. 20-22; 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14.

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

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

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

Nov. 13-15—*Television Bureau of Advertising* annual meeting. Hyatt Regency hotel, San Francisco.

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

Oct. 16-19—*Society of Motion Picture and Television Engineers* 119th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

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

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 12-14, 1978—*National Association of Broadcasters* radio program college. Las Vegas.

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

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

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

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

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

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

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

Sept. 18-20—*Nebraska Broadcasters Association* convention. Speakers will include Sig Mickelson, Radio Free Europe/Radio Liberty; Hugh Mulligan, AP; Erwin Krasnow, NAB; Sam Stelk, FCC, and attorney-publisher Larry Perry. Scottsbluff.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

October

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

Oct. 2-5—*Missouri Broadcasters Association* fall meeting. Holiday Inn, Hannibal.

Oct. 3-4—Southwestern regional convention of *National Religious Broadcasters*. Southwest Radio Church, Oklahoma City.

Oct. 4-6—Second conference on satellite communications for public service users, sponsored by the *Public Service Satellite Consortium*. Mayflower hotel, Washington.

Oct. 5-7—*Indiana Broadcasters Association* fall meeting. Marriott Inn, Fort Wayne.

Oct. 5-9—*Information Film Producers of America* national conference, trade show and awards festival. Holiday Inn, Chicago Film Center, Chicago. Contact: IFFA, 3518 Cahuenga Boulevard West, Hollywood 90068; 874-2266.

Oct. 5-10—*Women in Communications Inc.* annual meeting. Sheraton-Waikiki hotel, Honolulu.

Oct. 7-9—West Central area conference of *American Women in Radio and Television*. Hyatt House, Des Moines, Iowa.

Oct. 9-11—*North Carolina Association of Broadcasters* annual convention. Pinehurst hotel, Pinehurst.

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

Oct. 9-15—Intelcom '77, international telecommunications exposition, featuring exhibits, technical seminars and sessions, conducted by *Horizon Inter-*

national House. Information: Barbara J. Coffin, HIH, 610 Washington Street, Dedham, Mass. 02026.

Oct. 10-13—*Electronic Industries Association* 53d annual convention. Fairmont hotel, San Francisco.

Oct. 11-12—*Alabama Cable Television Association* fall workshop. Holiday Inn Airport, Birmingham. Information: Otto Miller, executive secretary, Box 555, Tuscaloosa, Ala. 35401; (205) 758-2157.

Oct. 11-13—Eighth annual Video Expo '77 for private video systems, sponsored by *Knowledge Industry Publications*. Equipment exhibits and seminars will be in Madison Square Garden and Statter Hilton hotel, New York.

Oct. 12—*New England Cable Television Association* fall meeting. Highway hotel, route 93, Concord, N.H. Information: Bill Kenny, Box 321, Tilton, N.H. 03276; (603) 286-4473.

Oct. 12-13—*Kentucky Broadcasters Association* fall convention. A.B. (Happy) Chandler will be principal speaker. Hyatt Regency, Lexington.

■ **Oct. 12-13**—*National Association of Broadcasters* management seminar. Hyatt Regency hotel, Chicago.

Oct. 13—*Religion in Media Association* awards program. Century Plaza hotel, Los Angeles.

Oct. 13-14—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Hyatt Regency hotel, Chicago.

Oct. 14-16—Western area conference of *American Women in Radio and Television*. Holiday Inn Union Square, San Francisco.

Oct. 14-16—Fall convention of *Illinois News Broadcasters Association*. Champaign-Urbana. Program coordinator: Ron Williams, WDWS(AM) Champaign 61820.

■ **Oct. 16-17**—*National Association of Broadcasters* management seminar. Hyatt Regency Cambridge, Cambridge, Mass.

Oct. 16-19—*The Society of Motion Picture and Television Engineers* 119th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles. Information: SMPTE, 862 Scarsdale Avenue, Scarsdale, N.Y. 10583.

Oct. 17-18—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Hyatt Regency Cambridge, Cambridge, Mass.

Oct. 17-19—*Advertising Research Foundation* 23d annual conference. Waldorf Astoria, New York.

Oct. 17-19—*National Bureau of Standards* seminar on time and frequency services including applications to network television and satellites. NBS, Boulder, Colo. Information: Sandra L. Howe, seminar coordinator, NBS, Boulder 80302; (303) 499-1000, extension 3212.

Oct. 18—*National Association of Broadcasters* public meeting on TV programming. Cambridge, Mass.

Oct. 18-20—Seventh annual conference of *Western Educational Society for Telecommunications (WEST)*. Harrah's hotel, Reno. Information: Wendell H. Dodds, WEST '77 chairman, University of Nevada, Reno 89557.

Oct. 19—Special meeting of the *Association of Maximum Service Telecasters board of directors*. Subjects will include review of comments filed in the FCC proceeding dealing with short-separation VHF drop-ins and with the congressional review of the Communication Act. Franklin C. Snyder, Hearst Radio, will preside. Omni International hotel, Atlanta.

Oct. 19-20—Twenty-third annual Broadcasters Clinic, sponsored by the *University of Wisconsin-Extension*, Madison. Clinic will feature presentation of technical papers by equipment suppliers and consultants. Information: Don Borchert, UW Telecommunications Center, Vilas Hall, Madison 53706; (608) 263-2157.

■ **Oct. 19-20**—*National Association of Broadcasters* management seminar. Peachtree Plaza hotel, Atlanta.

Oct. 19-21—*Tennessee Association of Broadcasters* annual convention and business meeting. Read House, Chattanooga.

Oct. 20-21—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Peachtree Plaza hotel, Atlanta.

Oct. 20-22—*Mississippi Cable Television Association* annual meeting. Broadwater Beach, Biloxi.

Oct. 20-23—East Central area conference of *American Women in Radio and Television*. Stouffers, Louisville, Ky.

Oct. 21—*Pittsburgh chapter, Society of Broadcast Engineers* regional convention and equipment exhibit. Howard Johnson motor inn, Monroeville, Pa.

Oct. 21—*Kansas Association of Broadcasters* fall management seminar. Site to be announced, Wichita, Kan.

Oct. 22—*Ohio Associated Press Broadcasters* fall meeting. Ramada Inn, Grove City, Ohio.

Oct. 23-24—*North Dakota Broadcasters Association* fall meeting. Holiday Inn, Fargo.

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

■ **Oct. 25-27**—*International Tape Association's* home video systems seminar. Keynote speaker will be John Chancellor, NBC News, New York Sheraton, New York. Information: ITA, 10 West 66th Street, New York 10023.

Oct. 27-28—CATV technical seminar by *C-COR Electronics Inc.* 60 Decible Road, State College, Pa. Contact: John Yack C-COR, 4) 238-2461.

Oct. 28-30—Midwest area conference of *American Women in Radio and Television*. Hershey hotel, Hershey, Pa.

Oct. 29—*Florida Association of Broadcasters* fall conference. The Beach Club hotel, Naples.

November

Nov. 1—Awards presentation, *U.S. Television Commercials Festival*. Deadline for entries was Oct. 1. Chicago.

Nov. 2-4—*American Association of Advertising Agencies* central region annual meeting. Ambassador hotel, Chicago.

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The CBS pages who also made it

EDITOR: Your editorial [Aug. 15] anent the demise of the NBC page corps calls for semiequal time for the graduates of the CBS Sammy Schiff Academy, as we were once prone to think of ourselves during those lovely days and nights at 485 Madison. Nobody could beat Sammy at taking care of stars or visitors; he knew more about the workings of CBS than Bill Paley did. Don't know what happened to others, but Jimmy Boyle has had a long and successful career as a movie promotion man.

I'm sure there are many others who started in the CBS page rank and rose to important jobs in the industry. So this letter is in behalf of all of my ex-colleagues and those who came after. CBS was a wonderful school with stimulating teachers.—*Hal Davis, president, Grey & Davis, New York.*

Still carrying on for NBC

EDITOR: Everyone at NBC is disappointed that circumstances have forced the termination of studio tours in New York, but that does not mean the NBC page department is closing (BROADCASTING editorial, Aug. 15). A limited page staff will be retained in New York to handle ushering duties for programming produced at 30 Rockefeller Plaza.

Moreover, the full complement of pages will continue to function in Burbank, Calif.—*Curt Block, director, press and publicity, NBC, New York.*

See you in the funny papers

EDITOR: Perhaps one of the best examples of BROADCASTING's recognition as an important trade publication was in the comic strip "Tank McNamara" Aug. 19. In the first two panels, Tank McNamara (a sportscaster) is reading from a story on the impact of Roone Arledge's decisions at ABC News. The cover of the magazine



bears a resemblance to the cover of the Aug. 15 issue, which featured "the Arledge era of TV journalism." I am enclosing a copy of the syndicated comic strip, as it appeared in the *Philadelphia Inquirer*.—*Charles E. Everett, Bridgewater, N.J.*

Sale suggestions

EDITOR: The FCC has initiated an inquiry into the desirability of requiring licensees to advertise their intent to sell a station at least 45 days in advance. The idea is to increase minority ownership.

The result would be that every station sale would become nothing more than a public auction of a broadcast license.

Anybody interested in buying all or part of a station can do what the rest of us have always done: contact the station we wish to buy, check the ads in BROADCASTING, list ourselves with a broker. These avenues are open to everyone.—*Dale Brooks, president, WLAB(AM) Lumberton, N.C.*

Slow mail

EDITOR: I found the account of Montreux '77 [BROADCASTING, June 20] most interesting, but like so many authors these days your contributor has ignored the one component of a TV system which makes the whole thing possible: the pick-up tube! I know I am biased but I do feel that some respect should be paid sometimes to the tube people and the monumental efforts they exert to give the broadcaster the superb pictures he now enjoys.—*Walter E. Turk, marketing manager-phototubes, English Electric Valve Co., Chelmsford, England.*

One more base

EDITOR: I read with great interest your special report of July 25 on radio. It contained many interesting articles and should prove valuable in planning for the future.

In your article on automated programmers, I was disappointed to see that you failed to cover all the bases concerning beautiful-music syndicators. In the seven years I've been with WGYL we've followed very closely the progress of the beautiful-music programmers, listened to the outlets in south and central Florida that subscribe to their services, read through tons of promotional material and listened to every demo tape that we could obtain. However, the one WGYL has picked as the best available (and the one that has helped make us the leading station in our market) was not even mentioned. That being Master Broadcast Services.—*Chris Hubbard, manager, WGYL(FM) Vero Beach, Fla.*

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The newswEEKLY of broadcasting and allied arts

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Dear Sir:

We have had the System 90 on the premises since April 21 and since learning how to use it effectively, we have enjoyed working with it immensely.

Being a religious station with many taped programs, we have one of the most difficult formats in the industry; this is one of the main reasons we chose the System 90. All the other companies that presented automation systems to us had such rigid programming that we would have had to compromise our format at every turn.

In the three months since April we have changed programming instructions completely 3 times cutting the number of events used in the main format from 80 to 24, for a seven day period. We have reduced the number of time corrections needed from 54 to 18. We can change instructions completely for all this in less than 5 minutes using the TI ASR 733 terminal. In fact it takes longer to dream up new programming ideas than to program them! This System 90 is marvelous! We've never had so much fun doing our work and it is turning some of our staff into computer nuts! And its reliability is beyond belief.

On July 18 we had a very violent electrical storm during which a nearly direct lightning strike knocked us off the air for over an hour. The only damage that the system incurred was a shorted LDR in the back of the audio switcher. No memory loss, no burned components, no lost time on the clock.

What else can I say? We're excited about the System 90!

Enthusiastically,
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Wayne Cook, Chief Engineer

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Top of the Week

Schlosser revamps NBC-TV top ranks in search for extra clout

Mulholland takes over as president from Howard; NBC Sports will fly on its own under Rush; new posts given to Weinblatt, Timothy

Robert E. Mulholland, a 43-year-old veteran of NBC News, was named president of NBC-TV last week in a reorganization that NBC President Herbert S. Schlosser said would "strengthen our capabilities to meet the more intense competition that has been developing in the television network field."

Mr. Mulholland succeeded Robert T. Howard, 50, whose future plans—or termination arrangements—were still being negotiated with NBC later in the week. Mr. Howard had been president since April 1974.

Mr. Schlosser also announced that NBC Sports, which has been a part of the NBC-TV organization, was being set up as a separate NBC division under Alvin Rush, executive vice president, NBC Sports. This separation, he said, gives recognition to a division that "bills many, many millions of dollars" and also will take "some of the load off the president of the television network." Mr. Rush, like Mr. Mulholland, will report to Mr. Schlosser.

In a further reorganization, NBC-TV named Mike Weinblatt, who has been executive vice president in charge of sales, advertising and promotion, to the new office of executive vice president and general manager of the network, and designated Raymond Timothy, who has been vice president and general manager of WNBC-TV New York, to the new post of executive vice president, affiliate relations.

In an Aug. 22 news conference announcing the changes, Mr. Schlosser and Mr. Mulholland emphasized their feeling of a need for faster reaction and faster decision-making in the program area in the current three-network competitive climate.

Mr. Schlosser said a review of the organization structure had been one of his top priorities since he became NBC's chief executive in January, and that he decided "four or five weeks ago" that NBC-TV needed a reorganization at the top, to

make it "work better."

He picked Mr. Mulholland, he said, because he knew from long experience with him that "he has management qualities, leadership qualities, to make a good president of the TV network," and in addition possesses "imagination and creativity."

Mr. Schlosser cited the proliferation of specials and miniseries (see page 41) and the faster turnover of programs to emphasize the need for more and faster programming decisions, which in turn have made the jobs of network presidents and programmers "much tougher." "What we need," he said, "is greater operational drive—which I think Bob Mulholland will provide." He also said he expected the new president to make the network "an efficient, decisive, aggressive organization."

He was announcing the change now, Mr. Schlosser said, because if he waited a few weeks until the start of the fall season it would be perceived as related to "how we're doing in the new season." He said "we're very optimistic" about NBC's new-season prospects, but the changes had been decided upon regardless of the ratings outcome.

"The NBC television network aims to lead in its field," Mr. Schlosser said. "With our programming team of Irwin Segelstein and Paul Klein, NBC-TV has been on the move. We have been the number-one network in prime time most weeks since May 1, and we expect to be very competitive next season."

"However, we have to look ahead to the long-term future in which we want the television network to provide a service that is responsive to public tastes, that is fully competitive and that continues the NBC tradition of innovation."

Mr. Mulholland said that under the structural changes all NBC-TV business activities would be under Mr. Weinblatt as executive vice president and general man-

ager—the first time in several years NBC-TV has had a general manager. Mr. Weinblatt will be responsible for sales, advertising, promotion, business affairs and program and talent negotiation—most of which he has headed at one time or another in his 20 years at NBC.

With Mr. Weinblatt supervising business activities, Mr. Mulholland said he himself would have more time to "work on programming and communications within the network, so we can react faster." He said he will "work a lot with the program department to speed up the decision-making."

His immediate goal was three-fold: "React quickly, come up with new ideas and broaden the creative base."

Mr. Mulholland said he got the word of his selection for the presidency one week earlier and left immediately for "the first week of my 1976 vacation." Mr. Schlosser said Mr. Howard was informed of the impending change on Monday morning, the day of the announcement. He said NBC and Mr. Howard were still discussing Mr. Howard's future plans and that whether he stays with NBC will be "his decision."

Mr. Schlosser refused to say whether there might be other changes. The news conference, he insisted, was called to discuss only the changes that were being announced that day. He was asked specifically whether Richard Wald is "secure" as president of NBC News, an allusion to intermittent reports that he isn't. "We're only talking about what we're announcing today," he repeated, then added quickly: "But don't read anything into that."

He did hold out the prospect of a different kind of change: that the new NBC Sports division, currently headed by Alvin Rush as executive vice president, would eventually be headed by a president, as are the other NBC divisions: network, news, TV stations and radio. There



Weinblatt



Rush



Timothy

was nothing to suggest that Mr. Rush wouldn't be the choice.

Since NBC acquired U.S. TV rights to the 1980 Olympic games in Moscow, Mr. Mulholland has been coordinating NBC's preparations under the title of executive vice president, Olympics. Mr. Schlosser said those plans "are very well along" and that responsibility now will be centralized in NBC Sports.

Alvin Rush, executive vice president of the NBC Sports division, has been an executive vice president responsible for program and talent acquisition for sports, news and entertainment programs. He joined NBC in 1954 as an attorney, left a couple of years later to work first with MCA Inc. and then with Creative Management Associates, and rejoined NBC in 1973 as vice president, talent and program acquisitions. He was named a senior vice president in 1975, later became an executive vice president.

Mike Weinblatt, the new executive vice

president and general manager, has been involved in virtually all phases of network operation—including program acquisition, talent commitments, pilot screenings, scheduling and all levels of sales department operations—in his 20 years at NBC. While he was vice president, sales, NBC-TV reached record sales levels in all day parts.

He started as a clerk in the network's scenic design shop and a year later was made manager of business affairs for facilities operations. He rose through the business affairs department before moving into sales in 1962, moving up to vice president, Eastern sales, in 1968.

Later that year he was named vice president, talent and administration, a post he held until 1973, when he became vice president, sales. He was named senior vice president, sales, in 1975, and subsequently served as executive vice president, sales, advertising and promotion.

Raymond J. Timothy, the new head of

NBC-TV station relations, has worked at four NBC-owned stations as well as in network sales and NBC Spot Sales.

He started as a tour guide with NBC 23 years ago, later moved into NBC Spot Sales, from which he was picked to become local sales manager for WKYC-TV Cleveland in 1966. He later served for three years as general sales manager of WRC-TV Washington, three years as station manager of WKYC-TV and almost three years as vice president and general manager of KNBC(TV) Los Angeles before being named vice president and general manager of WNBC-TV New York in April 1976.

Mr. Schlosser left no doubt that Mr. Timothy's station experience was an important factor in his selection for the new post. Affiliates, he said, "are more active today."

Donald J. Mercer continues as vice president, affiliate relations, reporting to Mr. Timothy.

Mulholland: He's already in overdrive

NBC-TV's new president believes that his responsibilities will demand that fast pace to which he became accustomed during news career; he also plans to keep an open door, delegate authority unhesitatingly

Bob Mulholland's first full workday as president of NBC-TV began, last Tuesday, at 8:30 a.m. at the office and ended 16 hours later, at home, with his sitting on the edge of a bed screening daytime game-show pilots on a cassette player.

He hopes the hours will improve, but at the moment, he said later in the week, he's in the process of "learning how the network operates, while keeping it operating."

He's finding his new job more akin to what he's done most of his professional life, which is news, than to what he's been doing for the last five months, which is coordinating NBC-TV's preparations for the 1980 Moscow Olympic games as executive vice president, Olympics.

In the Olympics job he was working on plans for three years from now, and most decisions could be made, if not leisurely, at least not instantly, either. In his new job most decisions don't wait around. That is the kind he was used to making. "You make decisions all the time in news, and you make them now," he says. "You can't wait till tomorrow to make decisions about today."

If he's geared for fast, he wants to gear up for faster. In the news conference at which his selection as the new network president was announced (see above), he and Herbert S. Schlosser, NBC president and chief executive, repeatedly emphasized the need for faster reactions and faster decision-making, especially about programming, in today's highly competitive network climate.

In addition, Mr. Mulholland said, he wants to generate new ideas and "broaden



Mulholland eyes the competition.

the creative base."

Mr. Mulholland has been in news for most of the 16 years he's been with NBC, but the years have been liberally laced with management jobs. As an administrator he says he likes to know "everything that's going on—I don't like surprises." But he says he's also a delegator. "You pick a person and you say, 'You do it,'" he explains. "You have to give people the authority to do their jobs. And then, if it doesn't work, you know who's responsible and you can make changes."

He also makes a point of knowing the people who work for him, and of being available if they want to talk about their work. "My door is open," he says, "at least as long as it doesn't get too crowded."

Robert Edge Mulholland was born Sept. 27, 1933, in Hartford, Conn., and grew up in Bound Brook, N.J. He says he got into news because that's all he had wanted to do since high school, when he broke in as a sports writer. He still has the first

typewriter he ever owned, bought with money earned freelancing at 10 cents an inch.

He got his BA and master's degrees in journalism at Northwestern University, which is where he made the decision to get into broadcast rather than print journalism. That decision had its roots early in his life, too: "As a kid I was fascinated with radio news, especially hearing the broadcasts from overseas." He remembers the first radio that anyone ever gave him: He'd take it to bed at night, hide it under the covers and listen to the news—"the other programs, too, of course, but especially the news."

While at Northwestern he started working weekends in the news department at WGN-TV Chicago, pulling the Friday and Saturday overnight tricks at, as he recalls it, \$2 an hour. After graduation he had a summer job with ABC News in Chicago before he went into the Army. When he got out in 1958 he returned to WGN-TV full

time. There he wrote and produced the 10 o'clock news, which led, three years later, to his being hired by NBC's WMAQ-TV Chicago to do its 10 o'clock news.

His approximately two years at WMAQ-TV included, in addition to the late news, working on the assignment desk and producing documentaries. In 1963, when NBC-TV's *Huntley-Brinkley Report* expanded to 30 minutes, he moved from the local to the network news side as Midwest field producer for *Huntley-Brinkley*.

He was sent to London for several months in 1964 as European producer for NBC News, returned briefly to Chicago and was moved to Washington as the *Huntley-Brinkley Report*'s Washington producer.

In 1967 he was taken into the ranks of management and transferred to Los Angeles as director of news, West Coast. There he worked closely with the man he succeeded last week as NBC-TV president, Robert T. Howard, then vice president and general manager of KNBC(TV) Los Angeles. Together, they and a few others, notably William S. Rubens, now head of NBC research and corporate plan-

ning, conceived and introduced what is billed as the country's first two-hour local newscast.

It was an invention of necessity. KNBC's 6 o'clock news was "getting beaten badly" and also "needed a lot of new people in the news department," he recalls. "We had to do something to call attention to ourselves and also attract new and good people." The two-hour newscast made its bow in April 1968, "on the anniversary of the sinking of the Titanic," which caused a lot of jokes but didn't otherwise hurt. Audience slowly began to build and eventually the longer newscast "turned the news department around."

In 1971 Mr. Mulholland was moved to New York and back into production as producer of the *Huntley-Brinkley Report*'s successor, *NBC Nightly News*. A year later he was made executive producer of the newscast, and in March 1973 was moved back into management, this time as vice president, news, responsible for day-to-day hard news. His responsibilities were expanded in 1974, when he was named executive vice president of NBC News, to include documentaries and O&O stations'

news operations as well as hard news. He was also responsible for NBC News's coverage of the 1976 political conventions and election night.

He held that post until March of this year, when NBC, having acquired rights to the 1980 Olympics games in Moscow, put him in charge of getting ready for that event. Lately he and his wife have begun to study Russian, so they can practice it with each other, but Berlitz will probably have to get along without the Mulhollands now.

In announcing Mr. Mulholland's elevation, Mr. Schlosser described him as "not only a fine executive with proved ability to manage a complex organization but someone with imagination and creativity."

Mr. Schlosser also had some lighter words for him. On learning of his impending promotion, Mr. Mulholland had gone off to Martha's Vineyard for what he described as "the first week of my 1976 vacation." He showed up for the news conference deeply tanned. "Look at him," Mr. Schlosser said. "He's tan and I'm pale. A year from now, if all goes well, I'll be tan and he'll be pale."

In Brief

WEZE(AM) Boston has been sold by McCormick Communications Inc. to New England Continental Media Inc. for \$1.4 million plus \$300,000 covenant not to compete. Seller, also licensee of WBNY(FM) Buffalo, N.Y., and WLKW-AM-FM Providence, R.I., is owned by Technical Operations Inc. (80%) and William M. McCormick (20%). Principals in buyer are Stuart Epperson and Edward Atsinger. Mr. Epperson also owns WRBS(AM) Chapel Hill, N.C.; WKBA(AM) Vinton (Roanoke), Va., and, with his wife, KDFO(FM) Tulsa, Okla. Mr. Atsinger also owns KDAR(FM) Oxnard, Calif. WEZE is on 1260 khz with 5 kw full time. Broker: Blackburn & Co.

Action for Children's Television has been turned down in its petition to U.S. Court of Appeals in Washington for rehearing of case in which ACT's **appeal of FCC policy statement of children's programming was denied**. A three-judge panel had said commission, acted reasonably in deciding to rely on policy statement and industry self-regulation to upgrade children's programming rather than adopt rules, as proposed by ACT (BROADCASTING, July 11). ACT's Peggy Charren, when informed of denial of request for rehearing, said appeal to U.S. Supreme Court would be considered. But she also said ACT is collecting information to document charge that broadcasters are not serving children in manner called for in policy statement.

Coca Cola Bottling Co. of New York has surfaced as 51% stockholder in company acquiring **WNYS-TV Syracuse, N.Y.**, as application for approval of \$11-million transfer from Outlet Co. (80%) and Syracuse TV (20%) was filed at FCC. Larry H. Israel, former president of Washington Post Co., is president and 34% stockholder of WNYS-TV Acquisition Corp. (BROADCASTING, June 20). Stephen Kumble, New York attorney, holds 10% of buying group. WNYS-TV, on channel 9, is ABC affiliate.

Committee of **Beverly Hills-Hollywood Branch of National Association for Advancement of Colored People**, dissatisfied with broadcast service, last week announced plans for **two moves against stations in Los Angeles**. Labor & Industry Committee said it would not only petition FCC to deny renewal applications of 22 radio and television stations but would sue stations for \$500 million. In both proceedings, discrimination against blacks in employment and programming will be alleged. Committee's statement also said court suit

was aimed at collecting "cultural reparation." Commission filing was expected this week. There was no word Friday on precisely when or where court suit would be filed.

Three-hundred-page **report on handling of U.S. Boxing Championships**, turned in to ABC-TV late Thursday (Aug. 25) by special investigator Michael Armstrong, cites "unethical behavior" by personnel of Don King Productions but finds no criminal activity, according to sources close to investigation. Report finds that Mr. King is not personally responsible for wrongdoing, but faults his administration of tournament. Championships were canceled last April after allegations of corruption surfaced (BROADCASTING, April 25, et seq.) ABC said it will release findings this week.

Proposed exclusion of broadcast media from new Securities and Exchange Commission rule allowing more informative **advertising by investment companies** has been opposed by broadcasters in comments to SEC. National Association of Broadcasters, ABC, CBS and NBC objected, saying such discrimination was anticompetitive. NAB said SEC's contention that broadcast media should be excluded because they "contain a greater potential for abuse" than print, was "wholly unjustified." Networks echoed NBC's feeling that industry self-regulation was more than adequate safeguard against misleading or deceptive ads.

Eight annual **"Spot TV Planning Guide,"** showing average costs and audience demographics for all U.S. markets, ranked in groups of 10, is being published today (Aug. 29) by Television Advertising Bureau. Averages, based on reports from 23 rep firms that together represent 572 stations, are shown for eight day-parts and periods including, for first time, separate breakdowns for early and late news. Single copies available at \$5 each from TVB, 1345 Avenue of Americas, New York 10019.

FCC has dropped threshold for requiring written equal employment opportunity programs by broadcasters. Commission will now require those programs of broadcast applicants with five or more full-time employees. Commission in June 26, 1976, revision of EEO rules set standard at stations with more than 10 full-time employees. However, U.S. Court of Appeals in New York earlier this month held that standard to be unreasonable. (BROADCASTING, Aug. 8). New standard is same as one in effect before adoption of June 26, 1976, order.

Harte-Hanks buys Southern, sets off chain of complex station trading

Newspaper-television owner acquires 13 outlets; crossownership rules make for further deals with planned Gulf United-Rahall merged firm

Harte-Hanks Newspapers Inc. has reached an agreement in principle to purchase Winston-Salem, N.C.-based Southern Broadcasting Co. for \$57 million. The San Antonio, Tex.-based Harte-Hanks owns WTLV(TV) Jacksonville, Fla.; WFMV-TV Greensboro, N.C., and KENS-TV San Antonio as well as 26 daily newspapers and 54 nondaily publications in 33 markets and is traded on the New York Stock Exchange. Robert G. Marbut is president-chief executive officer of Harte-Hanks.

In the sale are Southern's five AM,

seven FM and one TV stations: WSGN(AM) Birmingham, Ala.; KOY(AM)-KRFB(FM) Phoenix; WRBQ(FM) Tampa, Fla.; WGHP-TV High Point and WKIX(AM)-WYYD(FM) Raleigh, both North Carolina; WEZI(FM) Memphis; KFWD(AM) Dallas-Fort Worth; KULF(AM) Houston and KYND(FM) Pasadena (Houston), and WRVA(AM)-WRVQ(FM) Richmond, Va.

The proposed transaction, which must be approved by the FCC and Southern's stockholders, will set up Southern as a wholly owned subsidiary of Harte-Hanks operating under the Southern name and with the same officers—John G. Johnson, president-chief executive officer and chairman of the board; Bob Jones, executive vice president-chief operating officer, and Adrian E. Cox, vice president of finance-treasurer.

Southern is a privately traded company with about 130 stockholders. Principals include Mr. Johnson and his family (Mr. Johnson founded Southern with a small daytime AM station in Winston-Salem in 1947), Earl F. Slick and his family (Mr. Slick, who founded Slick Airways, now merged into Airlift International, is also a

member of the Southern board of directors), Albert L. Butler Jr. and his family (also a director), Gordon Hanes (a director), L.C. McLendon Jr., E.A. Morris (a director) and Kevin Collins (a director).

Southern had announced earlier an intention to buy WRR(AM) Dallas from the City of Dallas for \$1.9 million (BROADCASTING, May 9). It has now received the city's approval to transfer that contract to Bonneville International Corp. (Bonneville is awaiting FCC action on an application to buy KAFM(FM) Dallas from the Philip R. Johnsson family for \$2.25 million [BROADCASTING, May 16].)

Simultaneously with the closing, Harte-Hanks will spin off WGHP-TV High Point and KFWD(FM) Dallas to comply with FCC duopoly and crossownership rules. (The TV is in the same market as Harte-Hanks's WFMV-TV. Harte-Hanks's *Corsicana* [Tex.] *Daily Sun* is in a market covered by the Dallas FM.) Those two stations will be purchased for \$24 million by Gulf United Corp., a life insurance holding company headquartered in Jacksonville, Fla. Gulf United is in the process of working out a merger with Rahall Com-

Saccharin bill isn't only legislation broadcasters see as possible threat to their ad revenues. Last week, National Association of Broadcasters put out warning to members on another bill—major energy bill that passed House just before Congress left for August recess. In it is provision prohibiting electric and natural gas utilities from passing on to customers costs of ads aimed at enhancing companies' public images, persuading public to use energy services or influencing public opinion—in other words, types of ads most often placed on radio and TV by utility companies. **Bill would cause utilities to curtail broadcast advertising, NAB feels.** Bill, H.R. 8444, will come before Senate Subcommittee on Energy Conservation and Regulation in hearings Sept. 7-9.

FCC Chairman Richard E. Wiley last week made number of **assignments for commissioners** to fill spots left vacant by resignation of Commissioner Benjamin L. Hooks. Commissioner Joseph R. Fogarty was named to Telecommunications Committee with Commissioner Margita White as alternate, and Commissioner James H. Quello was appointed education commissioner.

FCC has heard from **seven applicants in 13-year-old KRLA(AM) Pasadena, Calif.**; comparative hearing case in response to request for suggestions as to how to proceed in view of court decision overturning commission decision in proceeding (BROADCASTING, May 16). Some thought commission could decide case on basis of existing record, if it is updated, others said additional input would be needed. Voice in Pasadena (Robert Lovett, others) suggested that commission use good offices to arrange regular operation in which Voice, Orange Radio (Frank Gay, others) and Western Broadcasting Corp. (Bob Hope, others) would each have 30%, with 10% divided among remaining applicants. Voice in Pasadena had been favored for grant in administrative law judge's initial decision and Orange Radio had been review board's choice, while Western Radio was winner when case reached commission.

Man using names of various station rep salesmen has been telephoning stations around country and "selling" them large quantities of ballpoint pens on strength of sad but trumped-up story, Jack Masla, head of Jack Masla & Co., said Friday. Man, he said, uses rep name known to station people he calls, tells them his brother just died after disastrous fire wiped out virtually all of his stationery store—all but these ballpoint pens that he's selling at sacrifice because brother's family needs money. Mr. Masla said thus far man had found buyers in at least two cities, Los Angeles and Atlanta.

National Black Media Coalition will hold third annual conference in Washington, Sept. 2 through Sept. 4. FCC Chairman Richard E. Wiley will welcome NBMC members at commission on Friday morning. Workshops during weekend will include sessions on public broadcasting and its responsibility to black communities, cable television, ownership of broadcast media, equal employment opportunities, and rewrite of Communications Act.

Corporation for Public Broadcasting announced last week that **public radio audience in top 24 markets has increased 24%** in past year, according to spring Arbitron radio listening estimates. Increase represents about 475,000 listeners and brings total listenership for 24 markets to 2.4 million. CPB also released survey which concludes that most TV viewers—including those who never watch public TV—are **satisfied with programming on public TV.** Most often repeated criticism of public TV programming (49%) was that there are too few nature and science shows. In addition, 46% said there isn't enough advice and information, 38%, not enough documentaries; 36%, not enough children's programs, and 34%, not enough movies.

Cambridge, Mass.-based **Arthur D. Little Inc.** announced start of year-long study of prospects through 1992 for **electronic and printed news publishing systems** likely to "compete or compete with print and broadcast media." TV, cable, microwave and telephone are among electronic transmission methods to be evaluated. "Outlook for the News Publishing Industry, 1977-1992," however, won't come cheap, to those who might be interested; it will be available from Little for subscription fee of \$25,000.

Mass demonstration at ABC headquarters in New York has been called for next Wednesday (Aug. 31, 10 a.m.-2 p.m.) by **striking National Association of Broadcast Employees and Technicians.** Some 500 members of New York local 16 as well as union sympathizers are expected. Rally is meant as show of strength and is in lieu of picketing over Labor Day weekend. Strike began May 17, settlement is not in sight (BROADCASTING, Aug. 22).

Charles M. Odorizzi, 68, a retired executive vice president of RCA whose responsibilities for many years included RCA's broadcast and communications products division, RCA Communications and RCA Records, died Aug. 23 of heart attack while on vacation in Labrador, Newfoundland. He retired from RCA at end of 1973 and lived at Naples, Fla. Survivors include wife, former Evelyn Colenso; three daughters and two brothers.

munications Corp. (BROADCASTING, Feb. 14).

That deal, which has not yet been filed at the commission, would have Gulf acquiring Rahall's WLCY-TV Largo, WLCY(AM) St. Petersburg and WLCY-FM Tampa, all Florida; WKAP(AM) Allentown, Pa.; WWNR(AM) Beckley, W.Va.; and WNDE(AM)-WFQB(FM) Indianapolis. Rahall stockholders would receive one share of Gulf preferred for each share of their Rahall common stock plus an annual dividend of \$1.20 for each Gulf share for eight years. With Rahall having 1,254,688 shares outstanding and Gulf shares having a liquidating value of \$30 each, the transaction amounts to \$37,640,640.

To comply with the commission's rules that prohibit acquisition of co-located AM-FM-TV combinations, Gulf will spin off WLCY-AM-FM to Harte-Hanks for \$6.5 million. Gulf will retain the Largo television station, which is in the Tampa-St. Petersburg market. Harte-Hanks, in turn, will sell WLCY-FM to another buyer, as yet undisclosed, to avoid duopoly with Southern's WRBQ(FM) Tampa, which it will be acquiring.

Blackburn & Co. and Goldman Sachs & Co. assisted in the negotiations.

Operation Prime Time sets three new shows

Like 'Testimony,' they're adaptations of popular novels

Spurred on by the ratings success of their first venture, *Testimony of Two Men*, Operation Prime Time and MCA-TV are proceeding with three more TV adaptations: John Jakes's "The Bastard" and "The Rebels" and Martin Gosch's and Richard Hammer's "The Last Testimony of Lucky Luciano."

Each project—scheduled for 1978 airplay in May, July and November or December, respectively—will consist of two two-hour episodes. Production costs for each hour are projected at \$750,000, with about \$600,000 of that raised by the stations involved, according to Al Masini, Telerep president and OPT leader. *Testimony*, a six-hour miniseries (BROADCASTING, May 16), was said to have cost over-all about \$600,000 per hour, with stations contributing about \$470,000, he added.

Should the adaptations of Mr. Jakes's best-sellers earn public approval, other of his works should follow. OPT and MCA-TV have options on four other Jakes novels and two currently being written. All eight novels trace a family through 200 years of American history. The Luciano programs cover the gangster's life from the 1900's until his death in 1962.

Within the three upcoming projects, national sales for a certain amount of advertising time are being considered. However, Mr. Masini said no commitments have been made and stations are being queried on the possibility.

Testimony, carried last May by 73 net-

work affiliates and 22 independents, received a special Nielsen average rating of 16, MCA-TV said. The company president, Lou Friedland, said that "original OPT stations are joining [in on the new enterprises] enthusiastically."

Mr. Masini explained that included among those committed thus far are stations representing all but two or three of the top-25 markets.

MPAA out to stop WTCG-type spread via cable, satellite

Movie producers seek FCC rule that would examine phenomenon of 'super station' and determine whether it violates commission's policy to foster localism in TV

To the Motion Picture Association of America, the "super station," whose programming is carried on cable systems to communities throughout the country, has become a reality. And the FCC, MPAA feels, should move swiftly to meet the threat to the commission's policy of "localism" that the super station represents.

The super station is not one of the country's major outlets, in MPAA's view, but WTCG(TV) Atlanta, "a relatively small UHF station." And it is made super by satellite technology and the station's eagerness to use it to disseminate its programming nationally.

MPAA notes that 465 cable systems in 27 states are authorized to carry WTCG programming to more than 850,000 subscribers and that another 207 systems with more than 370,000 customers have applied for the same authority. Most of the systems involved are served or will be by Southern Satellite Systems, a resale common carrier which is headed by WTCG's owner, Ted Turner, and which uses RCA hardware.

MPAA raised the specter of "super station" last week in a petition in which it urged the FCC to determine whether "the development of cable super stations using satellite delivery systems is in the public interest or whether 'appropriate corrective measures' should be taken."

MPAA is concerned about the programs licensed to MPAA member companies. The widespread exposure the satellite transmission will give MPAA members' programming will, MPAA feels, diminish its value to stations throughout the country.

Cable systems will begin making copyright payments in January. But MPAA estimates that producers will derive only \$10 million from those payments in the first year, and that will not be enough to offset losses, according to MPAA counsel Fritz E. Attaway. Furthermore, he said, the producers are concerned about "loss of control" of their product as a result of nationwide transmission. They would have no voice in where or when their pictures are played, he said.

But the public interest issue raised in

the petition is the commission's policy of localism. MPAA said the development of "super stations" runs counter to that policy.

"Satellite delivery systems can be expected to result in the importation of national super stations with super expensive programming made possible by a national advertising base against which many local stations will not be able to compete," MPAA said. "Moreover," it added, "the national character of a super station, which permits it to cut deeply into the local audiences of distant stations, will also discourage the super station from catering to the needs of its own local audience."

MPAA is concerned not only about the 672 cable systems that have or are seeking authority to carry WTCG programming. Its petition noted that SSS has applied for authority to expand its service to Puerto Rico, Alaska and Canada. (MPAA last week petitioned the commission to deny all three of the applications.) It also noted that the signal of WYAH-TV Portsmouth, Va., is authorized for cable carriage by satellite and that United Video Inc. has applied for permission to transmit the signal of WGN-TV Chicago to cable systems by satellite.

MPAA recalled that the commission two years ago repealed its "leapfrogging" restrictions on the importation by cable systems of distant television signals at least in part on the ground that the microwave costs involved would inhibit systems from importing such signals.

But, MPAA said, satellites provide the technological answer to expensive microwave costs. And it added that the commission was aware two years ago that the use of satellites "to transmit television signals to cable systems might soon be a realistic possibility." The commission said that if it finds that "super stations" are being created and are posing a danger to the public, "appropriate corrective measures will be taken."

The time for that action is now, MPAA feels.

D.C. groups throw monkey wrench into biggest TV sale

Although they originally were satisfied with Allbritton plans when he purchased Star properties, they now say he didn't live up to promises

The warm and friendly relationship with citizen groups with which Houston banker Joe L. Allbritton began his career in the communications business in Washington has turned cold. Three local groups and the National Black Media Coalition on Thursday petitioned the FCC to deny the application for the \$100-million sale of WJLA-TV (formerly WMAL-TV) Washington to Combined Communications Corp.

The principal reason for the petition: Mr. Allbritton's alleged failure to honor

"Broadcasting is a station book."

That's what advertising salesmen for other publications often say. And they're right.

Broadcasting is a station book. It is also a book for advertisers; agencies, sales reps, networks, engineers, equipment manufacturers, program producers and distributors, talent, promotion experts, financial specialists, media brokers, government officials, students and teachers in communications sequences—for everyone in the whole universe of broadcasting and associated enterprises. Here with some evidence.

ing to find out where we went wrong with that missing 3.3%).

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Out of 155,394 total readers* 21,903 are employed by advertisers and agencies. *Broadcasting* reaches the important buyers of broadcast advertising everywhere. Not only do these key broadcast clients get *Broadcasting*; they read it intensively—an average of 36 minutes a week.*

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them read the book regularly and 31.8% occasionally. Total: 100%.*

More than 55% of Chief Engineers responded to a survey conducted by the agency for a leading equipment company. Of respondents, 89% recalled seeing one of the client's ads.*

Readership and reader response have been earned the hard way. *Broadcasting's* award-winning editorial staff outmans all others in its field and commands respect for its news and

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Radio and Television News Directors depend on *Broadcasting* for news of their craft; 68.2% of

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213-463-3148

*Survey details available on request.

the agreement—accepted by the FCC—that he reached with the local groups when he purchased WJLA-TV's parent corporation, Washington Star Communications Inc., in 1975. It was on the basis of that agreement that the groups withdrew a petition to deny that acquisition.

Under the agreement, Mr. Allbritton, whose acquisition of the company's radio, television and newspaper properties was approved on the condition he come into compliance with the commission's crossownership rules within three years, committed himself to seeking minority owners for WJLA-TV. He also promised to help prospective minority purchasers of WSCI's Washington broadcast properties—WMAL-AM-FM-TV—and of other stations in the country to locate and qualify for long-term loans. The agreement sets an over-all goal of \$10 million.

The local groups—Adams Morgan Organization, the Washington-area chapters of the National Organization for Women, and the D.C. Media Task Force—expressed satisfaction with the agreement. And as time went on, their representatives indicated they were comfortable in their dealing with Mr. Allbritton and his representatives.

The petition, however, now charges Mr. Allbritton with bad faith. It said he misled one black group that was interested in purchasing WJLA-TV by indicating to it in a letter on March 22 that he was interested in negotiating seriously but stating that he had not yet entered detailed negotiations with any prospective purchaser. Nine days later, the petition noted, the agreement with CCC was announced (BROADCASTING, April 4).

The petition said the alleged failure to comply with the agreement amounts to "misrepresentation" which creates "a serious character qualification about Mr. Allbritton."

The petition also said that Mr. Allbritton has not seriously attempted to keep his promise to help minority groups acquire financing to purchase WSCI or other broadcast properties. "Evidence to sustain Mr. Allbritton's burden of proof on this issue can only be obtained in the crucible of a hearing," the petition said.

The sheer magnitude of the proposed sale also figures in the petition. The petitioners estimate the sale—which involves the transfer of CCC stock and CCC's KOCO-TV Oklahoma City—at \$98 million. If the sale sets a pattern for future broadcast transactions, the petition said, it would be "inimical to the entire concept of minority ownership." A marketplace condition would be created, the petition said, in which only "the super wealthy (primarily large corporations) would have the capital to purchase VHF television stations."

The petition said the sale should not be approved at least until the policy questions it raises are resolved, either in a hearing, or on the basis of comments from interested parties.

Although the proposed sale is in accordance with the commission order to Mr. Allbritton to come into compliance with

the media crossownership rule—Mr. Allbritton will retain the *Washington Star*—the petition contends the proposal raises a trafficking question. In retrospect, the petition said, it appears that Mr. Allbritton's purpose, from the time of his initial approach to purchase the WSCI, "was to reap excessively huge profits through the buying and selling of broadcast properties."

Indeed, it said Mr. Allbritton used the commission's crossownership rules to obtain commission sanction to sell the broadcast properties in less than the three years he would ordinarily have been required by rule to retain them.

Mr. Allbritton acquired WSCI for \$35 million. He sold WMAL-AM-FM to ABC for \$16 million and has reached an agreement to sell WLVA(AM) Lynchburg, Va., for \$600,000. With the proposed sale of WJLA-TV for some \$98 million, according to the petition, Mr. Allbritton would realize \$114,600,000 for the sale of four properties—for a profit of \$79,600,000—and still retain ownership of WLVA-TV, WCIV-TV Charleston, S.C., the remaining WSCI broadcast properties, and the newspaper. The petition said that would be "the single greatest windfall profit in commission history." To approve the WJLA-TV sale under such circumstances, the petition added, would remove the substance from the commission's trafficking rules.

There was no immediate comment on the petition from the Allbritton organization.

Advertisers feel pressure on 'Soap'

Some that signed up early are backing out; McGannon says changes in show won't change his mind; Shapiro will go with it

The controversy surrounding ABC-TV's upcoming *Soap* series shifted last week from affiliates to advertisers as reports circulated that the prime-time adult show's original participants were having second thoughts.

Nevertheless ABC-TV sales sources said they expected *Soap* to be "heavily sponsored" at regular rates from the premiere Sept. 13. They declined, however, to predict whether the first episode would be fully sold and said that as a matter of policy advertisers cannot be identified except at their request.

Initiating the doubts as to *Soap*'s sponsorship was the Christian Life Commission of the Southern Baptist Convention, which polled 11 advertisers that reportedly had signed on for *Soap*: American Home Products, American Motors, Kayser-Roth, Lever Brothers, Miller Brewing, Datsun, Pfizer, Revlon, Timex, Volkswagen and Warner-Lambert.

Of that group, the Christian Life Commission found Revlon and Volkswagen denying ever having been sponsors.

(Miller Brewing also has said that it is

not going to advertise in the show in 1977. Lever Bros. was another to say its messages wouldn't appear within it. However, a Lever Bros. spokesman would offer "no comment" as to whether his firm had originally signed for it.)

Others were said to have decided against the show—at least temporarily. Warner-Lambert, the Baptist commission said, is going to wait until November before reconsidering sponsorship. A representative of Pfizer said later that his company originally had signed on, probably "to get in fast," but upon previewing the first episodes found the series not in keeping with Pfizer's guidelines. He said sponsorship had been canceled within the past 30 days, not from outside pressure but rather from company policy.

That same justification for changes of heart from advertisers came from Dr. Foy Valentine, executive director of the Christian Life Commission, based in Nashville. Dr. Valentine said that advertising officials said they had reconsidered advertising stances based on post-screening judgments and good taste. "We should not be viewed as vigilantes," he said of his organization's questioning of the potential advertisers.

■ On other *Soap* fronts, Westinghouse Broadcasting Co. Chairman and President Donald H. McGannon found "no responsive change" in the first two episodes of the show, which his WJZ-TV Baltimore has refused to carry (BROADCASTING, Aug. 22). In a letter to ABC Television President Fred Pierce, Mr. McGannon indicated his dissatisfaction with the first two edited episodes and said that "clearance beyond those two programs will be predicated upon a review of each episode with at least three weeks prior availability."

WFAA-TV Dallas President Mike Shapiro, however, has decided to go with the show. In a public statement last week he said due to all that has been said and written about "this adult comedy series by individuals who have not seen the program, the station should air it and the decision as to the program's future should be left in the hands of the audience channel 8 serves and the ABC television network."

Interest in *Soap* also has come from the Roman Catholic leadership in Providence, R.I., where the local bishop's office requested to preview the show. WPVI-TV vice president and general manager, Edwin Pfeiffer, called the request and future screening "very routine and normal procedure" regarding controversial shows, as a form of community involvement. Mr. Pfeiffer expects to carry the program.

In its report on prime-time network television for the 1977-78 season, the BBDO advertising agency predicted last week that *Soap* may raise a new problem in connection with prime time, with sex replacing violence as the major issue among critics of content.

"Several research studies are claiming that prime-time programming carries too many sexual inferences, even during the family hours," BBDO said in a report examining the new season generally.

Television

Financial Data 1976

Viacom!
Television's
new major
source
for movies.



**Viacom
Features
I**

**Viacom
Features
II**

**Viacom
Features
III**

**Viacom
Features
IV**

**Viacom
Features
V**

**Viacom
Movie
Greats**

In 1976, the three television networks had revenues of \$2,117,500,000, their 15 owned and operated TV stations added another \$486,900,000, all other stations together contributed \$2,594,100,000, for an industry revenue total of \$5,198,500,000.

At the same time, the networks had expenses of \$1,821,900,000, their 15 owned stations had expenses of \$327,900,000, all other stations together had expenses of \$1,798,500,000, for an industry expenses total of \$3,948,300,000.

That produced network profits of \$295,600,000, up 41.8% from 1975, owned-station profits of \$159,000,000, up 50.4% from 1975, profits for all other stations of \$795,600,000, up 70.7% from 1975, and all-industry profits of \$1,250,200,000, up 60.3% over 1975.

1976: The biggest by far for TV

The FCC's annual TV financial figures released today (Aug. 29) show 1976 was the best year in history, topping the large gains made in 1975 to become, in before-tax profits, the first billion-dollar year.

Revenues for the industry amounted to \$5.2 billion, up 27% from 1975; expenses rose 19% to \$4 billion, leaving a pre-tax income total of \$1.25 billion, that's 60.3% higher than last year's record \$780,000,000 (see table 1, this page).

Revenues for stations came to \$3.7 billion with \$270 million coming from network compensation, \$1.9 billion from spot sales and \$1.3 billion from local advertising (table 2, page 28). Revenues from other than time sales totaled \$95 million. Subtracting \$590 million in commissions to agencies, representatives and brokers left net revenues of \$3.1 billion (including \$72,569,000 from barter and trade-out transactions).

Station expenses ran to \$2.1 billion broken down into technical (\$260 million); programing (\$917 million); selling (\$286 million), and general and administrative (\$663 million) leaving an operating income total of \$956 million.

The three networks sold \$2.7 billion worth of advertising, but paid \$40 million to their owned-and-operated stations, and \$225 million to other affiliates. After also subtracting \$402 million in commissions to agencies and reps and adding \$114.5 million in sales other than advertising, the networks emerged with \$2.1 billion in revenue, up 26.5% from a year earlier. Subtracting \$1.8 billion in expenses left the networks with pre-tax income of \$295.6 million—a 41.8% rise.

The networks' 15 O&O did even better. They retained \$40 million from network sales; \$375 million from spot sales, and \$193 million from local sales for a total revenue figure (including other non-advertiser sales and minus \$108 million in commissions) of \$487 million, 23.1%

1. The total figures for television in 1976: revenues, expenses and profits

	1976	1975*	% Increase 1975-1976
Broadcast Revenues¹			
3 networks	2,117,500,000	1,673,800,000	26.5
15 network owned-and-operated stations (all VHF)	486,900,000	395,600,000	23.1
All other stations			
477 VHF ²	2,231,100,000	1,762,200,000	26.6
177 UHF ³	363,000,000	262,600,000	38.2
Subtotal	2,594,100,000	2,024,700,000	28.1
INDUSTRY TOTAL	5,198,500,000	4,094,100,000	27.0
Broadcast Expenses			
3 networks	1,821,900,000	1,465,300,000	24.3
15 network owned-and-operated stations (all VHF)	327,900,000	290,000,000	13.1
All other stations			
477 VHF ²	1,500,400,000	1,306,100,000	14.9
188 UHF ³	298,200,000	252,700,000	18.0
Subtotal	1,798,500,000	1,558,800,000	15.4
INDUSTRY TOTAL	3,948,300,000	3,314,100,000	19.1
Broadcast income (before federal income tax)			
3 networks	295,600,000	208,500,000	41.8
15 network owned-and-operated stations (all VHF)	159,000,000	105,700,000	50.4
All other stations			
477 VHF ²	730,700,000	456,100,000	60.2
188 UHF ³	64,800,000	9,900,000	557.1
Subtotal	795,600,000	465,900,000	70.7
INDUSTRY TOTAL	1,250,200,000	780,000,000	60.3

¹ixNet, after commissions to agencies, representatives and brokers, and after cash discounts.

²The 477 VHF stations represent 496 operations including 19 satellite stations that filed a combined report with their parent stations. The 1975 data reflects 477 VHF stations representing 498 including 21 satellites that filed a combined report with their parent stations.

³The 188 UHF stations represent 190 operations including two satellites that filed a combined report with their parent stations. The 1975 data reflect 177 UHF stations representing 180 operations including three satellites that filed a combined report with their parent stations.

*Revised from previous report.

Notes: Last digits may not add to total because of rounding. The above station counts do not include four religious stations and three delinquents.

Why is Blair adding more people and computer support this year than most reps add in a decade?



Before this year is out the name plates of over 50 new sales and service people will be posted in Blair offices.

In the early 70's when television's growth slipped into low gear, Blair made substantial investments in new salespeople and computer systems.

When Spot Television made its remarkable comeback in 1976, we had the salespower and backup *in place* to deliver the sales for our stations.

Now Blair Television is in the midst of the biggest expansion of its history.

More new, experienced sales and support people will be added this year than most reps add in a decade. We've intensified our new business

development activity at both the agency and advertiser levels. And later this year, we'll more than double our on-line data processing capacity.

Building our capability to serve our stations is not just strong commitment at Blair Television. It's a way of life. And we continue to build in both the good years and the lean.

We want to make Spot Television grow faster than any other advertising medium. And we're gearing up to make it happen.

By December, Blair will more than double the on-line capacity of its computer-based TEL/AVAIL sales and research system.



Blair Television

A division of John Blair & Company

Reliable people, reliable data

Sales projections and the industry's most extensive compilation and analysis of broadcast financial data will appear in the forthcoming 14th edition of Statistical Trends in Broadcasting, published annually by Blair Television and Blair Radio—divisions of John Blair & Company.

greater than 1975. Placed against the O&O's expenses of \$328 million, that left an income of \$159 million, 50.4% bigger than the previous year.

For the remaining 686 television stations, revenues rose by 28.1% to \$2.6 billion. Expenses were \$1.8 billion, leaving a pre-tax profit figure up 70.7% to \$796 million.

Breaking down the revenue, expense and profit figures further, the FCC reported that network affiliated VHF stations had total revenues of \$2.9 billion, expenses of \$1.6 billion and operating income of \$806 million. VHF independents came up with a revenue total of \$394 million, expenses of \$243 million and profits of \$83 million. UHF outlets that are network affiliates posted revenues of \$210 million, expenses of \$155 million and income of \$27 million. Independent U's turned up with \$217 million in revenues and \$143 million in expenses for a profit figure of \$38 million.

Over a 10-year period total advertising revenue has risen from \$2.6 billion in 1966 to more than \$6 billion last year (chart 10, page 37), while expenses rose from \$1.7 billion to \$3.9 billion and income grew from \$493 million in 1966 to the 1976 record of \$1.2 billion.

On the other side of the ledger the networks spent \$1.6 billion on technical and programming expenses, \$72 million for selling and \$155 million for general and

administrative expenses. The 15 O&O's expenses of \$328 million were divided into \$222 million for programming and technical, \$44 million for selling and \$62 million for general and administrative items. Network affiliates spent a total of \$1.7 billion. \$937 million went to programming-technical, \$231 million to selling and \$555 million to general-administrative. Independents spent \$385 million with \$232 million for programming-technical, \$51 million for selling, and \$101 million for general-administrative.

In stations were profitability, VHF network affiliates led with 91.4% showing a profit, while 83.3% of the VHF independents were in the black. UHF's continued to improve with 68.4% of those affiliated with a network turning profits while 63.9% of independent U's were in the black.

A breakdown of revenues and profits allowing market-by-market comparisons where three or more stations were in operation is provided in table 3 starting on page 30. The revenue total for the 135 markets, \$3,080,982,000 was up 27.3% from the 1975 figure of \$2,420,382,000 while total income rose from \$571,829,573 in 1975 to \$954,555,443. Expenses for all the markets amounted to \$2,126,427,000 leaving an over-all profit total of \$954,555,000.

New York again was the number-one market in both revenues and profits. It posted \$234 million in revenues, up 24.6%

for a profit of \$63,981,000. Los Angeles was second in both with revenues up 38.7% to \$213,349,000 and profits of \$63,489,000. Other markets in or near the top 10 were: Boston (sixth in revenues, seventh in profits); Chicago (third in both); Dallas-Fort Worth (ninth in both); Detroit (seventh and eighth); Houston-Galveston (11th and sixth); Philadelphia (fourth in both), San Francisco-Oakland (fifth in both), and Washington eighth and 17th).

Coming up on the bottom end of the rankings were: Bangor, Me. (131 and 127); Fort Smith, Ark. (135 in both); Idaho Falls-Pocatello, Idaho (133 and 134); Pasco, Wash. (134 and 125); Savannah, Ga. (127 and 129); Sioux Falls-Mitchell, S.D. (119 and 132); Traverse City-Cadillac, Mich. (130 and 128), and Yakima, Wash. (132 and 122).

An unusual aspect of this year's figures is that none of the markets experienced a decline in revenues. And while in the 1975 figures a 26.73% rise was tops in the revenue category, in the 1976 figures it would have been nearer the bottom. Pasco, Wash., was the revenue-gain leader with its 49.3% increase. Following closely behind was Portland, Ore. (46.4%), Seattle-Tacoma (45.7%), Anchorage (45.1%), Fort Myers-Naples, Fla. (40.4%) and numerous markets in the 30% range.

Another market-by-market breakdown is supplied in the table on page 34. This one, compiled by BROADCASTING from FCC reports of revenue and Arbitron Television estimates of total TV households, gives the amount spent by advertisers per home in 131 ADI markets. The figures were derived by dividing the total revenues for the market by the number of ADI TV households listed by Arbitron.

At the top of the list was Anchorage at \$71.71 per household, up from position of third the year before. Second was Las Vegas at \$71.52 (in the 1975 ranking Las Vegas was number one with \$60.38). Next came Denver at \$63.72; Chicago at \$59.40; Houston-Galveston at \$58.37, and Los Angeles at \$55.93. The rest of the top-20 range from number-seven San Francisco-Oakland at \$55.68 to Cincinnati at \$48.74. The lowest per-home revenue spender was Shreveport, La.-Texarkana, Tex. at \$22.81.

Another category compiled by the FCC was the amount invested in tangible broadcast property (table 8, page 37). The networks reported having invested \$430 million or \$176 million after depreciation (including their O&O's. The remaining stations had investments totaling \$1.7 billion or \$776 million after depreciation.

Also on the rise were the number of people employed in television broadcasting (table 9, page 37). The networks reported 12,074 full-time (up from 11,508 a year earlier) and 1,728 part-time employees. Their O&O's employed 4,947 full-time and 250 part-time. The remaining 680 stations reported 41,295 full-time and 4,539 part-time employees.

More charts and figures beginning on page 28.

WEZO

ONE OF AMERICA'S HIGHEST RATED FM STATIONS
AND ROCHESTER, NEW YORK'S

#

1

TOTAL RADIO STATION!

Murray J. Green
General Manager

Represented Nationally
by KATZ

Total Persons 12+, TSA, ¼ hr. average, 6AM-Midnite, Mon-Sun, Apr/May 1977 Arbitron.

21 YEARS
OF
WINNING

MALRITE

The Broadcasting Company

WTK Cleveland KEEY Minneapolis - St. Paul WZUU Milwaukee WNYR Rochester, N.Y. WRRB Mt. Clemens, Mich.
 WMMS Cleveland KEEY-FM Minneapolis - St. Paul WZUU-FM Milwaukee WEZO Rochester, N.Y. WRRB-FM Mt. Clemens, Mich.
 WCTI-TV Greenville-New Bern Washington, N.C.

Performance-Driven Performance-Driven Performance-Driven Performance-Driven Performance-Driven Performance-Driven Sales Representation

Our reputation is built on it.
Our clients expect it.

At Avery-Knodel we've built our reputation by building sales for our represented stations 32 years in a row.

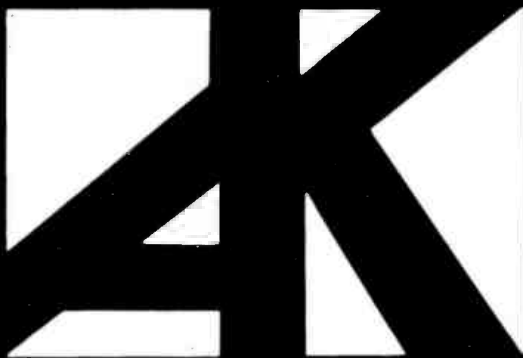
A top sales effort takes the top television specialists in the business. We've got them.

Today Avery-Knodel has nine owned and operated sales offices, staffed by a team

of incentive-inspired professionals, whose only job is generating maximum revenue for our represented stations. Our newest office in Minneapolis, our staff increases in New York, Chicago, and Detroit, our expanded Sales Development Division, are some of the recent improvements that help us sell better.

And this bottom line formula works. In 1976 Avery-Knodel's spot sales increases were significantly higher than the gains the FCC says most stations registered. For a first-hand look at what we did and how we did it, call us today. We'll show you how the same bottom line formula that earned us fourteen new clients in the past year can work for you.

Performance-Proved Sales Representation. When you think about it, it's the one sales credential that really counts.



Avery-Knodel Television

New York, Chicago, Atlanta, Dallas, Detroit, Los Angeles, Minneapolis, San Francisco, St. Louis.

2. Breakdowns of revenues and expenses for TV stations

	Individual Items	Totals
Broadcast revenues		
A. Revenues from the sale of station time:		
(1) Network		
Sale of station time to networks:		
Sale of station time to major networks (ABC, CBS, MBS, NBC) before line or service charges	\$265,224,000	
Sale of station time to other networks before line or service charges	4,651,000	
Total		269,876,000
(2) Nonnetwork		
After trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers.		
Sale of station time to national and regional advertisers	1,915,927,000	
Sale of station time to local advertisers	1,389,622,000	
Total		3,305,549,000
Total sale of station time		3,575,424,000
B. Broadcast revenues other than from sale of station time (After deduction for trade discounts but before cash discounts and before commissions):		
(1) Revenues from separate charges made for programs, materials, facilities and services supplied to advertisers or sponsors in connection with sale of station time:		
(a) to national and regional advertisers	6,695,000	
(b) to local advertisers	42,280,000	
(2) Other broadcast revenues	46,364,000	
Total broadcast revenues other than from time sales		95,338,000
C. Total broadcast revenues		3,670,763,000
(1) Less commissions to agencies, representatives and brokers (but not to staff salesmen or employees) and less cash discounts)	589,844,000	
Net broadcast revenues		3,080,919,000¹

Broadcast expenses

Technical expenses:		
Technical payroll	\$170,224,000	
All other technical expenses	89,838,000	
Total technical expenses		260,062,000
Program expenses:		
Payroll for employees considered "talent"	64,391,000	
Payroll for all other program employees	276,972,000	
Rental and amortization of film and tape	273,612,000	
Records and transcriptions	1,871,000	
Cost of outside news services	19,910,000	
Payments to talent other than reported above	12,741,000	
Music license fees	59,109,000	
Other performance and program rights	31,331,000	
All other program expenses	176,959,000	
Total program expenses		916,896,000
Selling expenses:		
Selling payroll	142,096,000	
All other selling expenses	143,492,000	
Total selling expenses		285,588,000
General and administrative expenses:		
General and administrative payroll	111,024,000	
Depreciation and amortization	130,810,000	
Interest	39,437,000	
Allocated costs of management from home office or affiliates	75,111,000	
Other general and administrative expenses	307,019,000	
Total general and administrative expenses		663,400,000
Total broadcast expenses		2,125,946,000
Total payroll		764,707,000

Broadcast income

Broadcast revenues	\$3,080,982,000 ²
Broadcast expenses	2,126,427,000 ²
Broadcast operating income or (loss)	954,555,000
Show here the total of any amounts included in above that represent payments (salaries, commissions, management fees, rents, etc.) for services or materials supplied by the owners or stockholders or any close relative of such persons, or any affiliated company under common control	
	84,811,000

¹Includes \$72,569,000 from barter and trade-out transactions.

²Stations reporting less than \$25,000 in total revenues are not required to report items under revenues and expenses but are required to report total income. Therefore, total under revenues and expenses are somewhat lower than totals under income.

Note: Last digits may not add to totals because of rounding.

EMERY INTRODUCES A NEW T.V. PROGRAM.

You may not find it listed in the TV Guide, but Emery's new T.V. program has something dramatic to offer you.

New low rates. Specially designed for the T.V. film and production industry.

If you have a shipment moving to or from any of the country's major film and tape production capitals (New York, Los Angeles, Pittsburgh, Chicago) you can save as much as 30%.

And if you have multiple pick ups we have a multiple pick up rate that can save you even more.

Yet while you no longer pay extra with Emery, you still get the extras.

Like an instant tracking system that can give you an up to the minute picture of your film or tape in just ten seconds. Over 100 offices, worldwide, plus hundreds of agents.

What's more we're on practically every commercial airline that carries freight.

That's over 1000 jets a day. And we use hundreds of charter and commuter airlines, too. Wherever commercial airline service is weak.

So you won't have a wait for your shipment. Nor will you have a weight problem. Because we have no size or weight restrictions.

All this and more. For less.

If you'd like to get with the program, just tear out the coupon. Or call us.

BC 829

To: Emery Air Freight/Television Distribution Service
World Headquarters, Wilton, Connecticut 06897

Yes! Your service sounds like it can provide the dependability and economy I've been looking for.

Please send me information Please contact me immediately

I average _____ air shipments per month.

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone Number _____

EMERY

The Air Force in Air Freight.



25 Emmys and a multitude of other awards have given "The Mary Tyler Moore Show" enough gold to rival Fort Knox.

Now, after a network farewell that received unprecedented national press coverage, Mary and her cohorts are back with a 108-station lineup to launch a new career in syndication.

THE MARY TYLER MOORE SHOW



3. The market-by-market breakdown of

Market <i>(number of stations reporting in parentheses)</i>	Revenue rank	Profit rank	Time sales			
			Network		Spot	
			1976 (000)	1975 (000)	1976 (000)	1975 (000)
Albany-Schenectady-Troy, N.Y. (3)	46	57	2,246	2,178	9,317	7,063
Albuquerque, N.M. (4)	66	66	967	953	4,365	3,241
Amarillo, Tex. (3)	111	120	714	669	1,884	1,481
Anchorage (3)	128	116	351	332	923	589
Atlanta (5)*	14	11	2,322	2,138	30,402	24,068
Augusta, Ga. (3)	100	77	1,393	1,409	2,217	1,814
Austin, Tex. (3)	82	76	707	691	4,275	3,336
Bakersfield, Calif. (3)	120	112	787	780	2,178	1,811
Baltimore (4)	19	18	2,553	2,512	27,232	19,045
Bangor, Me. (3)*	131	127	645	631	1,215	861
Baton Rouge (3)	74	87	1,039	912	3,116	1,962
Beaumont-Port Arthur, Tex. (3)	109	90	769	728	1,773	1,238
Binghamton, N.Y. (3)	114	107	994	972	2,678	2,011
Birmingham, Ala. (3)	44	31	2,966	3,008	9,805	7,492
Boise-Nampa, Idaho (3)	113	131	1,032	978	2,048	1,578
Boston (5)	8	7	4,947	4,875	62,966	48,902
Buffalo, N.Y. (4)	21	24	2,654	2,661	25,075	22,309
Burlington, Vt.-Plattsburgh, N.Y. (3)	103	93	1,073	1,038	3,380	2,528
Cedar Rapids-Waterloo, Iowa (3)	73	84	1,221	1,186	4,421	3,389
Charleston, S.C. (3)	105	113	750	740	2,697	2,049
Charleston-Huntington, W.Va.-Ashland, Ky (3)	58	52	2,041	1,992	6,817	5,304
Charlotte, N.C. (4)	33	41	2,776	2,662	11,962	9,810
Chattanooga (4)	84	70	887	848	3,414	2,464
Chicago (8)	3	3	7,567	7,280	116,248	90,418
Cincinnati (4)	24	29	2,723	2,707	16,210	11,239
Cleveland (4)	10	10	4,701	4,671	39,916	32,453
Colorado Springs-Pueblo (3)	101	91	668	635	3,711	2,826
Columbia, S.C. (3)	83	71	1,071	1,003	3,318	2,667
Columbia-Jefferson City, Mo. (3)	129	117	662	612	1,433	1,087
Columbus, Ga. (3)	104	92	1,262	1,227	1,771	1,567
Columbus, Ohio (3)	32	28	2,088	2,015	15,007	11,561
Corpus Christi, Tex. (3)	110	111	644	574	1,794	1,229
Dallas-Fort Worth (5)	9	9	2,724	2,783	41,788	27,297
Davenport, Iowa-Rock Island-Moline, Ill. (3)	72	67	1,528	1,469	4,896	3,509
Dayton, Ohio (3)	38	45	2,373	2,281	11,155	8,186
Denver (4)	18	12	1,759	1,691	27,530	18,768
Des Moines-Ames, Iowa (3)	63	58	1,230	1,183	8,387	5,824
Detroit (6)	7	8	5,654	5,411	52,727	40,103
Duluth, Minn.-Superior, Wis. (3)	112	110	1,072	1,057	2,058	1,633
El Paso, Tex. (3)	92	119	626	609	2,314	1,635
Erie, Pa. (3)	121	130	910	867	1,830	1,207
Evansville, Ind. (3)	91	81	964	924	2,720	1,957
Fargo-Valley City, N.D. (3)	107	101	841	788	1,823	1,427
Flint-Saginaw-Bay City, Mich. (3)	57	72	1,538	1,496	6,609	4,603
Fort Myers-Naples, Fla. (3)	126	133	443	364	1,181	797
Fort Smith, Ark. (2)	135	135	**	**	**	**
Fort Wayne, Ind. (3)	79	74	827	781	4,369	3,451
Fresno-Hanford-Tulare-Visalia, Calif. (5)	59	103	1,143	1,037	5,938	4,226
Grand Rapids-Kalamazoo, Mich. (4)	42	36	2,408	2,352	10,378	7,357
Green Bay (3)	69	83	1,275	1,209	4,382	3,047
Greensboro-High Point-Winston Salem, N.C. (3)	55	49	1,413	1,427	7,354	5,179
Greenville-Spartanburg, S.C.-Asheville, N.C. (5)	47	39	1,528	1,431	10,426	7,484
Greenville-Washington-New Bern, N.C. (3)	85	73	889	877	4,426	3,212
Harrisburg-Lancaster-York-Lebanon, Pa. (5)	60	62	1,971	1,742	8,049	6,516
Hartford-New Haven-New Britain-Waterbury, Conn. (4)	27	23	3,290	3,366	22,728	16,743
Honolulu (4)	45	80	961	1,003	2,800	2,438
Houston-Galveston, Tex. (5)	11	6	2,642	2,405	37,437	25,160

television revenue and profit in 1976

Local		Barter and trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses 1976 (000)	Total broadcast profit 1976 (000)
1976 (000)	1975 (000)	1976 (000)	1975 (000)	1976 (000)	1975 (000)			
7,353	6,509	588	491	16,331	13,711	19.1	12,543	3,788
6,957	5,152	237	229	10,561	8,146	29.6	7,745	2,815
3,035	2,547	60	107	5,052	4,274	18.2	4,508	545
2,621	1,743	197	94	3,714	2,559	45.1	3,041	673
21,344	15,874	542	765	46,289	35,849	29.1	27,004	19,284
2,824	2,403	184	181	6,012	5,303	13.4	3,861	2,151
3,593	3,213	80	76	7,495	6,421	16.7	5,308	2,187
2,245	1,739	118	118	4,560	3,807	19.8	3,770	790
17,108	13,677	1,171	1,244	39,028	29,618	31.8	24,783	14,245
1,655	1,293	86	75	3,284	2,576	27.5	3,038	246
5,951	4,815	209	172	8,915	6,874	29.7	7,330	1,585
3,352	2,753	40	44	5,377	4,364	23.2	3,887	1,490
2,062	1,654	261	205	5,011	4,090	22.5	4,072	940
7,265	5,985	452	295	17,259	14,355	20.2	8,454	8,805
2,442	1,918	111	114	5,012	4,103	22.2	4,826	186
29,268	21,013	2,233	2,730	81,015	63,050	28.5	52,882	28,134
11,296	9,536	1,143	1,211	32,651	29,367	11.2	21,333	11,318
1,894	1,494	83	108	5,807	4,698	23.6	4,426	1,381
4,933	4,014	222	218	9,231	7,616	21.2	7,583	1,648
3,012	2,304	146	138	5,651	4,569	23.7	4,866	784
4,967	3,673	216	271	12,211	9,841	24.1	7,929	4,282
8,761	7,056	1,139	966	20,494	16,959	20.8	14,765	5,730
3,999	3,366	238	184	7,334	5,983	22.6	4,633	2,701
53,246	40,765	2,585	2,143	146,609	117,722	24.5	96,839	49,770
14,831	11,709	879	865	30,551	22,475	35.9	21,504	9,046
24,369	18,905	1,673	1,646	58,463	47,872	22.1	36,506	21,957
2,729	2,452	116	116	5,975	4,985	19.9	4,497	1,478
3,819	3,071	138	151	7,404	6,226	18.9	4,755	2,649
1,822	1,416	147	159	3,610	2,918	23.7	2,952	658
3,278	2,500	185	169	5,652	4,780	18.2	4,223	1,429
12,653	10,139	606	852	24,960	20,629	21.0	15,618	9,343
3,410	2,670	72	90	5,199	3,943	31.9	4,398	800
24,355	18,982	727	547	59,606	43,188	38.0	32,230	27,376
4,138	3,443	166	202	9,670	7,772	24.4	6,866	2,804
8,355	7,416	437	505	18,686	15,589	19.9	13,269	5,417
20,044	17,229	706	552	41,501	32,050	24.5	22,502	18,999
4,216	3,346	292	315	11,756	8,869	32.6	7,998	3,758
29,786	21,190	1,490	936	73,885	55,851	32.2	46,130	27,755
2,181	1,742	93	99	5,044	4,336	16.3	4,218	827
4,701	3,983	152	289	6,802	5,798	17.5	6,199	602
2,384	2,256	202	170	4,530	3,929	15.3	4,326	205
4,067	3,314	94	89	6,830	5,560	22.8	5,011	1,819
3,255	2,620	42	43	5,531	4,576	20.9	4,419	1,112
6,269	4,700	370	338	12,466	9,423	32.3	9,882	2,584
2,440	1,793	125	84	3,973	2,830	40.4	3,926	47
..
4,611	4,010	289	303	8,470	7,142	18.6	6,042	2,428
6,733	5,403	540	473	12,140	9,458	28.0	11,092	1,047
7,769	5,619	302	334	17,390	13,139	32.4	10,800	6,590
5,514	4,282	128	109	9,976	7,585	31.5	8,318	1,658
7,197	5,683	451	302	13,720	10,699	28.2	9,093	4,627
5,607	4,118	726	490	15,231	11,360	34.1	9,365	5,867
2,679	2,161	115	63	7,180	5,684	26.3	4,663	2,517
4,333	3,782	208	216	12,060	10,205	18.2	8,658	3,402
9,596	8,488	193	226	29,401	24,188	21.8	17,271	12,130
13,506	10,839	509	355	16,498	13,710	20.3	14,547	1,951
24,962	18,581	340	491	55,100	39,757	38.6	26,741	28,359

FIERCE COMPETITORS



Billy Carter's Plains All-Stars fight to the finish on the saloon slide with Charlie Pride's Nashville All-Stars! Tommy Overstreet's ABC Records Stars battle at bumper ball with Brenda Lee's MCA Records Stars! "Busting Loose" stars vs. "Eight Is Enough" in a Siamese chicken race.

Bill Boggs hosts these weekly offbeat olympics. Competition is fierce; the fun is uproarious; and audiences are sure to be phenomenal!

**ALL★STAR
ANYTHING
GOES**



Market <i>(number of stations reporting in parentheses)</i>	Revenue rank	Profit rank	Network		Spot	
			1976 (000)	1975 (000)	1976 (000)	1975 (000)
Huntsville-Decatur, Ala. (3)	106	106	705	628	2,898	1,866
Idaho Falls-Pocatello, Idaho (3)	133	134	590	534	1,210	1,051
Indianapolis-Bloomington (5)	20	16	2,356	2,070	23,597	15,475
Jackson, Miss. (3)	89	109	1,023	941	2,957	2,128
Jacksonville, Fla. (3)	48	40	1,524	1,456	9,918	7,634
Johnson City-Kingsport-Bristol, Tenn.-Va. (3)	108	95	925	823	2,557	1,859
Johnstown-Altoona, Pa. (4)	96	82	1,698	1,610	2,544	1,969
Joplin, Mo.-Pittsburg, Kan. (3)	122	114	1,036	1,011	1,884	1,294
Kansas City, Mo. (4)	22	22	2,140	2,160	20,421	14,564
Knoxville, Tenn. (4)	67	55	1,482	1,370	4,392	2,941
Las Vegas-Henderson (4)	77	115	477	494	2,694	1,835
Lexington, Ky. (3)	88	100	631	599	4,262	3,039
Lincoln-Hastings-Kearney, Neb. (5)	95	102	895	883	2,682	2,274
Little Rock, Ark. (3)	61	65	1,109	1,068	4,643	3,401
Los Angeles (11)	2	2	8,591	8,060	140,777	104,397
Louisville, Ky. (4)	34	60	2,349	2,196	9,928	7,744
Lubbock, Tex. (3)	97	118	1,007	948	2,023	1,395
Madison, Wis. (3)	93	86	911	841	4,032	3,176
Memphis (3)	37	33	1,835	1,834	10,740	7,824
Miami (7)*	12	13	2,480	2,340	32,203	25,043
Milwaukee (4)	25	30	2,440	2,401	18,483	14,158
Minneapolis-St. Paul (4)	17	19	2,746	2,718	26,942	19,593
Mobile, Ala.-Pensacola, Fla. (3)	71	56	1,142	1,094	5,275	3,531
Monroe, La.-El Dorado, Ark. (3)	115	104	1,088	1,035	2,277	1,742
Montgomery, Ala. (3)	102	78	879	820	2,753	2,143
Nashville (4)	36	50	1,720	1,617	9,390	6,296
New Orleans (4)	31	35	1,958	1,847	11,600	8,351
New York (9)	1	1	15,380	14,986	166,665	141,612
Norfolk-Portsmouth-Newport News- Hampton, Va. (3)	53	48	1,548	1,542	5,970	4,510
Odessa-Midland-Monahans, Tex. (3)	123	126	614	622	1,475	1,080
Oklahoma City-Enid (3)	35	38	1,760	1,660	10,169	7,395
Omaha (3)	51	54	1,601	1,591	7,079	4,976
Orlando-Daytona Beach, Fla. (4)*	41	37	1,344	1,224	10,357	7,487
Paduch, Ky.-Cape Girardeau, Mo.- Harrisburg, Ill. (3)	99	75	1,198	1,085	3,443	2,817
Pasco, Wash. (3)	134	125	196	162	763	398
Peoria, Ill. (3)	81	88	1,015	972	3,574	2,480
Philadelphia (7)	4	4	7,170	7,079	79,025	56,946
Phoenix-Mesa, Ariz. (5)	29	25	1,518	1,367	19,117	13,607
Pittsburgh (4)	13	15	3,954	3,940	33,865	26,313
Portland, Ore. (4)	26	26	1,926	1,869	20,651	12,947
Portland-Poland Springs, Me. (3)	87	85	1,082	1,068	3,765	3,040
Providence, R.I.-New Bedford, Mass. (3)	43	42	2,274	2,241	10,590	8,002
Raleigh-Durham, N.C. (3)	56	53	2,298	2,241	6,743	4,477
Reno (3)	125	123	484	465	1,370	926
Richmond-Petersburg, Va. (3)	64	61	1,339	1,269	5,799	4,752
Roanoke-Lynchburg, Va. (3)	75	64	1,153	1,124	4,730	3,451
Rochester, N.Y. (3)	52	43	1,515	1,481	8,219	5,618
Rochester-Austin, Minn.-Mason City, Iowa (3)	124	108	780	778	1,693	1,313
Rockford-Freepport, Ill. (3)	86	96	1,153	1,168	2,597	2,085
Sacramento-Stockton, Calif. (5)	28	27	2,001	1,912	18,370	11,942
St. Louis (5)	15	20	3,080	2,940	31,214	23,626
Salinas-Monterey-San Jose, Calif. (5)	68	68	907	895	4,141	3,134
Salt Lake City-Ogden-Provo (3)	40	44	1,377	1,328	9,799	7,356
San Antonio, Tex. (4)	39	34	1,472	1,338	8,749	5,689
San Diego (3)	30	32	2,306	2,214	17,893	12,883
San Francisco-Oakland (8)	5	5	4,174	4,000	67,935	50,126
Savannah, Ga. (3)	127	129	685	591	1,670	1,278
Seattle-Tacoma, Wash. (4)	16	14	2,566	2,412	31,172	18,422
Shreveport, La.-Texarkana, Tex. (3)	80	69	1,263	1,152	3,682	2,876
Sioux City, Iowa (3)	116	121	1,118	1,102	1,694	1,513
Sioux Falls-Mitchell, S.D. (3)	119	132	1,020	982	2,761	2,252
South Bend-Elkhart, Ind. (3)	90	99	937	851	2,814	2,193
Spokane, Wash. (3)	76	94	1,121	1,071	5,916	4,081

**STRONG
PROTECTORS**



This dedicated team of uniformed law enforcers captured the highest average number of young women and men viewers (both 18-34 and 18-49!) in their time period over 4 prime-time seasons.

Now in syndication, "The Rookies" are ready to stop anybody from stealing your station's young adult audience.

Available in half-hour or one-hour formats.

Source: NTA/NAC, 1972-75 (Sept. I, Wk. II-Mar. II) and 1975-76 (Sept. I, Wk. II-Feb. I). Audience estimates subject to qualifications available on request.

THE ROOKIES



Local		Barter and trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses 1976 (000)	Total broadcast profit 1976 (000)
1976 (000)	1975 (000)	1976 (000)	1975 (000)	1976 (000)	1975 (000)			
2,842	2,081	205	233	5,569	4,001	39.2	4,586	983
928	872	83	76	2,457	2,247	9.3	2,896	-439
19,019	15,183	572	532	37,833	28,045	34.9	21,893	15,940
3,757	3,578	81	73	6,902	6,173	11.8	6,071	831
6,269	4,747	203	228	15,092	11,838	27.5	9,297	5,795
2,702	2,222	176	175	5,400	4,399	22.8	4,041	1,359
2,536	2,032	105	135	6,352	5,287	20.1	4,563	1,789
1,660	1,816	47	56	4,208	3,866	8.8	3,425	783
14,844	12,113	545	613	31,869	24,689	30.7	18,711	13,159
5,435	4,074	424	191	10,138	7,521	34.8	6,309	3,829
6,498	5,038	473	313	8,682	6,702	29.5	7,982	700
2,913	2,383	144	101	6,916	5,419	27.6	5,785	1,132
3,661	3,107	105	172	6,582	5,751	14.4	5,497	1,085
7,675	5,984	439	415	11,973	9,480	26.3	9,032	2,941
92,190	64,522	4,775	4,953	213,349	153,857	38.7	149,860	63,489
10,439	8,302	610	504	20,455	16,212	26.2	16,820	3,635
3,902	3,120	233	213	6,290	5,107	23.2	5,688	603
2,822	2,278	162	128	6,772	5,556	21.9	6,167	1,605
9,257	7,794	269	239	18,780	15,173	23.8	11,278	7,502
22,531	17,267	1,553	1,443	48,132	38,601	24.7	30,133	17,999
14,126	11,150	607	506	29,836	23,841	25.1	20,947	8,889
19,028	17,561	756	770	41,849	34,237	22.2	27,783	14,066
4,754	3,687	47	32	9,708	7,312	32.8	5,910	3,798
2,223	2,032	240	221	4,929	4,276	15.3	3,893	1,035
2,919	2,554	116	95	5,947	5,070	17.3	3,865	2,081
10,282	8,168	313	224	18,854	14,514	29.9	14,405	4,450
14,973	11,315	636	716	25,628	19,716	30.0	18,899	6,729
94,776	64,818	5,328	4,437	234,235	188,059	24.6	170,255	63,981
8,651	6,402	323	253	14,067	11,033	27.5	9,274	4,792
2,133	1,741	163	87	4,082	3,117	25.7	3,816	266
11,059	8,493	508	417	20,325	15,537	30.8	14,087	6,238
7,834	6,053	237	255	14,275	11,168	27.8	10,363	3,912
8,685	6,340	378	386	17,430	12,905	35.1	11,082	6,348
2,269	1,973	34	32	6,216	5,342	16.4	3,936	2,280
852	..	36	..	1,581	..	-	1,281	300
4,815	3,814	367	278	8,279	6,261	32.2	6,732	1,546
35,060	28,455	3,242	2,911	99,578	76,657	29.9	62,615	36,962
12,329	9,951	396	165	28,215	21,534	31.0	18,087	10,129
17,858	15,074	1,734	1,733	46,667	38,340	21.7	29,866	16,801
12,270	8,605	346	309	29,736	20,317	46.4	19,677	10,059
2,859	2,369	137	120	7,097	5,984	18.6	5,488	1,609
7,448	6,242	448	469	17,345	14,147	22.7	11,737	5,608
5,577	4,437	287	237	12,819	10,086	27.1	8,648	4,171
2,659	2,148	86	89	3,994	3,190	25.2	3,467	527
6,368	4,751	562	598	11,693	9,415	24.2	8,272	3,421
4,254	3,246	205	194	8,813	6,878	28.1	5,739	3,074
6,995	5,353	239	142	14,140	10,680	32.4	8,546	5,594
1,978	1,768	74	69	4,069	3,566	14.1	3,149	920
4,215	3,580	105	76	7,144	6,139	16.4	5,802	1,341
13,828	10,894	815	744	29,235	21,582	35.5	19,332	9,903
18,837	15,006	2,142	2,085	44,488	35,026	27.0	30,824	13,664
6,132	4,413	289	376	10,010	7,664	30.8	7,206	2,803
9,565	6,646	357	553	18,017	13,635	32.1	12,547	5,470
10,418	8,818	804	738	18,061	14,135	27.8	10,680	7,381
10,986	8,619	553	458	26,072	20,250	28.8	18,096	7,975
44,672	31,481	2,639	2,334	97,070	71,355	36.0	62,400	34,670
1,910	1,623	73	18	3,935	3,279	20.0	3,718	217
17,471	13,621	803	743	42,674	29,193	45.7	25,466	17,208
4,540	3,659	148	165	8,334	6,844	21.8	5,624	2,709
2,457	1,873	97	219	4,884	4,206	16.1	4,355	529
1,296	1,039	180	155	4,652	4,068	14.4	4,604	48
4,157	3,411	16	289	6,893	5,677	21.4	5,734	1,159
3,341	2,680	159	173	8,794	6,743	30.4	7,431	1,363



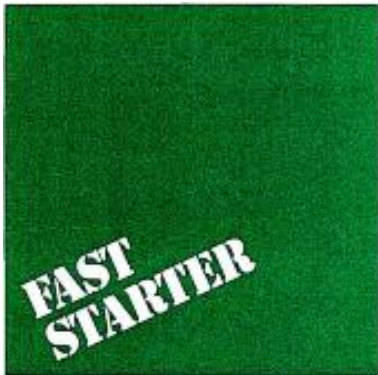
Compared with the performance of year-ago programs in their time period, Fred MacMurray's clan has increased ratings for 53 stations! Increased shares for 60 stations! Increased 18-34 women viewers by an average 54% for 66 stations! Increased 18-49 women viewers by an average of 39% for 70 stations!

Isn't it time Fred's family rolled up their sleeves and went to work for you?

Source: NSI, Feb. 1977 & Feb. 1976. Audience estimates subject to qualifications available on request.

MY THREE SONS





In its first season, this new Goodson-Todman game starring comedian Richard Dawson became ABC's highest rated daytime series! And the 1976-77 season's only new series in the Daytime Top Ten! And the second highest rated daytime game show! And the game show with the highest daytime percentage of 18-49 women!

Now "Family Feud" is set to give 53 stations an equally fast start as this season's odds-on access hit.

Source: NTI/NAC, 1 Feb. 1977 TVQ, Jan. 1977. Audience estimates subject to qualifications available on request.

FAMILY FEUD



Market

(number of stations reporting in parentheses)

	Revenue rank	Profit rank	Network		Spot	
			1976 (000)	1975 (000)	1976 (000)	1975 (000)
Springfield, Mass. (3)	98	105	930	783	2,850	1,995
Springfield-Decatur-Champaign-Urbana-Danville, Ill. (4)	62	63	1,422	1,405	5,287	4,123
Syracuse, N.Y. (3)	50	51	1,914	1,793	9,281	6,702
Tampa-St. Petersburg, Fla. (4)	23	21	2,279	2,157	20,512	14,441
Terre Haute, Ind. (3)	118	98	870	845	1,689	1,272
Toledo, Ohio (3)	54	47	2,547	2,493	7,112	5,259
Traverse City-Cadillac, Mich. (3)	130	128	591	577	1,547	1,086
Tucson, Ariz. (4)	77	89	655	546	4,055	3,419
Tulsa, Okla. (3)	49	46	1,379	1,296	6,390	4,673
Washington (5)	8	17	3,040	2,812	51,470	39,297
Wichita Falls, Tex.-Lawton, Okla. (3)	117	124	659	625	1,626	1,208
Wichita-Hutchinson, Kan. (3)	65	59	1,172	1,133	4,749	3,792
Wilkes Barre-Scranton, Pa. (3)	70	79	1,455	1,277	5,329	3,960
Yakima, Wash. (3)	132	122	477	503	1,376	1,095
Youngstown, Ohio (3)	94	97	802	770	5,180	3,872
Markets of three or more stations (495)			239,158	230,419	1,814,784	1,372,658
Markets of fewer than three stations (185)			30,718	27,862	101,142	68,707
All markets (680)			269,876	258,280	1,915,927	1,441,365

¹National and regional spot and local spot sales are for time only. Excluded are revenues from programs, talent, materials, facilities and services sold in connection with the sale of time.

²Before commissions to agencies, representatives and brokers. Because stations are not consistent in the way they classify national/regional versus local sales, year-to-year comparisons in these categories should be made with caution.

³Does not include 21 satellites that filed combined reports with their parent stations.

⁴Total time sales less commissions to advertising agencies, representatives and brokers, plus sales of programs, materials, fac-

Market-by-market revenues on a per-home basis

In the table below, total broadcast revenues for each FCC-reported market are divided by total TV households contained in that Area of Dominant Influence, as defined by Arbitron Television for 1976. The markets are listed in descending order of revenue per home, from a high of \$71.71 for the Anchorage market to a low of \$22.81 for Shreveport, La.-Texas, Tex.

Market	\$ per home	Market	\$ per home
Anchorage	71.71	Detroit	47.54
Las Vegas-Henderson	71.52	Boston	47.29
Denver	63.72	Washington	46.92
Chicago	59.40	Bakersfield, Calif.	46.34
Houston-Galveston	58.37	Rochester, N.Y.	46.21
Los Angeles	55.93	Salt Lake City	45.59
San Francisco-Oakland	55.68	Omaha	45.29
Dallas-Fort Worth	54.92	Tucson, Ariz.	45.27
Baltimore	53.93	Hartford-New Haven-New Britain-Waterbury, Conn.	45.13
Atlanta	53.64	Cleveland	45.07
New Orleans	53.10	Sacramento-Stockton, Calif.	45.05
Buffalo, N.Y.	52.87	Minneapolis-St. Paul	44.80
Seattle-Tacoma	52.35	Milwaukee	44.66
Miami	52.33	San Diego	44.66
Indianapolis-Bloomington	51.35	Philadelphia	44.30
Phoenix-Mesa	51.35	Dayton, Ohio	43.73
Baton Rouge	51.21	Pittsburgh	43.21
Kansas City, Mo.	50.63	Austin, Tex.	42.70
Lubbock, Tex.	49.57	Louisville, Ky.	42.64
Cincinnati	48.74	Peoria, Ill.	42.61
St. Louis	48.55	Birmingham, Ala.	42.33
Columbus, Ohio	48.28	Fort Wayne, Ind.	42.20
Jacksonville, Fla.	47.94	Oklahoma City-Enid	41.85
Salinas-Monterey-San Jose, Calif.	47.20	Springfield-Decatur-Champaign-Urbana-Danville, Ill.	41.73
		Rockford-Freeport, Ill.	41.63
		Madison, Wis.	41.54
		Montgomery, Ala.	41.50
		San Antonio, Tex.	40.83
		Fresno-Hanford-Tulare-Visalia, Calif.	40.56
		Charleston, S.C.	40.51
		Albuquerque, N.M.	40.45
		Columbia, S.C.	40.41
		Beaumont-Port Arthur, Tex.	40.07
		Tulsa, Okla.	40.03
		Odessa-Midland-Monahans, Tex.	39.67
		Erie, Pa.	39.05
		Greenville-New Bern-Washington, N.C.	30.02
		Corpus Christi, Tex.	38.71

Local		Barter and trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses 1976 (000)	Total broadcast profit 1976 (000)
1976 (000)	1975 (000)	1976 (000)	1975 (000)	1976 (000)	1975 (000)			
3,241	2,505	188	158	6,225	4,762	30.7	5,208	1,016
6,096	4,627	183	212	11,906	9,621	23.8	8,749	3,157
6,159	4,969	500	379	14,803	11,547	28.2	10,358	4,445
12,628	10,945	504	360	30,621	23,901	28.1	17,317	13,304
2,798	2,230	122	102	4,790	3,945	21.4	3,557	1,233
6,684	5,431	234	249	14,056	11,532	25.8	9,022	5,034
1,565	1,275	109	73	3,444	2,745	25.5	3,203	240
5,419	3,885	155	200	8,682	6,934	25.2	7,160	1,522
9,283	7,310	212	179	14,987	11,731	27.8	9,901	5,085
23,671	20,217	1,018	1,062	64,434	53,408	20.6	49,769	14,665
2,879	2,472	90	93	4,806	4,042	18.9	4,354	452
5,807	4,627	223	261	10,697	8,892	20.3	7,021	3,676
4,709	3,752	315	356	9,889	7,762	27.4	7,825	2,065
1,409	1,273	114	119	2,829	2,529	11.9	2,300	529
1,900	1,817	188	133	6,738	5,462	23.4	5,434	1,304
1,283,515	1,000,997	67,237	63,679	2,861,507	2,256,640	26.8	1,945,919	915,587
106,107	78,816	5,332	3,701	219,475	163,743	34.0	180,507	38,968
1,389,622	1,079,813	72,569	67,379	3,080,982	2,420,382	27.3	2,126,427	954,555

ities and services, plus other broadcast revenue.

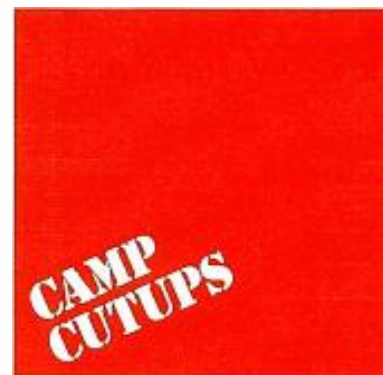
⁵Before federal income tax. Parentheses indicate loss.

⁶Excludes sales made by four commercial stations that obtained revenues from contributions: National and regional—\$1,414,738 and local—\$1,047,834.

**Data withheld to maintain confidentiality of individual station figures.

Market	\$ per home	Market	\$ per home
Charlotte, N.C.	38.60	Duluth, Minn.-Superior, Wis.	31.57
Reno	38.37	Greenville-Spartanburg, S.C.-	
Grand Rapids-Kalamazoo, Mich.	38.26	Asheville, N.C.	31.33
Columbus, Ga.	37.73	Bangor, Me.	31.30
Orlando-Daytona Beach, Fla.	37.71	Flint-Saginaw-Bay City, Mich.	31.02
Toledo, Ohio	37.66	Rochester-Austin City, Minn.-	
Memphis	37.61	Mason City, Iowa	30.92
New York	37.03	Youngstown, Ohio	30.59
Augusta, Ga.	36.81	Mobile, Ala.-Pensacola, Fla.	30.36
Binghamton, N.Y.	36.50	Springfield, Mass.	30.32
Greensboro-Winston Salem-		Jackson, Miss.	30.23
High Point, N.C.	36.50	Knoxville, Tenn.	30.23
Syracuse-Elmira, N.Y.	36.44	Providence, R.I.-New Bedford,	
Albany-Schenectady-Troy, N.Y.	36.12	Mass.	30.20
Des Moines-Ames, Iowa	36.05	Monroe, La.-El Dorado, Ark.	30.18
Idaho Falls-Pocatello, Idaho	35.66	Raleigh-Durham, N.C.	30.13
Tampa-St Petersburg, Fla.	35.58	Savannah, Ga.	29.90
Lexington, Ky.	35.25	Roanoke-Lynchburg, Va.	29.22
Colorado Springs-Pueblo	34.96	Fargo-Valley City, N.D.	28.99
El Paso, Tex.	34.96	Portland-Poland Springs, Me.	28.80
Davenport, Iowa-Rock Island-		Wichita-Hutchinson, Kan.	28.48
Moline, Ill.	34.42	Lincoln-Hastings-Kearney, Neb.	28.28
Evansville, Ind.	34.29	Charleston-Huntington-Ashland,	
Fort Myers-Naples, Fla.	34.22	W.Va.	28.21
Wichita Falls, Kan.-Lawton,		Harrisburg-York-Lancaster-	
Okla.	34.01	Lebanon, Pa.	27.90
Spokane, Wash.	33.79	Joplin, Mo.-Pittsburg, Kan.	27.74
Sioux City, Iowa	33.76	Columbia-Jefferson City, Mo.	27.51
Cedar Rapids-Waterloo, Iowa	33.62	Chattanooga	27.47
Norfolk-Portsmouth-Newport		Springfield, Mass.	26.27
New-Hampton, Va.	33.52	Traverse City-Cadillac, Mich.	26.27
Green Bay, Wis.	33.02	South Bend-Elkhart, Ind.	25.72
Nashville	32.85	Bristol-Kingsport-Johnson	
Little Rock, Ark.	32.83	City, Tenn.-Va.	25.14
Yakima, Wash.*	32.74	Sioux Falls-Mitchell, S.D.	24.60
Terre Haute, Ind.	32.32	Wilkes Barre-Scranton, Pa.	23.80
Richmond-Petersburg, Va.	32.19	Johnstown-Altoona, Pa.	24.19
Huntsville, Decatur-Florence,		Paducah, Ky.-Cape Girardeau,	
Ala.	32.14	Mo.-Harrisburg, Ill.	23.17
Burlington, Vt.-Plattsburgh,		Shreveport, La.-Texarkana, Tex.	22.81
N.Y.	32.08		
Amarillo, Tex.	31.88		

*Includes revenues from Pasco, Wash.



Colonel Hogan and his merry band of Allied soldiers wrangle everything but maid service from their bumbling German captors in this hilarious sitcom set in a World War II POW camp.

The hijinks of these camp cutups are still one of the most powerful attractions in fringe time.

HOGAN'S HEROES



4. TV network and station breakouts

Broadcast revenues, expenses and income	Networks	% change over previous year	15 owned-and-operated TV stations	% change over previous year	686 other TV stations ¹	% change over previous year	Total three networks and 701 stations ¹	% change over previous year
Sales to advertisers for time, programs talent, facilities and services								
Network sales	\$2,659,700,000	23.9						
Deduct payments to owned-and-operated stations	40,200,000	3.2						
Deduct payments to other affiliated stations	224,600,000	3.3						
Retained from network sales	2,405,000,000	26.7	\$ 40,200,000	2.9	\$ 229,700,000 ²	4.7	\$2,674,900,000 ³	24.0
Nonnetwork sales								
To national and regional advertisers ³	—	—	375,500,000	22.9	1,565,100,000	35.1	1,922,600,000	32.7
To local advertisers ³	—	—	193,300,000	33.2	1,238,600,000	27.5	1,431,900,000	28.2
Total nonnetwork sales	—	—	550,800,000	26.4	2,803,700,000	31.7	3,354,500,000	30.8
Total sales to advertisers	2,405,000,000	26.7	591,000,000	24.5	3,033,400,000	29.1	6,029,300,000	27.7
Sales to other than advertisers	114,500,000	14.9	4,100,000	(38.3)	42,300,000	31.8	160,900,000	16.6
Total sales	2,519,500,000	26.1	595,100,000	23.7	3,075,700,000	29.2	6,190,200,000	27.4
Deduct commission to agencies, representatives, etc.	402,000,000	23.9	108,200,000	26.7	481,600,000	35.2	991,800,000	29.5
Total revenues	2,117,500,000	26.5	486,900,000	23.1	2,594,100,000	28.1	5,198,500,000	27.0
Total broadcast expense	1,821,900,000	24.3	327,900,000	13.1	1,798,500,000	15.4	3,948,300,000	19.1
Total income (before federal income tax)	295,600,000	41.8	159,000,000	50.4	795,600,000	70.7	1,250,200,000	60.3

¹Includes 58 satellites, 21 of which filed combined reports with their parent stations.

²Includes payments from networks other than ABC, CBS or NBC.

³Includes sales of programs, materials, facilities and services made in connection with sales of time. Excludes sales made by five commercial stations that obtained most of their revenues from contributions: national and regional—\$1,414,738 and local—\$1,047,834. Because stations are not consistent in the way they classify national/regional versus local sales, year-to-year comparisons should be made with caution.

Note: Last digits may not add because of rounding.

5. TV network-only breakouts

Network revenues:

Revenues from sale of time when program is supplied by advertiser	\$ 36,440,000
All other advertising revenues	2,633,279,000
Revenues from stations for cooperative programs	4,868,000
All other broadcast revenues	109,661,000
TOTAL GROSS BROADCAST REVENUES	2,784,247,000
Value of trade-out and barter transactions included in revenues	9,674,000
DEDUCT:	
Payments to stations	264,761,000
Commissions to advertising agencies, representatives, brokers and others, and after cash discounts	401,977,000
TOTAL DEDUCTIONS	666,738,000
NET BROADCAST REVENUES	2,117,509,000

Network expenses

GENERAL CATEGORIES OF EXPENSES:	
Technical expenses	
Program expenses	1,595,078,000
Selling expenses	71,655,000
General and administrative expenses	155,152,000
TOTAL BROADCAST EXPENSES	1,821,884,000
SELECTED EXPENSE ITEMS	
Salaries, wages and bonuses of officers and employees	

engaged in following categories:

Technical	1
Program	239,705,000
Selling	18,673,000
General and administrative	67,901,000
Total (all officers and employees)	326,279,000
Depreciation of tangible property	22,469,000
Amortization expense on programs obtained from others (total)	925,283,000
Feature film shown or expected to be shown in U.S. theaters	168,684,000
All other feature films	22,442,000
All other programs	734,156,000
Records and transcriptions	3,228,000
Music-license fees	8,674,000
Other performance or program rights	102,616,000
Cost of intercity and intracity program relay circuits	51,433,000
Total expense for news and public affairs ²	218,166,000

Broadcast income	
Broadcast revenues	\$2,117,509,000
Broadcast expenses	1,821,884,000
Broadcast operating income	\$295,625,000

¹Because methods of treating technical and program expense differs among the networks, the two figures have been combined.

²This figure contains costs already shown above. Costs of sports programs are not included. Note: Last digits may not add to totals because of rounding.

6. TV network and station expense items

Item	Technical	Program	Technical plus program	Selling	General and administrative	Total broadcast expenses
3 networks	²	²	\$1,595,078,000	\$ 71,655,000	\$155,152,000	\$1,821,885,000
15 network owned-and-operated stations	\$ 40,039,000	\$181,608,000	221,645,000	44,433,000	61,806,000	327,883,000
415 other VHF network-affiliated stations	148,179,000	493,233,000	641,412,000	164,650,000	437,640,000	1,243,702,000
117 UHF network-affiliated stations	23,239,000	50,280,000	73,519,000	22,382,000	55,626,000	151,527,000
Total 547 network-affiliated stations	211,457,000	725,119,000	936,576,000	231,464,000	555,071,000	1,723,112,000
30 VHF independent stations	26,435,000	130,165,000	156,600,000	27,703,000	59,074,000	243,377,000
61 UHF independent stations	18,782,000	56,998,000	75,779,000	23,498,000	42,310,000	141,588,000
Total 91 independent stations	45,217,000	187,163,000	232,380,000	51,202,000	101,383,000	384,965,000
Total 638 stations	256,674,000	912,282,000	1,168,956,000	282,666,000	656,455,000	2,108,077,000
Total 3 networks and 638 stations ¹	—	—	2,764,034,000	354,321,000	811,607,000	3,929,961,000

¹Excludes part-year stations, satellite stations and those with less than \$25,000 of time sales.

²Because methods of treating technical and program expenses differ among the networks, the two figures have been combined. Note: Last digits may not add to totals because of rounding.

7. TV station winners and losers

	Total		Network-Affiliated		Independent	
	VHF	UHF	VHF	UHF	VHF	UHF
Total number of stations reporting	460	178	430	117	30	61
Number of stations reporting profits	418	119	393	80	25	39
Profitable stations as percent of total	90.9	66.9	91.4	68.4	83.3	63.9
Number of stations reporting profits of:						
\$5,000,000 or over	53	1	46		7	1
3,000,000- 5,000,000	33	4	29		4	4
1,500,000- 3,000,000	78	6	72	1	6	5
1,000,000- 1,500,000	49	6	48	2	1	4
600,000- 1,000,000	55	22	54	14	1	8
400,000- 600,000	32	14	32	13		1
200,000- 400,000	68	21	62	17	6	4
100,000- 200,000	21	17	21	11		6
50,000- 100,000	15	14	15	12		2
25,000- 50,000	4	8	4	6		2
Less than 25,000	10	6	10	4		2
Number of stations reporting losses	42	59	37	37	5	22
Unprofitable stations as percent of total	9.1	33.1	8.6	31.6	16.7	36.1
Number of stations reporting losses of:						
Less than \$10,000	2	6	2	5		1
10,000- 25,000	4	4	3	2	1	2
25,000- 50,000	6	12	5	8	1	4
50,000- 100,000	15	11	14	7	1	4
100,000- 200,000	7	12	6	9	1	3
200,000- 400,000	4	10	4	5		5
400,000 and over	4	4	3	1	1	3

*Stations operating full year only excluding satellite stations

8. A 10-year TV track record

Year	Broadcast revenues, expenses and income				Gross advertising revenues		
	Total ¹ (\$ million)	Network ² (\$ million)	National spot ³ (\$ million)	Local ⁴ (\$ million)	Revenues ⁵ (\$ million)	Expenses (\$ million)	Income ⁶ (\$ million)
1976	\$6,029.3	\$2,674.9	\$1,922.6	\$1,431.9	\$5,198.5	\$3,948.3	\$1,250.2
1975 (Rev)	4,722.1	2,156.7	1,449.2	1,116.2	4,094.1	3,313.8	780.3
1974	4,356.6	2,005.6	1,337.3	1,013.7	3,781.5	3,043.2	738.3
1973	4,002.1	1,839.7	1,230.2	932.2	3,464.8	2,811.7	653.1
1972	3,675.0	1,687.5	1,177.4	810.1	3,179.4	2,627.3	552.2
1971	3,178.8	1,490.4	1,022.8	665.6	2,750.3	2,361.2	389.2
1970	3,242.8	1,551.1	1,102.6	589.1	2,808.2	2,354.4	453.8
1969	3,235.5	1,569.6	1,119.1	546.8	2,796.2	2,242.6	553.6
1968	2,916.1	1,424.3	1,009.8	482.0	2,520.9	2,026.1	494.8
1967	2,634.4	1,359.1	882.7	392.6	2,275.4	1,860.8	414.6
1966	2,557.6	1,302.4	882.2	373.0	2,203.0	1,710.1	492.9

¹Gross advertising revenues are the total amounts paid by advertisers for the use of broadcast facilities. They include commissions paid to advertising agencies and representative agencies, and cover charges for broadcast time and programs, materials, facilities and services supplied by the broadcast industry in connection with the sale of time.

²Network advertising revenues for years prior to 1969 were derived as follows: Sales of programs, materials, facilities and service made in connection with sales of time were divided by .85 to yield a figure which included advertising agency commissions. The result of this calculation was added to network time sales (before commissions) to arrive at the total network advertising revenues.

³National and regional advertising revenues for years prior to 1969 were estimated with the help of data obtained for the first time in 1969. These provided information on the precise amounts of broadcasting revenues derived from (1) the sale of time to advertisers, including charges for programs, materials and facilities and service supplied in connection with sales of time; and (2) all other broadcast revenues. In prior years, figures reported as "all other broadcast revenues" included some charges for programs, talent, materials and facilities supplied in connection with sales of time. The amounts of the latter to be included in gross advertising revenues were estimated for years prior to 1969 by applying the ratios of advertiser-connected non-time sales to total non-time sales prevailing in 1969. In addition, because stations are not consistent in the way they classify national/regional versus local sales, year to year comparisons in these categories should be made with caution.

⁴Local advertising revenues for years prior to 1969 were derived in the same fashion as described in footnote three.

⁵Gross advertising revenues plus all other broadcast revenues less commissions.

⁶Before federal income tax.

9. TV network and station investment in tangible property

	Number of station	Original cost	Original cost minus depreciation
Three networks	-	\$321,541,000	133,713,000
Network owned-and-operated stations	15	108,750,000	41,936,000
Other TV stations			
VHF	477	1,429,750,000	642,749,000
UHF	188	282,097,000	133,379,000
Total	680	1,820,596,000	818,063,000

10. Network and station employment

	Full time	Part time	Total
Three networks	12,074	1,728	13,802
15 network owned-and-operated stations	4,947	250	5,197
All other stations:			
VHF stations (477)	34,299	3,614	37,913
UHF stations (188)	6,996	925	7,921
Total three networks and 680 TV stations ¹	58,316	6,517	64,833

¹The count of 680 stations does not include 21 satellites whose figures were reported in the parent stations' reports, nor does it include four religious stations or three stations that were delinquent. There are 708 stations in operation.

Programming

Building up the ballyhoo: networks ready fall promotions

The new order in the ratings race and year-round program changes make for bigger budgets, headaches

They are the point men of network programming, specialists with one function: to bring the customer to the point of purchase. It is the promotion department's job to identify somehow for millions of potential viewers not only the singular qualities of a given series but also the collective programming identity known as "the season." And in telling their customers what they should think about the company's products, the promotion people also reveal much of what the company thinks of itself.

Thus, ABC believes it's "still the one" this fall, while at CBS "it's a whole new thing." NBC, meanwhile, is calling itself the "the events network" and has given up entirely on tagging its series with a slogan.

The worrying that will eventually bring these campaigns to fruition usually begins

"The person you describe is the person I'll deliver"

Joe Sullivan

"Finding a first-rate executive isn't enough.

"You want the right one.

"Right for your company. Right for you.

"When you tell me what you need in an executive, I'll deliver the right person.

I understand your needs because I'm a broadcaster, too. Fourteen years of key responsibilities with big stations. Small stations. A network. A major group. TvB.

"I'll put that background to work on your search: The understanding. The experience. The contacts throughout our industry.

"You get an effective, knowledgeable, professional search. And you get exactly the person you're looking for."

**Joe Sullivan & Associates, Inc.
Executive Search for Broadcasting**

111 East 58th Street
New York, N.Y. 10022
(212) 752-8888



THE KATZ AGENCY INC., NEW YORK ATLANTA BOSTON CHARLOT

How Marc Schacher's sales research opens new market for TV station.

A TV station reaches a significant portion of the viewers in a neighboring ADI. But rating reports for that market do not show audience data in detail. As a result, advertisers are unaware of the station's dual market impact.

Marc Schacher, Director of TV Sales Research, confronts this problem for a Katz TV Continental client. He extrapolates and interfaces audience delivery in the station's primary and adjacent ADI's. From the combined data Marc constructs a presentation which clearly positions the station as an important factor in both of the markets it serves.

The research department's findings are reported to key advertisers and their agencies by 15 Katz sales offices

around the country.

Katz research "almost immediately contributed new Spot dollars," says the station's sales manager. "Significant buys have been made by five major advertisers who now recognize our station's reach in both marketing areas."

Sales research is just one of the resources a rep needs to be the best in the business. Katz has them all.



Katz. The best.

in January, before the scripts for the new programs or the year-end ratings for old ones are in. "You can't lock anything in at that point, because you don't know what the character of the network will be," said Symon Cowles, vice president of creative services for ABC-TV. "Obviously," he said, "if you don't have a successful season, you're not going to get on the air and say you're number one." Nonetheless, more than just the bare bones of a campaign must be ready to present to the affiliates' conventions in May, so promotional noses are sniffing the air early. As Louis Dorfman, senior vice president of advertising and design for the CBS/Broadcast Group, put it: "I'm packaging something, but I don't know what's going to go in the package."

By March and April strategies and concepts are generally solidified. Story boards and pilots are then prepared for the conventions and for the early stages of the campaign. Full-scale production is usually under way by summer. Mr. Dorfman for example, decided early on "a very aggressive stance, recognizing the situation for what it was." In February he began looking into the idea of a viewer's sweepstakes, and by late April CBS had committed \$1 million for an 11-page ad insert in the Sept. 17 *TV Guide*. What was not known at the time, of course, was that many of the shows that the sweepstakes was supposed to introduce would end up premiering before the issue appeared.

The new volatility of programing has, in fact, made an already high-pressure job considerably more difficult for the networks' promotion departments. "You have this voracious appetite of television to contend with," said Mike Weinblatt, NBC TV executive vice president and network general manager. "Every day there's another new product—another campaign. So there's a tremendous amount of volume. Our people not only have to be creative, but they have to work under great pressure."

What used to be a more or less seasonal rhythm in promotion in line with the seasonal rotation of programs has now flat-



CBS's Lou Dorfman: going for two different slogans, one with an "audio" logo—the sound of crackling lightning.



tened out into an almost constant, year-round effort. "It boggles the mind," said Mr. Dorfman. "Once the fall season started, we used to relax, but no more."

And more work for the promotion department means more money spent on promotion. The networks are guarded about revealing their promotional budgets (Mr. Dorfman guesses CBS is probably committing between \$3 and \$4 million to launch its fall season), but all agree that spending has increased "geometrically"—by as much as two and a half times what it was three years ago. Part of the reason for this, the promotion men said, is that the increased profitability and competitiveness of the business have brought a greater awareness of the value of promotion, hence a great willingness to spend money on it. But in addition, the new flexibility of scheduling in general and the emergence of the one-shot miniseries in particular requires a comparable flexibility in promotional budgets if the viewers are to be informed as to what they're likely to find on their screens during any given week.

"It's what is referred to as a 'fluid' bud-

get," said NBC's Mr. Weinblatt. "If enough different things happen in your schedule that warrant more money, then we go and storm the bastions for it."

And in this most competitive of all new seasons—if, indeed, they can be called seasons any longer—it's safe to assume that the corporate bastions are under heavy siege. Mr. Cowles of ABC, for example, said his major promotional thrust started in August this year with the introduction of new episodes of *Eight is Enough* and the new summer series, *Sugar Time*. For the fall, he said, "We're going to debut six new shows. We could conceivably put on six more in January. I hope not, but . . ."

Whatever happens in ensuing months, however, the fall premieres remain a focal point for programing, and thus promotional activity. Here's a look at some of the newer wrinkles the networks have on the air and up their sleeves for the new season:

ABC is the only one of the three networks to have most of its creative work done by outside agencies. McCaffrey & McCall has been the sole agency for about 15 years, and now produces the network's print advertising. The Leisure Group of Grey Advertising, specialists in film promotion, produce ads for miniseries and made-for-TV films, and Hecht, Higgin & Petterson handles promotion for the news department. The latter two agencies were brought in by Mr. Cowles shortly after he took charge of promotion three years ago. "I wanted some specialized work done," he said. "Each problem should seek its own solution."

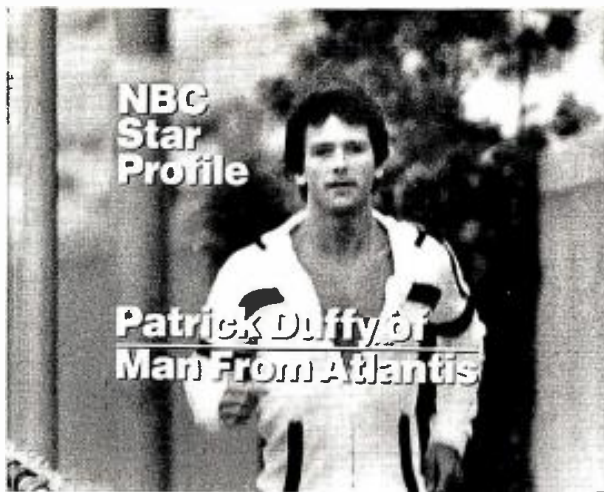
The network-by-network strategies:

ABC—Mr. Cowles feels "the responsibility of leadership" this year, but he admits it's a burden he doesn't mind having thrust upon him. "It's my feeling that people like a winner and root for an underdog," he said. "We've been the underdog before, and we feel that we're getting a more positive response to the fact that we're the leader this year." He said he believes that the viewers do, indeed, per-



ABC's Simon Cowles: attempting to reinforce his network's already successful image as the number-one television network.





NBC's Mike Weinblatt: no over-all promotional slogan, but an attempt to boost individual programs and their stars.

ceive the network's position in relation to its competition, and the ABC campaign this year is designed in part to reinforce that perception.

ABC kicked off in early July with spots showing crowds giving the thumbs-up, "number one" salute under the musical theme "We're still the one" (which came from a recent hit by the pop group, Orleans). After three weeks, that theme evolved into spots featuring the network's stars, such as Henry Winkler, giving the same salute with the same music, bringing the message down to the individual programs level. The next stage was to move to blocks of programs—"we're still the one for comedy" and so on—each of which ended with the introduction of one of the network's new programs in a particular area, transferring the aura of former success to the new entries. The final phase will be spots for specific nights of the week. The *Washington: Behind Closed Doors* miniseries (Sept. 6-11) will presumably be inundated with such spots, just as the Montreal Olympics were last year.

CBS—CBS's upcoming season is unprecedented, in Mr. Dorfsman's memory, for the amount of new product being introduced—10 new series. The result is the heaviest promotional effort in the company's history, which will feature not one but two slogans. The first of these, used through the summer as a promise of things to come, is "There's something in the air," which uses an "audio-logo" of lightning striking. The second is "It's a whole new thing," with music composed and arranged by a member of the Blood, Sweat and Tears group. "I'm taking a very obvious position," Mr. Dorfsman said. "That [slogan] almost says: 'It's a whole new schedule'—and that's what it's meant to say."

Also, in an unprecedented display of generosity, CBS is providing its affiliates with the same themes as tags to wrap around station promos for locally produced programming. "I wanted us to look like a family," Mr. Dorfsman said, "We

wanted a full team effort, full support, and we did it. Whether we'll continue, I don't know—it's pretty expensive stuff."

The company's major nonbroadcast effort is the "CBS Viewer's Choice Sweepstakes" in *TV Guide*, which will offer viewers \$250,000 worth of prizes (the grand prize is a Ford Thunderbird and \$10,000 in cash), simply for taking the time to look at the new programs and check off on the entry form answers to such head-scratchers as "Who is your favorite performer on the *Betty White Show*?" Since actually judging the entries would not only be impossible (how can a viewer be wrong about who his favorite performer is?) but illegal, the winners will be determined by a drawing, which will be handled by an outside firm. Mr. Dorfsman is betting that "the great human quality of wanting something for nothing" will insure heavy participation, despite the fact that people don't even have to buy *TV Guide* to enter, much less watch the programs. "I think people believe that they have to watch the shows to answer the questions," Mr. Dorfsman said. "We don't run big ads saying, 'Hey, you don't have to watch.'"

Mr. Dorfsman admits that when he first got the call from the programming department asking if it would hurt anything if they moved up the premieres a couple of weeks, his reaction was, "You're damn right it would." But, resigning himself to the inevitable, he has since decided that the early starting dates will give viewers an opportunity to "study up" for the big sweepstakes test by watching the first episodes in advance, and advertising before the sweepstakes issue will push that theme.

The other new weapon in CBS's fall campaign is a shopping-center display booth that the company is providing free to 170 participating affiliates. The booths were originally scheduled to appear Sept. 17, the Saturday of what was to have been premiere week, but Mr. Dorfsman hopes stations will be able to arrange to move the date up to Sept. 10.

NBC: One thing that NBC's campaign has that sets it apart this year is something it doesn't have—a slogan. As do its competitors, the network uses an over-all graphics and music format, but it decided that a slogan used valuable promo time for something that in reality meant little or nothing to viewers.

"I'm sure if I asked you what NBC's slogan was last year you would hem and haw," said Mr. Weinblatt. (The slogan was "NBC brings you all the best.") "Well," he continued, "that's also true of almost any NBC executive, let alone the general public, which has spent considerably less time worrying about it. Basically the average viewer doesn't really think of the network as such. They're used to the channel in their market and they're interested in shows."

(Asked to respond to that philosophy, Mr. Weinblatt's counterparts at the other networks basically agreed with it, although both said they felt the slogan has some unifying value. Mr. Cowles said that ABC drops its thematic material once the shows debut, while Mr. Dorfsman said the slogan's primary value is that affiliates seem to want one.)

If NBC isn't pushing itself this year, it is pushing its performers. Every night since late July, the company has aired several of its 30- and 60-second personality profiles, which depict the stars of new programs in their private lives (or in their "nonshow capacities," as Mr. Weinblatt put it). "The purpose is that television is a people business," Mr. Weinblatt said, "and we think that the viewers identify with performers and are always interested in what they're really like." The profiles are played in conjunction with regular promos for specific shows. Mr. Weinblatt said he is so pleased with the reaction he's getting to the technique that he may eventually use it to promote the network's running shows as well.

Added specials reflect networks' yen for diversity

Fall TV schedules will be laced heavily with programming designed to make the unusual the usual

The three commercial television networks will be presenting more prime-time specials this fall than ever before—and perhaps the strongest indication of just how great the increase will be lies in the fact that none of them are able to determine just what a special is any more.

Instead of the occasional variety offering by such entertainers as Bob Hope or Perry Como, the networks now have miniseries, special movies (both theatrical and made-for-TV), one-shot dramas, plays and many other events which are increasingly hustled onto the screen at the expense of regularly scheduled programs. Add to that the special maneuverings of the series themselves, such as two-hour

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Subject to the qualifications of the reports.

introductory episodes or holiday two-parters, and it would seem that "specials" in programing may soon go the way of "king size" in merchandizing.

For example: CBS-TV President Robert Wussler said last June that series would remain the "backbone of the television industry," meaning, he said, 60% of the schedule. The CBS research department figured that last year the network carried 69 special programs for the full season (although it cautioned that specials even then were not easily defined). For the first half of the 1977-78 season, CBS already has scheduled 38 specials and promises "many more" will be announced as the season get under way. NBC-TV, which is calling itself "the events network," plans more than 100 hours of those events—"equal to nearly five full weeks of continuous prime-time fare" (BROADCASTING May 23). And ABC-TV, with the strongest series line-up, will be increasing its pre-emptive programing in prime time this year by 40% to 50%, according to Edwin Vane, vice president and national programing director.

Though all the networks expect additions or changes, following are their present specials list for the season's fall quarter:

ABC

Sept. 1: *College Football '77: It's Anybody's Ballgame*, 10-11 p.m.; Sept. 6: *Washington: Behind Closed Doors*, 9-11 p.m.; Sept. 7: *The Magic of ABC*, 8-9 p.m.; Sept. 16: *The Making of Star Wars*, 8-9 p.m.; Sept. 18: *Young Joe, The Forgotten Kennedy*, 9-11 p.m.; Sept. 30 and Oct. 2: *The Trial of Lee Harvey Oswald*, 9-11 p.m.

Dec. 4: *The Gathering*, 9-11 p.m.; Dec. 11: *It Happened One Christmas*, 9-11:30 p.m.

Unscheduled specials for ABC in fourth quarter include *Captains Courageous*, *Mary White*, *Battle of the Network Stars*, *Halloween is Grinch Night*; personality shows with such stars as John Davidson, John Wayne, Gabe Kaplan, Paul Lynde, Jackie Gleason and Art Carney. The Carpenters and Perry Como, and holiday specials such as *Nestor, the Long-Eared Christmas Donkey*, *Frosty's Winter Wonderland*, *Rudolph's Shiny New Year* and *The Year Without Santa Claus*.

CBS

Sept. 5: *CBS Galaxy*, 9-10 p.m.; Sept. 6: *Bugs Bunny in Space*, 8-8:30 p.m.; *Logan's Run*, 8-11 p.m.; *The Waltons Special Presentation (The Wedding)*, 8-10 p.m.; Sept. 7: *Woman on the Run*, 10-11 p.m.; Sept. 8: *The Wacho Saturday Preview and Other Good Stuff Special*, 8-9 p.m.; *Hawaii Five-O Special Adventure*, 9-11 p.m.; Sept. 9: *Super Night at Forest Hills*, 8-9 p.m.; *The Hostage Heart*, 9-11 p.m.; Sept. 10: *State Fair America*, 8-10 p.m.; *The 1977 Miss America Pageant*, 10 p.m.-midnight; Sept. 11: *The Making of "The Deep"*, 8-9 p.m.; *Cahill, U.S. Marshal*, 9-11 p.m.; Sept. 13: *The Night of the Champions*, 8 p.m. to conclusion; Sept. 14: *Spider-Man*, 8-9:30 p.m.; Sept. 17: *Uncle Tim Wants You*, 8-9 p.m.; *The Life and Times of Judge Roy Bean*, 9-11 p.m.; Sept. 18: *The Best of All in the Family*, 8-9 p.m.; *Escape From Bergen County*, 9-11 p.m.; Sept. 25: *That's Entertainment, Part 2*, 8-11 p.m.

Oct. 3: *Elvis*, 8-9 p.m.; Oct. 6: *Papillon*, 8-11 p.m.; Oct. 10: *Eleventh Annual Country Music Association Awards*, 9:30-11 p.m.; Oct. 26: *The Bugs Bunny Halloween Special*, 8-8:30 p.m.

Nov. 20: *Celebrity Challenge of the Sexes*, 8-10 p.m.; Nov. 21: *The Lucille Ball Special*, 8:30-9:30 p.m.; *The American Film Institute 10th Anniversary Special*, 9:30-11 p.m.; Nov. 23: *Once Upon a Brothers Grimm*, 8-10 p.m.; Nov. 24: *Yabba Dabba Doo! The Happy World of Hanna-Barbera*, 8-11 p.m.; Nov. 25: *The Goldie Hawn Special*, 8-9 p.m.; *Rolling Stone 10th Anniversary Special*, 9-11 p.m.; Nov. 30: *Rudolph, the*

Red-Nosed Reindeer, 8-9 p.m.; *The Bing Crosby Special*, 9-10 p.m.; *The George Burns Special*, 10-11 p.m.

Dec. 2: *Johnny Cash Christmas Special*, 9-11 p.m.; Dec. 10: *Frosty, the Snowman*, 8:30-9 p.m.; Dec. 14: *'Twas the Night Before Christmas*, 8:30-9 p.m.; Dec. 19: *Tell Me My Name*, 9:30-11 p.m.; Dec. 25: *The Nutcracker*, 7-8:30 p.m.; Dec. 31: *New Year's Eve With Guy Lombardo*, 11:30 p.m.-1 a.m.

NBC

Sept. 5: *Laugh-In*, 8-9 p.m.; *James at 15*, 9-11 p.m.; Sept. 6: *The Hindenberg*, 8-11 p.m.; Sept. 7: *Us Against the World*, 8-10 p.m.; Sept. 8: *The Pro Football Hall of Fame Awards Show*, 8-8:30 p.m.; Sept. 9: *C'mon Saturday*, 8-9 p.m.; *Miss Black America Pageant*, 9-11 p.m.; Sept. 11: *Nighttime Emmy Awards*, 9-11 p.m.; Sept. 13: *Sex and the Married Woman*, 9-11 p.m.; Sept. 14: *A Night with the Heavyweights*, 8-11 p.m.; Sept. 15: *Third Annual Rock Music Awards*, 9-11 p.m.; Sept. 18: *Hollywood Goes to War*, 9-11 p.m.; Sept. 25: *Kill Me if You Can*, 9-11 p.m.; Sept. 29: *Muhammad Ali-Earnie Shavers Heavyweight Fight*, 8-11 p.m.

Oct. 4-5-7: *Professional Baseball Playoffs*, 8 p.m. to conclusion (may extend to Oct. 8 and 9); Oct. 10: *Laugh-In*, 8-9 p.m.; Oct. 11: *The Good Old Days: From Bobby Sox to Bikinis*, 9-11 p.m.; Oct. 16-17-18: *79 Park Ave.*, 9-11 p.m.; Oct. 22: *Little Big Man*, 8-11 p.m.; To be announced for October: a two-hour Bob Hope special.

Nov. 2: *Laugh-In*, 8-9 p.m.; Nov. 12-13-14: *The Godfather*, 8-11 p.m.; Nov. 15: *The Godfather*, 8-11 p.m.; Nov. 25: *Miss Teenage America Pageant*, 9:30-11 p.m.; Nov. 27: *The Hobbit*, 8-9:30 p.m.; Dec. 11: *Billboard Music Awards*, 9-11 p.m.

To be announced in December: *The Mac Davis Christmas Special*, *The Dean Martin Christmas Special*, *Sunshine Christmas*, *The "Annie" Christmas Show*, *Doug Henning's Christmas Special*, *Winnie the Pooh*, *The Little Drummer Boy* and *Aspen*.

Payola case sent back for retrial

Brunswick officials win some points with appeals court, but may again face charges for illegal payments to DJ's

Four Brunswick Record Corp. executives including the president, Nat Tarnapol, have won an appeals-court reversal of their convictions on a multicount indictment charging them with involvement in a payola scheme. However, the U.S. Court of Appeals in Philadelphia remanded the case to the district court in Newark, N.J., for a new trial on a count relating to the alleged payola.

The government had charged that seven executives of the record company had dipped into a fund of \$350,000—generated by record sales that were not recorded on the company's books—to make improper payments in the form of cash or merchandise to radio-station disk jockeys and program directors. The purpose, the government said, was to secure favored treatment of records produced by Brunswick and Dakar Records, a subsidiary.

The federal court jury in February 1976 acquitted three of the defendants—Carl Davis, a vice president and stockholder of the company; Melvin Moore, promotion director, and Carmine DeNoia, also known as "Doc Wassel," who sold Brunswick and Dakar records (BROADCASTING, March 1, 1976).

Mr. Tarnapol, along with Peter Garris, vice president; Lee Shep, production man-

ager, and Irving Wiegman, secretary-treasurer, were found guilty of mail fraud and conspiracy. And it was the conspiracy count that involved the alleged payola—a conspiracy to use mail and wire communications to defraud radio stations and the listening public of the faithful services of disk jockeys, program directors and other station employees. The conspiracy count also involved charges that the defendants had attempted to defraud the government by impeding the functions of the Internal Revenue Service and had used mail and wire communications to defraud artists, song writers and music publishers of royalties on records sold by Brunswick and Dakar.

The appeals court reversed the jury's verdict on mail fraud and on the charge in the conspiracy count involving the IRS. The court said the facts did not support the convictions on those points.

But in remanding the case, the court said there was evidence on which a jury might find that the defendants had used the mail and wire communications to defraud radio stations and artists, writers and publishers. The conspiracy count alleges other uses of the mails than those cited in the other counts.

The court said it could not simply affirm the jury's decision on those elements since the conspiracy count involved three alleged activities, and the jury had rendered a general verdict of guilty on the conspiracy count under instructions from the trial judge. And, the court added, the guilty verdict on the conspiracy count cannot stand if the evidence was insufficient to sustain a finding that any one of the activities had been pursued.

The new trial, if one is held, would not be the only one facing Mr. Tarnapol as a result of the indictments handed down in June 1975 (BROADCASTING, June 30, 1975). Seven counts charging him with attempted income-tax evasion were severed from the other counts in the Newark trial and transferred for trial to the district court in New York.

Hands join across borders for worldwide sports series

Cappy Productions, New York; 20th Century-Fox Television, Los Angeles, and Canada's CTV Television Network have teamed for *Numero Uno*, 13 half hours featuring top athletes from various countries.

The same group previously worked together—as producer, distributor and investor (with Canadian rights), respectively—for *The Olympiad*, a series that was telecast on U.S. public television last summer, with underwriting dollars from the E. F. Hutton investment firm, and was said also to have run in more than 50 countries. Distribution for this latest venture has not been decided, nor has it been decided whether it will receive commercial or noncommercial play.

The first three episodes, already com-

pleted, trace the lives and careers of Argentine race car driver Juan Manuel Fangio, British runner Roger Bannister and Canadian hockey player Maurice Richard. Over-all series costs are expected to run at slightly less than \$500,000, according to Bud Greenspan, *Numero Uno* writer, producer and director. Executive producer is Cappy Petrash Greenspan.

Gerbner plans to put more of TV on his couch

Violence indexer discloses plans to broaden his operations to provide complete information bank of medium trends and patterns

Dr. George Gerbner, who has become well known in the broadcast industry for his research on television violence, announced last week he plans to expand his analyses to take in other subjects such as TV's portrayal of business, medicine, politics, family life and aging.

Dr. Gerbner, dean of the University of Pennsylvania's Annenberg School of Communications, made the announcement in a speech prepared for the American Psychological Association's annual convention in San Francisco last Saturday. He and his associates, he said, will begin a three-fold expansion that includes (1) developing new monitoring techniques for news, commercials and other types of TV programs such as quiz shows and soap operas; (2) going international with his research, comparing television content and its effects across cultures, and (3) developing new TV profiles in areas such as medicine, business, the military, energy and transportation, politics and foreign cultures.

The aim is to create a resource center for anyone wanting data on TV trends and patterns. "It'll work like a public opinion polling agency," Dr. Gerbner said, adding that among the primary clients should be the networks. "What they [the networks] haven't realized is that our studies are the only ones that can answer unjustified criticism" of TV, he said in an interview last week. "They've been much too defensive."

To date, the networks have not put up money for any research, however. Other commercial users have, but Dr. Gerbner was reluctant to give details about them last week. He said he still receives funds from government sources, such as the National Institute of Mental Health, from which he expects to receive roughly \$50,000 to continue his research on TV's effect on people's attitudes. In addition, he has a grant of \$100,000 for the next three years to continue his TV violence profiles.

The information will come from material Dr. Gerbner said he already has in store: video tapes of more than 1,000 prime time and weekend programs collected from 10 previous annual samples for his violence profiles.

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Watermark sues station in Memphis over use of Presley program

Syndicator says WMPS had no right to broadcast documentary; station says it tried to negotiate contract

Watermark Inc., a Los Angeles-based producer and syndicator, has filed suit in federal court there against Plough Broadcasting Co., charging that Plough's WMPS(AM) Memphis reran the 13-hour documentary, *The Elvis Presley Story*, without proper authorization. Watermark, which claims that its licensing agreement for the program with WMPS and several hundred other stations ran out last year, has accused Plough Broadcasting of copyright infringement, unfair competition and breach of contract among other things. The company is seeking more than \$850,000 in actual and punitive damages.

Watermark's description of the circumstances leading to the rebroadcast varies considerably from Plough's. According to a Watermark spokesman: On Aug. 16—the day of Elvis Presley's death—"we sent telegrams to all the stations to tell them not to air what was now an outdated program and also to tell them we were preparing a new one. We then learned that WMPS was going to go ahead with an illegal airing. When no amount of additional telegrams and phone calls could dissuade them we decided to take action."

Craig Scott, vice president, programing, for Plough Broadcasting, however, had this explanation: "We attempted to negotiate a contract with Watermark for an extension of license we already had to broadcast this documentary. Watermark never responded to our offer." He said the company was "surprised" by Watermark's action "in view of our good faith efforts to purchase an extension . . . and our express willingness to purchase from Watermark a future documentary relating to Elvis Presley."

By midweek Mr. Scott said the company had not seen a copy of the suit and therefore could not comment on it. According to Mr. Scott, WMPS suspended regular programing the day following Mr. Presley's death and rebroadcast the documentary "as a public service to the Memphis community" (Mr. Presley's home town). The 13-hour program previously was aired by the station in segments from Feb. 15 through Feb. 27, 1976, and later on June 13 and 14.

First offerings from Einhorn's new firm

Sports Syndication International Ltd., a subsidiary of a newly formed company owned by TVS Television Network veterans Eddie Einhorn and Chris Zoulamis, last week introduced the first two offerings in its inventory—*The Way it Was* and *Sports Challenge*, each package containing 26 half-hour TV programs in

an original and rerun mix for the first two quarters of 1978.

In addition to the Sports Syndication arm, Mr. Einhorn, TVS president until year-end, and Mr. Zoulamis, TVS executive vice president who is being retained there as a consultant, have a second subsidiary in the works, Paragon Communications International Ltd., which will represent rights-holders in their bids to gain major network exposure. The parent holding company of both subsidiaries is Paragon Communications Inc. ("Closed Circuit," Aug. 15).

The Way it Was and *Sports Challenge* will be available on a barter basis, with two-and-a-half minutes sold to national advertisers and three-and-a-half minutes left to the local stations. Unit costs for a 60-second national spot on *The Way it Was* (including a billboard at the show's open or close) will run \$15,000. Thirty-second spots will cost \$7,500 (with no billboard). Equivalent prices for *Sports Challenge* are \$12,000 and \$6,000 respectively. For both shows, a clearance of 80% of U.S. TV homes is expected.

The Way it Was, with 13 of its 26 episodes new feature film footage of sporting events as well as sports pros who tell their inside stories. The past three seasons the show ran on public television under a grant from Mobil Oil. *Sports Challenge*, with 14 new shows, pits sports celebrity teams against each other to answer sports questions. A famous sports figure appearing as a mystery guest each week has been added to the show which goes into its eighth season. Though absent from the airwaves last year, it had run a season over CBS and also was syndicated by Syndicast.

PTA's Baisinger opts for consumer pressure, but no federal censor

Association's president explains methods and objectives of current crusade against TV violence

National Parent Teachers Association President Grace Baisinger, appearing on CBS's *Face the Nation* last week, outlined her association's plan to monitor and rate the amount of violence in the networks' fall shows.

TV violence is the PTA's number-one concern this year. The association announced earlier that from July 1 to January 1978 the networks are on "probation" to clean up violence. For now, "it's wait and see," Mrs. Baisinger told *Face the Nation* panelist George Herman of CBS. "In the meantime we're training our people" how to monitor the levels of violence when the fall season gets under way.

All hours of prime time will be monitored by individuals and "local units," she said, a selective sampling from which will then be sent to the national office. From that the PTA will develop a program rating index, she said.

"If the program rating index indicates

that there has been no improvement, then the national organization would have to determine whether it should begin to develop a boycott of sponsors, or of TV."

She told her questioners, however, that the organization does not advocate setting itself up as a national censorship board. "We are suggesting to the networks that to avoid this kind of thing, local stations [should] develop consumer panels so that the local broadcasters will get input not from an officially sanctioned governmental body—certainly, the national PTA does not want that—but from consumers."

She said the PTA's monitoring results this fall will be sent to local stations, the FCC and the networks.

Mrs. Baisinger said it is not so important that the networks air 10 fewer murders or 600 fewer muggings a month, but rather that there be a greater variety of program offerings, including more cultural and educational programs. She blamed the proliferation of police-related dramas on the "imitative" nature of the networks.

She also said that in her opinion, the PTA's campaign against violence is making parents more aware of the kinds of programs their children are watching and of how much time they and their children spend in front of a television set. "I think the national PTA campaign against TV violence is creating an awareness among parents, and this, in the long run, may be the most beneficial aspect of the entire program," she said.

Program Briefs

Pele's farewell. Exclusive U.S. and worldwide television rights to final game of retiring soccer star Pele and concurrent ceremonies have been acquired by ABC Sports for undisclosed price. Same-day coverage of game Oct. 1—between Pele's New York Cosmos and Santos of Brazil from Giants Stadium in Rutherford, N.J.—will air within ABC's *Wide World of Sports*. This is latest announced acquisition for ABC Sports's worldwide syndication and marketing division, headed by Peter Dimmock.

Holiday fare. Worldvision Enterprises has announced availability of *A Christmas Carol*, half-hour animated version of Dickens classic which earned Oscar for original theatrical release. Already signed is WCBS-TV New York.

Comedy side of news. 21st Century Communications Inc., parent of *National Lampoon* magazine, is offering new radio product, *National Lampoon True Facts Show*. Syndicated on barter basis by Robert Michelson Inc., New York, product is three-and-a-half minutes Monday through Friday, including one-minute of national advertising, yet unsold. About 35 stations are said to have signed up so far for program that starts Oct. 3.

Additions. Latest stations signed for Paramount Television's Portfolio VII movie package—bringing total to 65, with 19 within top-25 markets—are WTNH-TV New

Haven, Conn.; WYTV(TV) Youngstown, Ohio; WJXT(TV) Jacksonville, Fla., and KRGV-TV Weslaco, Tex. Among Portfolio VII's 30 titles are "True Grit," "Paper Moon" and "Play it Again, Sam."

Changing formats. WGST(AM) Atlanta moves in two stages from MOR-sports outlet to 24-hour all-news broadcasts. Station has begun all-news in morning and afternoon drive, will go news all day by end of year. WWDG(AM) Washington has changed MOR format to contemporary.

Swap. Filmways Inc., TV motion picture producer and magazine publisher/distributor, has agreed to offer 1.18 shares of its common stock for each share of Union Fidelity as part of merger plans between Filmways and insurance products and services firm. Filmways had earlier agreed to acquire 2.5 million UF shares (at \$9.515 each or \$23.9 million), representing 62% of UF's outstanding stock. Exchange offer for remaining shares is subject to approval of directors of both companies.

Moving 'Marlo.' Group W Productions, syndicator with U.S. rights to *Marlo and the Magic Movie Machine* (BROADCASTING, Aug. 15), reports clearance so far by stations representing 50% of domestic markets. Lined up as one major national advertiser is Kellogg's through Leo Burnett. Hour barter show, aired weekly by CBS O&O's since April, is expected to have premiere on most other stations Sept. 10 or 17.

Another finger pointed at TV

Wirtz panel's findings of reasons for dropoff in student scores list TV as one of many culprits, though admitting it can't be proved

A 21-member panel of educators, headed by former Secretary of Labor Willard Wirtz, has handed television part of the blame for a steady 14-year decline in average Scholastic Aptitude Test scores, a standard used in the college admissions process.

The panel—set up by the Princeton, N.J.-based College Entrance Examination Board and the Educational Testing Service—refused, however, to single out any one factor and also pointed to changes in learning activity, motivation, family structure and seriousness of purpose, as well as a "decade of distraction" when the years of Vietnam, racial strife, assassinations and Watergate took their toll. And up until 1970, when scores were said to stabilize, the increases in blacks, women and the poor taking the tests were said to account for up to 75% of the decline. Since 1963, the average verbal score has dropped 49 points to 429; the average mathematics score is down 32 points, to 470. A perfect score is 800.

Regarding television, the report said that "children are doing what their parents are"—spending 40% of their leisure time

in front of the tube. It found that by first grade, youngsters were watching an average of 20 to 35 hours weekly. The report concludes that TV can be held responsible in part for lower scores although "this cannot be proved. We don't know how much of a factor it is." However, it continued, "Neither the difficulty of proof nor the impossibility of measurement . . . warrants diluting the answer. Television has become surrogate parent, substitute teacher."

Television, the report said, "detracts from homework, competes with schooling more generally and has contributed to the score decline To call television a thief of time is in a sense to beg the issue. Yet if developing the capacities that are measured by the SAT is taken as a value, the only question is whether television's larceny is petty or grand

"Traditional education and television are currently out of kilter and the stakes in correcting this quickly seem to us higher than is generally realized. Yet if TV's abuses have made it a 'vast wasteland,' its potential is of becoming learning's most fertile grove."

The report did bear in mind that the decline represents aptitude in the traditional mode such as reading skills, not what capacity may exist via audio-visual methods. At a press conference in New York last Tuesday, Mr. Wirtz mentioned that additional SAT's might be needed to measure aptitude in light of television.

Quello, Hooks wary of government hand in programing

They're also in agreement that TV shows stereotype, but NAACP chief would correct that with EEO control of the networks

FCC Commissioner James H. Quello and his former colleague, Benjamin L. Hooks, who is now executive director of the National Association for the Advancement of Colored People, agree on one aspect at least of the U.S. Commission on Civil Rights report on television (BROADCASTING, Aug. 22): It is correct in its charge of stereotyping in programing. Commissioner Quello, while saying that "there has been dramatic progress" in the development of television programing in the last two or three years, says nevertheless that stereotyping even includes white males.

Mr. Quello, in a speech Friday to the West Virginia Association of Broadcasters, at White Sulphur Springs, and Mr. Hooks, in his office in New York, also agreed that the government should avoid program control as a means of eliminating stereotypes. "I don't believe the FCC or any government agency should have programing authority or any power bordering

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on censorship," Mr. Hooks said. "It is difficult to correct the alleged deficiencies in entertainment and news programming," Commissioner Quello said, "without government intrusion in programming . . ."

On that point, however, Mr. Hooks disagrees. "If employment is right and represents the totality of society," he said, "the programming will reflect the diversity of American life and eliminate the need for censorship."

What's more, Mr. Hooks would go beyond the CCR recommendation that Congress give the FCC the authority to regulate the networks' equal employment opportunity practices, as it regulates those of individual stations; he has said the commission authority over the networks should be as extensive as it is over individual stations, although he would not necessarily link that authority to a license.

Commissioner Quello and Mr. Hooks both note also that the commission is the only federal regulatory agency to impose EEO responsibilities on those it regulates. ("The FCC has gone farther than any other federal agency," Mr. Hooks said. "They're not altogether lax, though they could have done more.") But Mr. Quello appears uncomfortable about pursuing EEO policies vigorously in the upper echelons of broadcast management.

Executives for key, decision-making posts, he said, "must be selected on the basis of experience and proved managerial ability, not on a basis of a quota to provide opportunity." However, he added that minorities increasingly are gaining the experience and ability needed to qualify for those decision-making posts "in the years ahead."

Commissioner Quello also used his speech to the West Virginians to review the recent spate of court decisions that have gone against the commission—those involving newspaper-broadcast crossownership, pay cable rules, alleged indecent radio broadcasting and the broadcasting industry's family viewing policy—and then to offer a critical comment on courts in general.

Courts "have generally been drawn too far into a policy role in social innovation," he said. "I believe the tendency toward litigation has a substitute for legislation has sometimes taken the courts well beyond their intended legitimate function in our society." He said "social innovation is more appropriately the province of public representatives in the Congress," and added, "Regulatory agency rules and policy should be a legislative function, not a judicial prerogative."

Wasilewski seeks to clear the record

In a letter to House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), National Association of Broadcasters President Vincent Wasilewski has objected to a suggestion by Paul MacAvoy (Yale University) that the NAB codes are "anticompetitive." The codes have been

held to be reasonable by federal courts in two cases within the last eight years, Mr. Wasilewski said, adding that Dr. MacAvoy's statement could have been rebutted when it was made—at the subcommittee's hearings on broadcasting earlier this month (BROADCASTING, Aug. 8)—if the subcommittee had thought to invite a broadcast lawyer to participate.

Common Cause chides regulators for their visitors

Lobby's survey claims disproportionate amount of time is given to those who are being regulated; group endorses legislation to correct 'lopsided input' at agencies

Federal regulatory commissioners see members of the industries they regulate 10 times as much as they do consumer representatives, according to a study released last week by Common Cause, the Washington-based citizen lobby.

The 10-to-1 figure is not statistically reliable—it is based on examination of the appointment calendars of 39 regulatory agency commissioners during 1976—but in Common Cause's opinion, it accurately reflects a condition of the regulators relying too much on the regulatees for information.

Two among the 39 commissioners examined are members of the FCC—Chairman Richard Wiley and James Quello. Their logs showed that, combined, they gave over 56% of their appointments to industry representatives, 10% to consumers. Taken separately, Mr. Wiley had 123 meetings (54%) with industry members, 26 (11%) with interest groups. Commissioner Quello had 61 meetings (60%) with industry representatives, eight (8%) with consumers.

Common Cause cautioned however, that the figures should not be used to single out individuals as being pro- or anti-consumer, because the data is based on incomplete and nonuniform appointment records. There is not standard procedure for logging appointments, or even any requirement that they be recorded, Common Cause said. Much of the information it collected had to be clarified and interpreted after discussions with the commissioners or their staffs.

The citizen group failed to obtain appointment logs from three other FCC commissioners. Former Commissioner Benjamin Hooks and Commissioner Robert E. Lee both said they do not keep logs. Abbott Washburn refused to make his public because it is incomplete, Common Cause reported. Commissioners Joseph Fogarty and Margita White were left out of the study because they each served less than five months of 1976.

Commissioner Quello in his comment said that proposal would not have the desired effect of restoring public confidence in government. It would have the

opposite effect, he said. For such a requirement, he added, implies that agency officials "must be watched very closely lest they give in to their baser instincts." Such scrutiny, he said, is usually reserved for those "least deserving of public trust."

Despite the qualifications, Commissioner Quello reacted sharply to the reference to him. In an insert he wrote into a speech he gave on Friday to the West Virginia Association of Broadcasters (see page 45), Commissioner Quello said that he and other commissioners maintain an "open door policy" and that, in any event, he rejects "the presumption that commissioners are unduly influenced by an appointment or meeting. The mere logging or reporting of a meeting doesn't reflect the debate, disagreements and rejections of proposals."

Furthermore, he said, "industry representatives are not all self-seeking ogres bent on undermining the public interest."

Chairman Wiley seemed less exercised. "I've always maintained an open door," he said. "I see anyone who wants to see me within the limits of available time. It's simply that more industry people [than nonindustry people] want to see me."

Common Cause noted protests from several regulatory commissioners—among them Paul Rand Dixon of the Federal Trade Commission—that few or no consumer groups ever contact them for appointments. Nevertheless, there is an "underrepresentation of consumer interests," the group said, "and the secrecy often surrounding contacts between regulatory officials and industry agents revealed here raise serious questions of agency bias toward industry viewpoints."

In compiling information from 11 regulatory agencies, it found that altogether 46% of appointments were with industry representatives, while only 4% were with representatives of public interest groups. About 44% of those commissioners who were willing to make their logs public recorded no contact at all with consumers.

The Common Cause findings echo sentiments expressed in two recent congressional reports: A report of the Senate Government Affairs Committee released three weeks ago (BROADCASTING, Aug. 15) concluded that "in agency after agency, participation by the regulated industry predominates—often overwhelmingly." And a study by the House Commerce Subcommittee on Oversight and Investigations, published last year, asserted that "the actions of regulatory agencies reflect more than anything else their primary attention to the special interests of regulated industry and lack of sufficient concern for underrepresented interests."

As did the Senate Committee, Common Cause endorsed two prominent pieces of legislation as partial cure for what it sees as "lopsided input" at agencies—the bill to create an Agency for Consumer Protection to represent consumer interests before other agencies, and the bill to authorize reimbursement of attorneys' fees for needy interest groups by agencies such as the

FCC. Common Cause has also proposed to the White House an executive order requiring top agency officials to keep uniform logs of all outside contacts.

CAB's Camu returns to government service as CRTC chairman

He succeeds Boyle Oct. 1; selection is in keeping with cabinet recommendation

Canadian Prime Minister Pierre Trudeau last week reached into the forefront of the private sector of broadcasting and appointed Canadian Association of Broadcasters President Pierre Camu as chairman of the Canadian Radio, Television and Telecommunications Commission. Dr. Camu is to assume office Oct. 1, replacing Harry Boyle, who resigns effective Sept. 16 to pursue a writing career.

For Dr. Camu, the appointment marks a return to government service. Though representing commercial broadcast interests for the past four years, he previously served as president of the St. Lawrence Seaway Authority and was administrator of the Canadian Marine Transportation Administration. Earlier, he worked with the Canadian Department of Mines and headed the research center of the faculty of commerce at Laval University in Quebec City. Dr. Camu has never had any broadcast ownership interests.

The appointment of Dr. Camu—who claims not to go to the CRTC with any “five-year plan”—was based upon the recommendation of the Canadian cabinet. His two predecessors at the CRTC also emerged from the media, but from the government-related side. Mr. Boyle formerly was with the Canadian Broadcasting Corp. The first CRTC chairman, Pierre Juneau, was recruited from Canada's National Film Board.

Backing for benchmark on minority interests

In comments filed at the FCC, broadcasters have generally supported the commission's proposal to set a 10% limit on minority stock crossownership in more stations than could be commonly owned under the FCC's multiple ownership rules.

The commission proposes to allow a party to own up to 10% in each of several stations that could not be commonly controlled under the multiple ownership rules if the person files a disclaimer that he is buying the stock for investment purposes only and will not try to exercise management control.

In its comments, the National Association of Broadcasters said “a fixed standard to govern permissible minority stock ownership” is needed and added that the 10% benchmark, “when coupled with the disclaimer filing requirement ... repre-

sents an acceptable degree of permissible minority crossownership. The objective of diversification will not, in our view, be compromised by the adoption of such a standard.” But, NAB added, if the commission decides to study a lower figure, five percent should be considered. (Institutional investors are already governed by a five percent level.)

NAB also urged the commission to include cable-broadcast crossownerships in the rule proposal, as did Rust Craft Broadcasting.

ABC felt that the level should be five percent, not 10. “In our view,” said ABC, “the five percent benchmark recently established for institutional investors is a realistic level of permissible broadcast ownership in the sense that it will have a beneficial impact upon the degree of investment in the broadcasting business.

It also saw no reason not to include cable-broadcast cross ownerships.

Metromedia supported ABC's comments and added the suggestion that before such a disclaimer could be withdrawn, the investor should be required to give the licensee and the FCC 30 days notice.

Passing marks for Carter in SAMS survey

Broadcasters responding say he's doing all right generally and on communications issues, though many feel it's too early to tell

The nation's broadcasters generally feel that President Carter has done a good job “over-all” in the six months he has been in office, and more think he has done a good job for the broadcasting industry “over-all” than think otherwise.

These are among the findings of a nationwide survey of the broadcasting industry by SAMS (Surveys and Market Studies), of Augusta, Ga. SAMS mailed out 500 questionnaires to broadcasters, advertising agencies, station reps, trade papers, the FCC, the National Association of Broadcasters, the Radio Advertising Bureau and suppliers. The return was 211, or 42%, most from broadcasters.

The final tally showed that 55.5% of those who responded feel that President Carter is doing a “good job over-all,” while 34.1% do not think he is doing a good job and 3.8% think he is doing a fair job. The remaining 6.6% are undecided.

The President does not fare well on a question regarding how he is doing in restructuring the federal bureaucracy. Of those who responded, 31.8% said he is doing a good job, but 61.1% said his performance in that regard is poor. Of the remainder, 2.8% said the President is doing a fair job and 4.3% were undecided.

As for whether the President has been good for broadcasting, 46% of the respondents said he has been good, while 34.6% said he has been “poor” for the industry and 2.4% said he has been fair. A large number of respondents—17%—were

undecided, a condition reflected in many of the comments of those who said six months is too short a time in which a President can be fairly judged.

As one television broadcaster in Daytona Beach, Fla., said, in response to the question: “He's not done anything yet that the industry can really relate to. So far no action. He gets a ‘good.’ After his appointments to the FCC the question will have more meaning.”

Media honesty, impact evaluated by teen-agers

Television may have a lower “honesty mark” than newspapers and radio, but when it comes to which medium does “the best job,” TV leads the pack by a wide margin. That's one conclusion to be taken from a survey of 200 teen-agers participating in a Junior Achievement communications workshop during the business education association's annual conference at Indiana University in Bloomington.

Asked “which medium is the most honest,” the teen-agers (mostly 15-to-18 year olds), lined up as follows: 43% for newspapers, 28% for radio and 24% for television. The remaining 5% had no answer. Sixty-eight percent, however, felt TV does the best job, as opposed to 21% picking newspapers and 11% choosing radio. The questionnaire did not provide enough data to determine why the Junior Achievers voted as they did.

Media Briefs

Lots of tips. National Association of Broadcasters has new publication, *Radio: Get the Message*, billed as “complete guide to understanding how radio works and how it can work for you.” Originally prepared for National School Boards Association, it was expanded by NAB Radio Information Office for use by any organization in its media planning. Sections include news, actualities, public service announcements, promotion, news conferences, news feeds and beeper reports, working with wire services, use of music and sound effects and production techniques. Free for NAB members, it is available to others for \$1 per copy.

Ahead of schedule. Broadcasters Promotion Association membership has passed 700 mark, association reported last week. Association added 104 members in past six months.

CCC: No lingering at the FCC exits

The Citizens Communications Center has petitioned the FCC to adopt policy and rules requiring commission employees to resign immediately after accepting

employment with a company or law firm having communications business with the commission. CCC said an employe who has accepted outside employment is serving two masters—the private firm and the public trust. It noted that the commission in the past had maintained a policy of requiring immediate resignation but that the policy has been allowed to “erode.” To argue that “personal integrity” will guard against abuse of the position is no answer, CCC said. “There is an apparent conflict of interest.”

CCC also said that although the commission could not “require” immediate resignation of commissioners who accept outside employment, adoption of the proposed policy would put “considerable pressure” on its members to comply that policy.

Changing Hands

Announced

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

■ Southern Broadcasting Co., Winston-Salem, N.C.: Group (one TV, five AM’s, seven FM’s) sold to Harte-Hanks Newspapers Inc. for \$57 million. Harte-Hanks will spin off WGHP-TV High Point, N.C., and KFWD(FM) Dallas to Gulf United Corp. for \$24 million to comply with

duopoly and crossownership rules. It will also acquire WLCY-AM-FM St. Petersburg, Fla., for \$6.5 million as result of merger of Gulf with Rahall Communications (BROADCASTING, Feb. 14) and will then spin off WLCY-FM to still unidentified buyer to comply with FCC rules (see “Top of the Week.”).

■ WJDY(AM) Salisbury, Md.: Sold by Norman M. Glenn to Connor Broadcasting Corp. for \$940,000. Mr. Glenn has no other broadcasting interests. Buyer is owned by J. Parker Connor (73%), Stephen A. Stone (11%) and four others with less than five percent each. Mr. Connor, partner in Washington law firm, also owns, with his wife, WWTR-FM Bethany Beach, Del. Mr. Stone is account executive-announcer at WWTR-FM. WJDY is 5 kw daytimer on 1470 khz.

■ KPJM(FM) Oxnard, Calif.: Sold by Paul R. Schneider (77.7%) and his five children to Channel Islands Broadcasting Corp. for \$380,000 plus accounts receivable, notes and assets amounting to approximately \$220,000. Sellers have no other broadcast interests. Buyer is wholly owned subsidiary of Children’s Television Workshop, nonprofit corporation based in New York which produces *Sesame Street* and other programing for public television. CTW also owns KACY(AM) Port Hueneme, Calif., and has interests in cable television franchises in Honolulu and Dayton, Ohio. Joan Ganz Cooney is president. KPJM

operates on 104.7 mhz with 2.85 kw and antenna 1,580 feet above average terrain.

■ WACE(AM) Chicopee, Mass.: Sold by Tele-Measurements Inc. to Carter Broadcasting Corp. for \$600,000. Seller is owned by Jack R. Poppele, long-time broadcaster and former head of Voice of America, who has no other broadcast interests. Buyer, principally owned by Kenneth R. Carberry, also owns WRYT(AM) Boston. WACE is 5 kw daytimer on 730 khz. Broker: Keith W. Horton Co.

■ WDMV(AM) Pocomoke City, Md.: Sold by Leisure Time Communications Inc. to Mesta Machine Co. for \$300,000 plus \$54,000 covenant not to compete. Seller, principally owned by Henry A. Berliner Jr. and Richard M. Messina, also owns WWFL(AM) Clermont, Fla. and WIVI-FM Christiansted, St. Croix, Virgin Islands, and is selling, subject to FCC approval, KGLR(FM) Reno (see below). Buyer is Pittsburgh-based publicly traded manufacturer of steel mill equipment and has no other broadcast interests. WDMV is 500 w daytimer on 540 khz. Broker: Blackburn & Co.

■ KGLR(FM) Reno: Sold by Leisure Time Communications Inc. to Lotus Radio Corp. for \$330,000. Leisure Time is also selling WDMV(AM) Pocomoke City, Md. (see above). Lotus, whose principal is Howard A. Kalmenson, also owns KRUX(AM) Glendale (Phoenix) and KTCT(AM) Tucson, both Arizona; KOXR(AM) Oxnard, KWKW(AM) Pasadena and KFSD-FM San Diego, all California; KENO(AM)-KQXB(FM) Las Vegas and KONE(AM) Reno. KGLR is on 105.7 mhz with 31 kw and antenna 390 feet below average terrain.

■ WPER(FM) Terre Haute, Ind.: Sold by Ford FM Inc. to Great Country Communications for \$250,000. Seller is owned by Paul D. and Eleanor J. Ford who also own WKZI(AM) Casey, Ill. Buyer is owned by Bayard H. Walters (80%) and Melvin L. Browning (20%). Mr. Walters also owns WKCM(AM) Hawesville, Ky. Mr. Browning is WKCM station manager. WPER is on 102.7 mhz with 14 kw with antenna 500 feet above average terrain. Broker: Blackburn & Co.

■ WJOR(AM) South Haven, Mich.: Sold by Van Buren County Broadcasting Co. to Walter Isbert for \$200,000. Seller is owned by Dee, Jeane and J.M. Coe. J. M. and Jeane Coe are husband and wife and Dee and J.M. Coe are brothers. Dee Coe is also principal of wwca(AM) Gary and WLOI(AM)-WCOE(FM) La Porte, both Indiana. Mr. Isbert, former ABC and NBC engineer, lives in Caldwell, N.J., and has no other broadcast interests. WJOR is 1 kw daytimer on 940 khz. Broker: Hayslett/Magruder Associates.

Approved

■ Station sales approved last week by the FCC include: WTBI(AM) McComb, Miss.; WWMO(FM) Reidsville, N.C.; KKUL(FM) Tulsa, Okla.; WLLL(AM)-WGOL(FM) Lynchburg, Va. (see page 59).

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8/29

Fight expected over AT&T's proposals for part-time users

Tariff increases will fall mostly on independent outlets and occasional networks; three majors may go along quietly

Independent television stations and companies that serve them on an occasional network basis may be gearing up for another rate battle with AT&T. Some network affiliates are finding a proposed tariff filed with the FCC on Aug. 1 not to their liking either. But the major networks, treated more kindly in the filing than in some previous ones, have not yet indicated whether they will oppose the proposed tariff.

The AT&T filing, another in a series of amendments to the private-line tariff resulting from a commission order to AT&T to restructure rates in a manner to make them more nearly reflective of costs, generally reduces full-time charges—those applicable to the major networks—and increases those for part-time service.

For instance, the monthly rates for full-time interexchange service would be dropped from \$55 to \$52 per mile, and for full-time station connections from \$1,500 to \$1,100 per connection. Part-time charges, on the other hand, would increase—from 75 cents to \$1 per mile, per hour for interexchange channel service and from \$80 to \$100 per hour, per connection for station connection service.

Of particular concern to occasional-use customers is the proposed change in local loop charges—those incurred in transmitting live coverage of news or sports events. The service now costs \$500 per channel per day, with a \$1,000 maximum for any 30-day period. Under the proposal, the daily rate would be \$1,000, and the so-called "topping" provision would be eliminated.

Network affiliates would be affected by a proposal to change the full-time local channel charges. The cost now is \$1,000, regardless of the distance involved. But the proposed tariff would put that charge on a mileage basis, with costs ranging from \$800 per month for one mile to \$2,270 per month for 25 miles. And AT&T estimates that 65% of full-time customers of the service would experience rate increases.

The proposed rate changes are scheduled to become effective Nov. 1. But a number of petitions to suspend them are expected to be filed with the commission by the Sept. 9 deadline.

Last week, a sample of the kind of opposition likely to be expressed was contained in a news release issued by the Robert Wold Co., which produces and delivers programs for occasional television networks and individual stations. Mr.

Wold, president of the company, said in the release that the proposal discriminates against both television stations—particularly independents—and program packagers that produce syndicated material for "real time" distribution to stations.

"Part-time users such as our clients provide nearly 30% of AT&T's television revenues," Mr. Wold said, "and yet these users are being asked to pay an over-all cost increase of 40%-50% in contrast to AT&T's proposal to give simultaneously its full-time users a reduction of 45%."

The major networks would not agree their costs are being reduced. Their representatives point out that, because of the increases in part-time local channel costs, their over-all charges will increase. One example cited was a four-day golf tournament. Where it would now cost no more than \$1,000 per channel (because of the \$1,000 per month maximum) it would, under the tariff, cost \$4,000 per channel.

Network representatives say the networks will contribute to the \$3 million to \$4 million increase in revenues AT&T expects to realize as a result of the proposed tariff. But one spokesman conceded that the filing is "not as burdensome" on the networks as some earlier ones.

The networks' position has not yet been established; one source said that will not be done until network experts complete the task of reviewing the supporting data AT&T submitted in 13 volumes.

The networks, however, would be ex-

pected to support AT&T's request for a temporary waiver of the FCC requirement that AT&T services realize a 9.5% return. AT&T said its proposed tariff would not produce that amount of return for several years. Some sources point out that if the waiver is denied, AT&T would have to file for higher tariffs.

Some extras offered satellite customers

RCA Americom to put new schedule in effect Nov. 10 with added inducements for off-peak users, wider range of services

RCA American Communications, RCA's communications satellite subsidiary, has filed tariff revisions with the FCC that establish a new rate structure, broaden the satellite services offered, and, for the first time, encourage the use of the satellite in off-peak hours through lower rates. The tariff becomes effective Nov. 10.

Under both fixed-term and occasional-use services, rates would be higher during peak time—5 p.m. to 1:59 a.m., Monday through Friday, and noon to 2:59 a.m. on Saturday and Sunday (based on New York time)—than during nonpeak hours.

For instance, under a fixed-term contract committing a customer to five hours of service daily, the rate would be \$329 for

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each of the first five hours during peak time (and \$316 for each additional hour) and \$175 for each off-peak hour. For those customers committed to the purchase of 1,000 hours of service, the cost would be \$570 per hour during peak hours and \$350 per hour during off-peak hours. For those committed to 2,000 hours, the cost would be \$470 in peak time and \$300 in off-peak time.

Andrew F. Inglis, president of RCA Americom, said the tariff was filed in response to the fact that the "growing diversity in the television market demands increased flexibility on the part of the common carrier. We want to give program distributors and other customers a wide range of options so they can select a reliable economical transmission service that meets their requirements."

RCA Americom, in a letter transmitting the tariff to the FCC, said the result of the changes will be to increase the company's revenues and rate of return for the services involved. The current rate is \$273 for each of the first five hours of fixed-term use; \$265 for each additional hour.

Fixed-term service is available for up to 24 hours a day, with rate differential plateaus at five-10- and 24-hour levels.

The tariff also affords customers the choice of protected, unprotected and pre-emptible service. Unprotected service is that which is not guaranteed through back-up facilities and is 20% less than protected service.

The pre-emptible television rates are designed to attract users who do not require live or real time transmission, or whose programming can be moved to a later period in the event of pre-emption. It is a cut-rate service, for instance, costing 50% of the \$800 per hour occasional service costs users in peak time.

The new tariff also substitutes a fixed-term occasional hour channel service for the existing fixed-term partial hour service. It provides for annual commitments of 1,000 and 2,000 hours instead of the present 1,800 hours.

Optimistic RCA unveils its VTR for the home

SelectaVision goes on market Oct. 1, backed by \$4 million in promotion; company predicts 50% penetration in 10 years; tapes run as long as four hours

RCA announced its entry into the home video-recording market last week, and company executives said they expect the new technology's popularity to grow more rapidly than did color television's.

The company's SelectaVision has a \$1,000 retail price tag and a four-hour recording capacity—\$300 cheaper and two hours longer than competing models now available from Sony and others (although



RCA's SelectaVision VTR and gear

RCA said the quality of picture reproduction in the four-hour speed is slightly less than in the machine's two-hour speed). The unit is to be on the market by Oct. 1 and will be launched with what RCA calls "the most ambitious and comprehensive marketing effort that has been seen in this industry."

RCA executives said they intend to corner 25% of a U.S. market that they estimate will achieve 250,000 units by the end of 1977, 750,000 units by 1978 and more than a million units by 1979. Color television receivers, by comparison, took 10 years to sell a million units, according to RCA, because color programming had to develop with it. One RCA executive projected that 50% of the American homes with color-TV sets would have video recorders within 10 years.

SelectaVision is manufactured by the Matsushita Electrical Industrial Co. in Japan, using Matsushita's technology and RCA's design. Matsushita is planning to introduce its own home recorder later this year, and has licensed several other companies to use its format. None of the Matsushita-related recorders will be compatible with those of Sony or its licensees.

RCA will sell SelectaVision through its distribution network of 5,000 dealers and will introduce it with a \$4-million advertising and merchandising campaign this fall. The campaign is to include network commercial spots and "saturation" print placements in 112 markets.

Included in the RCA home recorder line will be two black-and-white cameras (the cost of a color camera would be prohibitive at this point, RCA said) for \$300 and \$400 and a microphone for \$11. Cassettes will sell for \$18 for two hours and \$25 for four hours. Special features include a remote-control pause button—"in case you want

to record just commercials"—and a built-in digital timer for away-from-the set recording.

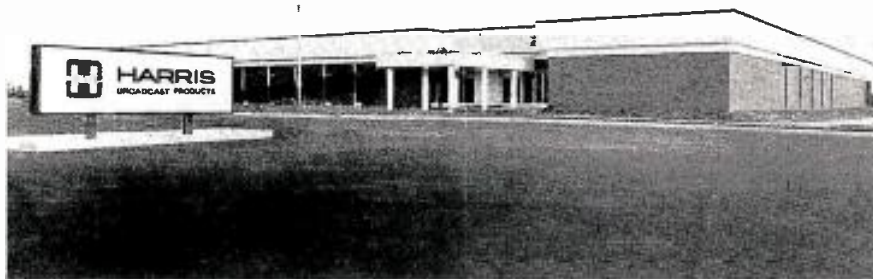
Technical Briefs

Million-dollar order. RCA Broadcast Systems, Camden, N.J., reports Warner Cable Corp., New York, has ordered equipment valued at about \$1 million for latter's two-way communications service studios in Columbus, Ohio, where Warner will offer new cable service later this year (BROADCASTING, Feb. 14). Equipment includes nine RCA color TV broadcast cameras and audio and video switching, as well as monitoring and control equipment.

New tape. Fuji Photo Film U.S.A. has introduced new three-quarter-inch U-Matic video cassette, called Beridox, for ENG, industrial and educational applications. Ten and 20-minute cassettes are available on limited basis now, with full deliveries expected soon.

Game exemptions. FCC has eased its policy barring attachments to type-approved equipment by exempting games that use TV screen. TV games themselves require type approval. Many include as accessory external power supply unit—transformer or transformer-rectifier unit—for use as alternative power supply in place of batteries, and those units are tested along with game. Type approval permits operation of TV game with accompanying accessory. After testing number of such units, commission has decided to permit their use with any type-approved game if they meet two conditions. One is that external power supply unit is rated to have same terminal voltage and at least as much load capability as unit provided by manufacturer of game. Other is that no changes to game are required to connect external power supply unit.

New logger. Magnasync/Moviola Corp., North Hollywood, Calif., announced new four channel logging recorder-reproducer. TR-2004 is high-speed, auto search logger featuring "simul-scan" fail-safe system, square-wave bias technique, in-line vertical tape path and LED audio channel monitoring. Unit cost \$4,795 for dual deck, \$2,995 for single deck.



Brand new. Harris Corp.'s broadcast products division moved to a new facility on the company's campus in Quincy, Ill. The new 65,000 square foot building houses the division's management, marketing, finance, computer, engineering, drafting and test facilities and is part of Harris's \$3-million expansion project.

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*1976 Lowengard & Brotherhood Survey of Advertising Managers' Attitudes Toward Media and Their Sales Representatives; 1976 Thachery, Furnell & Stout Advertiser/Agency Survey for Ames Publishing Company; 1975 & 1976 Harvey Research Profile of Buyers of Magazine Advertising for TGI; 1976 Computerworld Study of Media Buying Influences for Their Use of Various Sources in Making Media Plans; 1977 Harvey Research Study of Newspaper and Market Selection Practices of Major Advertisers and Agencies; 1976 SRDS Radio Buying Activity Survey — copies on request.

Study cites value of comparative ads but warns effect hinges on honesty

NARB report also traces steady increase in such practices since 1972

Whether to name competitors in advertising is a question each advertiser must decide for itself. But if it does name names, it must be honest about it: The comparisons should be of significant difference and be truthfully stated.

That is the conclusion reached in a report prepared by a consultative panel of the National Advertising Review Board, advertising's self-regulatory arm, and released by the board last week.

"The panel believes that when comparative advertising is used honestly and accurately it can be a benefit to consumers," the report said. "Conversely, if these general criteria are not met, comparative advertising can represent an unusual threat to the maintenance of high standards, can increase the amount of misleading advertising, can create confusion and can thereby represent a disservice to the consumer and the advertising industry."

The report noted that a number of organizations and media have developed codes or guidelines dealing with comparative advertising, among them the American Association of Advertising Agencies, the National Association of Broadcasters, ABC and NBC. These "represent a common-sense approach toward the maintenance of high standards in advertising," the report said.

"Advertisers must not be inhibited," it continued, "by codes or otherwise, from competing in any legitimate and honest way. Truthful and significant differences in competitive products should be made known to the public and comparative advertising is a proper technique to accomplish this purpose. However, improper

comparative advertising, which misleads or deceives, is not acceptable even though offered under the umbrella of 'free competition.'"

Kenneth A. Cox, NARB chairman and a former FCC commissioner, said in releasing the report that "it leaves the practice, in the final analysis, to the individual advertiser and his agency, which is where the right to employ this technique, and the responsibility for its proper use, should lie."

NARB initiated the study in 1975, but the terms of most of the panel members expired before they reached a final report, and replacements were appointed. Max Ways, a retired member of the board of editors of *Fortune* magazine, headed the new panel, whose other members were Victor G. Bloede, chairman of Benton & Bowles; R. Ross Garrett of 3M Co., Spencer Boise of Mattel Inc., and Robert E. McGhee of Lever Brothers.

The report, "Identifying Competitors in Advertising," noted that comparative advertising "did not become an important factor until the early 1970's," when the Federal Trade Commission persuaded ABC and CBS in 1972 to discontinue their blanket bans against comparative advertising (NBC did not have a ban).

Since then, the use of comparative advertising has risen steadily. In 1976 it was used in 25% of the broadcast and print ads reviewed by the National Advertising Division of the Council of Better Business Bureaus, a part of the self-regulatory mechanism, as compared with 11% four years ago.

Professional ads: new radio market?

RAB's David says medium uniquely suited to purpose

Now that the Supreme Court and the American Bar Association have opened the door for lawyer advertising on radio (BROADCASTING, Aug. 15), station sales people should start cultivating that and other professional markets.

That suggestion came last week from Miles David, president of the Radio Advertising Bureau. "Now that more profes-

sionals can advertise, we believe they can advertise most effectively on radio. At the same time, this new advertising category offers radio an opportunity to develop a number of new, relatively small but prestigious accounts," he said. Mr. David encouraged stations to offer their services as "consultants" to the prospective clients "in all phases of their radio advertising—creative and scheduling."

The advantages that radio can offer professionals, Mr. David said, are "target marketing," "advertising economy" and "confidence building."

Mr. David said RAB will be preparing sales presentations to help its members to target on professionals. Aside from attorneys, the professionals that Mr. David mentioned included doctors, dentists, accountants, nurses and veterinarians.

TVB sees benefit in FTC challenge

Association's Rice says ban on volume discounts would free print dollars for broadcast

Broadcasters stand to gain "appreciably" in revenues if the Federal Trade Commission succeeds in forcing newspapers to eliminate volume discounts, Roger D. Rice, president of the Television Bureau of Advertising, said last week.

The FTC made its attack on the volume discount in a complaint filed 10 days ago against the *Los Angeles Times* (BROADCASTING, Aug. 22). If successful in that case, the FTC presumably will attack volume discounts on a wider scale.

"Television abandoned the volume discount in 1967 and since then has grown in revenue based upon advertiser results," Mr. Rice said. But as a result of volume discounts offered by many newspapers, he said, advertisers often spend more in newspapers than they want to, in order to reach the discount levels.

"To be forced to spend more in a medium than that medium is worth is the greatest expense of all," Mr. Rice continued.

"The volume discount is known to discriminate against the smaller advertiser but it is also harmful to the larger advertiser who must overspend to meet the discount requirements.

"If these large-volume users are unshackled from their one-million-plus agate-line contracts, they will have freedom of choice to use the best advertising media to fulfill each of their marketing objectives.

"In that kind of comparison, television will benefit appreciably—especially from department and discount stores which, in the past five years, have been one of local television's fastest-growing areas for new business."

TVB said it queried a number of its station-rep members and was told in each case that none of the represented stations had rate policies discriminating against small advertisers.

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ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

David Horowitz: taking the curse off consumer reporting

Host/reporter for KNBC prime-access series, 'Consumer Buyline,' gets good ratings, may go national in syndication

David Horowitz calls it "a consumer game show" and it's racking up consistent 14 ratings and 21 shares in its weekly prime-access time slot on KNBC(TV) Los Angeles.

The series, called *Consumer Buyline* (Monday, 7:30-8 p.m.), is thus fully competitive with nationally distributed mass-audience access game shows like *Hollywood Squares* and *Match Game PM* and makes Mr. Horowitz, its host, the most popular of the new breed of consumer-affairs reporters (or, as he calls himself, a "consumer ombudsman").

NBC is planning to give the series a tryout on some of its other owned stations, and Mr. Horowitz's agent, Alan Bernard, and the producer, Henry Jaffe (*The Dinah Shore Show*), are working on plans to syndicate the show nationally, probably on a barter basis.

"Our ratings show that the series has taken the curse off consumer reporting on television, which is usually perceived as being dull and obscure, with people tuning out because they don't understand what you're talking about," Mr. Horowitz said the other day in New York. He's a personable, articulate 40-year-old who's dead serious about "giving people the information and awareness they need to avoid getting ripped off when they go shopping."

Mr. Horowitz's background includes stints as a newspaper reporter, an NBC news correspondent in the Far East and as the education editor/reporter for KNBC Los Angeles.

He began going after consumer stories for KNBC in the late sixties and early seventies and got his first bit of national recognition on the old *Dinah Shore* morning show on the NBC network before it was canceled in 1974. In addition to the

Consumer Buyline access show, he does 10 preps a week on KNBC's 5 p.m. local news program. He's particularly boastful about the fact that Johnny Carson has invited him onto the *Tonight* show 17 times, making him practically a semiregular on the program.

Employing a staff of eight people at KNBC, Mr. Horowitz's office goes over whatever appears in print that's related in any way to consumerism, from news stories in the *Los Angeles Times* to the pieces in publications like *Changing Times* (which Mr. Horowitz thinks is the best and most clearly written of the magazines in its field) and *Consumer Reports*. "So many 'consumer reporters' end up doing nothing more than regurgitating press releases from the Federal Trade Commission and the Food and Drug Administration," Mr. Horowitz said. "I not only read everything but I have a network of sources at every level of government, from federal agencies to the offices of local city council-



Horowitz

men. And I make it a point to shop in five different supermarkets in different areas of the city each week."

Mr. Horowitz said with a smile that NBC has effectively insulated him from being tempted by bribes from the companies he reports on because it's paying him \$250,000 a year on a three-year contract that took effect last April.

That kind of financial support makes him quite conscientious about his responsibilities, to the point where, he says, he

almost never stops working. Added on to all his television commitments, Mr. Horowitz is putting together a five-minute series of consumer tips for radio syndication and a three-times-a-week syndicated newspaper column.

"My wife thinks I'm crazy," he concluded, with a sigh.

Arledge bolsters his troops at ABC

Gralnick gets new responsibilities; CBS's Sylvia Chase joins network

Roone Arledge's team at ABC News continued to grow last week, with the appointment of a new senior producer of weekend news programming, a New York-based correspondent and anchor and two assistants to Mr. Arledge as president of ABC News and Sports.

Named to the weekend news producing slot was Jeff Gralnick, who will be responsible for the *ABC Saturday News* and the Saturday and Sunday *ABC Weekend News* late-night editions. With the announcement of Mr. Gralnick's appointment, Mr. Arledge said ABC intends not only to use weekend news programs as an "extension of our evening news service, but also as an area of innovation and development techniques and personnel." Mr. Gralnick has been senior producer for the *ABC Evening News with Harry Reasoner and Barbara Walters* since March.

Drawn into the ABC fold from CBS is Sylvia Chase who will report from New York as well as anchor the *ABC Saturday News* and appear on daily *Newsbriefs*. Ms. Chase had anchored CBS *Newsbreak* and in addition to her regular reporting responsibilities had been host of the CBS program *Magazine* and documentaries.

Jeff Ruhe, who has been Mr. Arledge's assistant since last November retains that position but, in keeping with Mr. Arledge's growing responsibilities (BROADCASTING, Aug. 15), becomes assistant to the president, ABC News as well as Sports.

Journalism Briefs

Terrorist talk. Radio Television News Directors Association convention in San Francisco Sept. 15-17 will have workshop on broadcast coverage of terrorist-hostage situations, and RTNDA announced last week that among panel members for session will be CBS President Richard Salant and Dr. David Hubbard of the Aberrant Behavior Center, Dallas. Also, Bill Monroe, moderator-executive producer of NBC's *Meet the Press*, has joined panel on broadcast journalism and First Amendment.

Man and machine. All-news KCBS(AM) San Francisco has installed computer system in which all stories will be written and edited via computer terminals. System will also permit hook-up to UPI computers.

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WJFM

GRAND RAPIDS AND WESTERN MICHIGAN

Avery-Knodel, Inc., National Representatives

The Broadcasting Playlist Aug 29

Contemporary


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

Playback

Shockwaves. Elvis Presley's death on Aug. 16 immediately prompted radio stations to play collections of his records and to air special reports on his life and contribution to popular music. Since then, several singles from Elvis's latest album, *Moody Blue* (RCA), are beginning to build up airplay. *Way Down* and *Pledging My Love* bolt on the country "Playlist" at 16 and 17 respectively, while *Way Down* appears to be the prime mover at contemporary stations. The latter is number one at WLAC(AM) Nashville (up from 26 the previous week), number 10 at WOWO(AM) Fort Wayne, Ind. (up from 25) and was added at WHBQ(AM) Memphis, Elvis's hometown. **Back at work.** Eric Carmen returns after a year's silence. Bolting on to "Playlist" at 43 is *She Did It* (Arista), from his latest album *Boats Against the Current*. This up-tempo tune includes the Beach Boys, who provide backing vocals. Says Rick Avena of KDZA(AM) Pueblo, Colo.: "It has a good summer sound. The Beach Boys harmony is good, plus it's a good record. That combination made us add it." It's also been added at KDON(AM) Salinas, Calif., where A.J. Roberts calls it "a typical Eric Carmen record. It's right for our station—a good record for wrapping up the summer." **In the footsteps.** Debby Boone, daughter of Pat Boone, is out with *You Light Up My Life* (Warner Bros.). It's the soundtrack from the movie of the same name that just opened in Seattle and Houston, where the record is on at KJR(AM) and KILT(AM), respectively. Ads for the movie are on at KGW(AM) Portland and music director Terry Danner reports the record as most requested, on the strength of the ad alone. Ms. Danner promised that station will soon be adding *You Light Up My Life*: "The record could stand on its own—it's a lovely, slow ballad, but with the movie, it'll be a stone smash."

Country

Last This week	This week	Title □ Artist	Label
6	1	<i>Ramblin' Fever</i> □ Merle Haggard	MCA
3	2	<i>Don't Make My Brown Eyes Blue</i> □ C. Gayle	United Artists
2	3	<i>Sunflower</i> □ Glen Campbell	Capitol
1	4	<i>Rollin' with the Flow</i> □ Charlie Rich	Epic
18	5	<i>I've Already Loved You in My Mind</i> □ Conway Twitty	MCA
13	6	<i>Play Born to Lose Again</i> □ Dottie	RCA
7	7	<i>That's the Way Love Should Be</i> □ Dave & Sugar	RCA
8	8	<i>Till the End</i> □ Vern Gosdin	Elektra
-	9	<i>If You Ever Get to Houston</i> □ Don Gibson	ABC
5	10	<i>Southern California</i> □ Jones & Wynette	Epic
4	11	<i>It Was Almost Like a Song</i> □ Ronnie Milsap	RCA
9	12	<i>I'm the Only Hell</i> □ Johnny Paycheck	Epic
17	13	<i>A Song in the Night</i> □ Johnny Duncan	Columbia
12	14	<i>I Don't Want to Cry</i> □ Larry Gatlin	Monument
10	15	<i>Baby, I Love You So</i> □ Joe Stampley	Epic
23	16	<i>Way Down</i> □ Elvis Presley	RCA
22	17	<i>Pledging My Love</i> □ Elvis Presley	RCA
19	18	<i>A Tear Fell</i> □ Billy "Crash" Craddock	ABC/Dot
14	19	<i>Honky Tonk Memories</i> □ Mickey Gilley	Playboy
-	20	<i>Barbara, Don't Let Me Be the Last</i> □ Mel Street	Polydor
11	21	<i>I Can't Love You Enough</i> □ Twitty and Lynn	MCA
24	22	<i>Cowboys Ain't Supposed to Cry</i> □ Moe Bandy	Columbia
-	23	<i>Daytime Friends</i> □ Kenny Rogers	United Artists
20	24	<i>The Pleasure's Been All Mine</i> □ Freddie Hart	Capitol
-	25	<i>If You Don't Love Me</i> □ Freddy Fender	ABC/Dot

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

Bruce Fleming, general manager, WEYI-TV Saginaw, Mich., named VP-general manager.

Gene Dickerson, general manager, KTRM(AM)-KIEL(FM) Beaumont, Tex., named to same post, KWKH(AM)-KROK(FM) Shreveport, La., replacing **Chuck Fellers**, who is retiring but continuing as consultant.

Jerry Hellard, supervisor, special projects, ABC Inc., Los Angeles, promoted to manager, special projects, ABC, West Coast. Mr. Hellard replaces **Laurence Frank**, who resigned.

Jerry A. McElroy, sales manager, WLVA(AM) Lynchburg, Va., named general manager, WOMI(AM)-WBKR(FM) Owensboro, Ky.

Gerald J. Fischer, business manager, WTVW(TV) Evansville, Ind., named VP-controller.

George Jenne, general sales manager, WIOD(AM) Miami, named station manager, WJBO(AM)-WFMP(FM) Baton Rouge.

Brian Robinette, supervisor, NBC guest relations department, named publicist, NBC press and publicity department, West Coast. **Paul Bailey**, NBC press portrait photographer, West

Coast, appointed photo editor, press and publicity there.

Phil Sheridan, operator of his own advertising-promotion agency, named operations manager, WMNI-AM-FM Columbus, Ohio.

Lawrence A. (Rick) Ricardo, VP-station manager, WVWI(AM) Charlotte Amalie, V.I., named director of licensee, Thousand Islands Corp.

Betty Hudson, promotion director, WAVE-TV Louisville, Ky., joins WSB-TV Atlanta in same post.

Sandra Silla, on-air promotion assistant, WMAQ-TV Chicago; named promotion coordinator, WFLD-TV there.

Anne Speakman, assistant director of public relations, WCVB-TV Boston, promoted to manager of press relations.

Rita Pernaselli, staff artist, WHEC-TV Rochester, N.Y., appointed promotion coordinator.

Peter M. Fannon, budget examiner, U.S. Office of Management and Budget, Washington, appointed director of planning, Public Broadcasting Service there. **Clynn M. Moser**, assistant to director of development at Wolf Trap Foundation there, joins PBS as develop-

ment coordinator.

Fritz Jellinghaus, associate director of public information, noncommercial WHYI-TV Wilmington, Del., appointed special assistant to president, Jim Karayn.

Newly elected officers, Public Broadcasters Organization of Michigan: **Richard Estell**, WKAR-AM-FM Lansing, president; **William Ballard**, WUCM-TV University Center, first VP; **William Grigallunas**, WCMU-TV Mount Pleasant, second VP; **John Buckstaff**, WDEF-FM Detroit, secretary, and **George Lott**, WNMU-TV Marquette, treasurer.

Newly elected officers, Missouri Public Radio Association: **W. Theodore Eldridge**, KBIA(FM) Columbia, president; **Dean Boal**, KWMU(FM) St. Louis, VP, and **Tim Jones**, KUMR(FM) Rolla, secretary-treasurer.

Broadcast Advertising

Rose-Lee Reinhard, VP-account director, Needham, Harper & Steers, Chicago, promoted to senior VP-management representative. **Bob Mohusky**, media supervisor at William Esty, New York, joins NH&S there as associate media director.

Books

Script Continuity and the Production Secretary in Film and TV, by **Avril Joyce Rowlands**. Hastings House Publishers, New York. 160 pp., \$6.95.

This book covers two essential jobs in film and television production—maintaining continuity of presentation during filming or recording and coordinating materials and manpower in setting up and production. Job responsibilities for both positions are detailed in a step-by-step style. Also included are a glossary and a chart of film running times.

Filming for Television, by **A. Arthur Englander and Paul Petzold**. Hastings House Publishers, New York. 266 pp., \$19.50.

Just about every aspect of shooting film is covered in this book. Mr. Englander is senior film cameraman for the BBC and has been making films since 1952, including the *Civilisation* and *The Pallisers* series. The book starts with the organization of a film department and continues with chapters discussing television film studios, location shooting, equipment and color effects, shot planning, camera movement, composition, lighting, composite photography, interviews and even car and chase scenes.

Practice FCC-Type Exams for Radiotelephone Operator's License, First Class, by

Richard J. Smith and Victor F.C. Veley. Hayden Book Co., Rochelle Park, N.J. 82 pp., \$4.95.

This workbook contains 500 multiple choice questions similar to those on the FCC's first class exam (element four).

Media Casebook, edited by **Peter M. Sandman, David M. Rubin and David B. Sachman**. Prentice-Hall Inc., Englewood Cliffs, N.J. 277 pp.

An introductory reader in mass communications, this book is divided into four main sections. The first covers a brief development of political reporting; the second talks of responsibility (both internal and external); the third offers a collection on the media (newspapers, broadcasting, magazines, wire services, film and advertising and public relations), and the fourth on how the media cover government, crime, war, minorities and specialized news.

Television Video Transmission Measurements, by **L.E. Weaver**. Marconi Instruments Ltd., Herts, England 113 pp.

Engineers will especially be interested in this volume which lists many techniques for measuring various types of video signal distortions, with special emphasis on color signals. Among topics covered are picture quality, level, linear waveform distortion, nonlinearity distortion, noise, return loss, insertion signals and appendices on estimated performance of PAL system, equalization, visual assessment of

picture quality, reference list of picture impairments and color bar signals.

Freedom Dream, by **Cal Thomas**. Word Books, Waco, Tex. 144 pp. \$5.95.

This is the true story of a KPRC-TV Houston newsmen, Cal Thomas, who became personally involved in the plight of Raymond Hayes, an inmate at the Huntsville, Tex., state prison: Mr. Thomas writes that God moved him to help the convict, whom he met while doing a documentary on the penal code. The narration stresses the frustrations and inequities in the prison system, but in the end Mr. Thomas helps to win a parole for Mr. Hayes and impart a deeper appreciation of religion in the former convict.

Mr. Thomas left KPRC-TV earlier this year to establish International Media Service in his native Washington.

Mass Media Policies in Changing Cultures, edited by **George Gerbner**. John Wiley & Sons, New York. 291 pp., \$17.95.

Communications systems in different countries are examined in reports edited by Dr. Gerbner, known for his annual study on television violence. The book is divided into two sections: international trends (with discussions of international television, film, satellites and trends in the Middle East and Africa); new directions (including examinations of Sweden, Cuba, Peru, India, Malaysia, Thailand, Nigeria and South Africa), and developments in theory and research.



Robinson

L. Donald Robinson, VP and general manager of Kaiser Broadcasting Spot Sales, New York, named president of Field Spot Sales, New York, successor to Kaiser as result of Field Communication Corp.'s acquisition of Kaiser Broadcasting Corp. (BROADCASTING, Aug. 8).

Herb Fisher, vice chairman, Campbell-Ewald International, London, relocates to New York office of parent, Campbell-Ewald Worldwide, with same responsibilities. **Lester A. Delano**, chairman, Tinker Campbell-Ewald, moves to London as president of international operation. **Harry Thompson**, president, Tinker Campbell-Ewald, continues as chief operating officer of that agency and will be elected to board of C-E Worldwide.

Larry Jennings, VP-general manager, McDonald & Little, Houston, assigned to Atlanta office as senior VP-management supervisor. **Ray Gillette**, account executive, Tampa, Fla., office appointed account supervisor-general manager, Orlando, Fla., office.

Staff changes, J. Walter Thompson: New York—**Richard H. Depew** and **Sanders Maxwell**, management supervisors, and **Frank A. Mainero**, public affairs director, named VP's. Chicago—**Dean W. Proctor Jr.**, account supervisor, and **Derek Norman**, associate creative director, named VP's; **Byron Schlesinger**, VP-consumer group supervisor, Bozell & Jacobs, joins JWT as account supervisor; **Dianne Brannon**, from Tracy-Locke, Dallas, joins as media supervisor; **Jay Talman**, assistant media supervisor, Needham, Harper & Steers, and **Bobbi Gordon**, media planner-buyer at Leo Burnett, join JWT as media planners. San Francisco—**Jeff Manning**, from McCann-Erickson, joins JWT as account representative; **Ann Crutchley** promoted to associate media director; **Dennis McVey**, art director, WNI/VISA Communications, and **Celia Johnson**, art director, Dancer-Fitzgerald-Sample, join as art directors; **Judi Klosek**, director of public relations, Jamian Advertising, New York, joins JWT public relations department as account representative.

Anne E. Ranta, business manager, broadcast department, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named VP. **Charles E. Claggett Jr.**, senior writer-producer, and **Stanley M. Moon**, senior writer-creative supervisor, promoted to associate creative directors. **Cynthia A. Chambers** and **Kathy Jo Thelton**, on General Motors Parts Division account promoted to account coordinator-advertising and account coordinator-sales promotion, respectively, on same account.

Ruth Fennesy, creative group head, and **Robert Schenkel**, art director-producer, Dancer-Fitzgerald-Sample, New York, promoted to VP's.

John R. Pelkan, management supervisor, and **Sam C. Sebree**, account supervisor, Hoefer, Dieterich & Brown advertising, San Francisco, named VP's.

Peter L. Lohmeier and **Douglas J. Mull**, art directors, Leo Burnett, Chicago, join Tatham-

Laird & Kudner there in same posts. **Richard H. Abels**, account executive, Albert J. Rosenthal & Co. there, joins TLK in same capacity.

Gerald Baumann, VP-personnel manager, Benton & Bowles, New York, joins Kenyon & Eckhardt there in same capacity.

George D. Mahrlig, associate media director, Ketchum, MacLeod & Grove, Pittsburgh, named VP-associate media director.

Arthur Black, senior VP-associate creative director, March Advertising, New York, joins Wunderman, Ricotta & Kline, there as VP-creative supervisor.

Lew Birchfield, advertising director, *The Denver Magazine*, named account supervisor, International Marketing Communications advertising, Denver.

Terry Chabrowe, VP-director of administrative services, and **Steve Rivkin**, VP-director of account services, Ries Capiello Colwell advertising, New York, elected to board of directors.

Candace Berthrong, traffic coordinator and assistant to director of production, J. Walter Thompson, San Francisco, joins Ted Thompson & Partners there as production director.

Dale W. Davidson, advertising director of Ohio Edison Co., Akron, joins Kinsey, Furnas & French advertising, Cleveland, as VP-account manager.

Nick Barnett, VP-management supervisor, Ogilvy & Mather, Los Angeles, joins Stern Walters/Earle Ludgin advertising there as VP-general manager.

Duke Miller, general manager of Orlando, Fla., office of McDonald & Little advertising, joins Louis Benito Advertising, Tampa, Fla., as account supervisor.

John J. Kelly, account executive, WOR-TV New York, joins Blair Television there as account executive on NBC blue sales team. **Timothy M. McAulliff**, account executive on Blair's NBC sales team in Chicago, and **Ellen M. Hopkins**, account executive, KXAS-TV Fort Worth, named to Blair's NBC red sales team, New York, in same capacities.

Scott Bergren, assistant marketing manager, Shasta Beverages, Hayward, Calif., named advertising manager.

Dan Fox, director of program merchandising, NBC, establishes Daniel Fox & Associates, specializing in promotional advertising and television show tie-ins. 4221 Riverside Drive, Burbank, Calif.

Mann Reed, regional sales manager, WTEV(TV) New Bedford, Mass., named general sales manager.

Tom C. Honer, local-regional sales manager, KETV(TV) Omaha, named general sales manager, WSL-TV Roanoke, Va.

Steve Friedheim, general sales manager, WDCATV Washington, joins KCOP(TV) Los Angeles as national sales manager.

Perry Adams, national sales manager, KNBR(AM) San Francisco, promoted to general sales manager, KNBR and co-owned KYUU(FM) there. **Dave Kendrick**, KNBR account executive, appointed local sales manager.

Toney Brooks, national sales coordinator, KBPI(FM) Denver promoted to general sales manager.

Diarmuid White, from ABC Radio Network, New York, joins ABC-owned KFI(AM)-KOST(FM) Los Angeles as sales manager.

Michael H. Lyman, account executive, KIRO-TV Seattle, promoted to local sales manager.

Greg Sher, salesman, WFYR(FM) Chicago, promoted to retail sales supervisor. **Gary Donohue**, account executive, WOWO(AM) Fort Wayne, Ind., named to same post, WFYR.

Donald M. Woodland, from sales staff at WKKO(AM) Cocoa, Fla., joins WRKT-AM-FM Cocoa Beach, Fla., as sales manager.

Ron Griffin, account executive, WFIN(AM)-WHMQ(FM) Findlay, Ohio, named sales manager.

Scott J. Fenneman, account executive, WGBF(AM) Evansville, Ind., appointed sales manager.

Ann Maddalina, in sales department, WHCC-TV Rochester, N.Y., appointed sales service manager.

Dave Habisch, general sales manager, KSTP(AM) St. Paul, joins WCCO-TV Minneapolis as local account executive.

Marcia Lynne Dare, national sales assistant, KOMO-TV Seattle, and **Kirk Buls**, account executive, KIRO-TV there, named KOMO-TV account executives.

William F. Walker, account executive, WEZE(AM) Boston, promoted to creative sales coordinator.

Gerry Green, account executive, WIBC(AM) Indianapolis, joins WVBF(FM) Framingham, Mass., as business development manager. **Chris Vane**, from WROR(FM) Boston, joins WVBF as account executive.

Dan Dominick, producer-cinematographer, KMGH-TV Denver, named account executive.

Margaret (Squeaky) Bell, account executive, KERE(AM) Denver, joins KTVH(TV) Hutchinson, Kan., in same capacity.

Ed Backholm, account executive, Foster & Kleiser Outdoor Advertising, Seattle, joins KVI(AM) there in same capacity.

Donald A. Blesse, account executive, WXIL(FM) Parkersburg, W.Va., joins WQIO(AM) Canton, Ohio, in same post.

Programing

Howard Lipstone, VP-business affairs, Alan Landsburg Productions, Los Angeles, appointed president-chief operating officer. **Alan Landsburg**, founder, becomes chairman-chief executive officer.

Andy Russell and **Jimmy Johnson**, former National Football League players, named football analysts for 1977 NFL season, NBC Sports.

Judith Merians Throne, attorney with Mazirow, Schneider, Forer & Lawrence, Los Angeles, joins ABC-TV West Coast contracts department as program attorney.

James H. Abbott, program director, WTVW(TV) Evansville, Ind., promoted to VP-program director.

Joe Patrick, announcer, WGMA(AM) Hollywood, Fla., joins WQYK-FM St. Petersburg, Fla., as program director.

Ken Trinkle, production manager, WIS-TV

Columbia, S.C., named to same post, KETV(TV) Omaha.

Waymer Johnson, producer-director, KTVI(TV) St. Louis, named to same post, KDKA-TV Pittsburgh. **Bradley J. Risch**, graduate, Pennsylvania State University, joins KDKA-TV as associate director.

Jeff Mazzel, music director, WNBC(AM) New York, named to same post, WNEW(AM) there.

Donna Hanover, anchor-producer-feature reporter, WTVN-TV Columbus, Ohio, and **David Durlan**, anchor-writer producer, KMBC-TV Kansas City, Mo., named communicators for new KDKA-TV Pittsburgh prime-time access program, *Evening*. They will serve as host-producers.

Charles Earl, farm director, WINA(AM)-WQMC(FM) Charlottesville, Va., named to same post, WFIN(AM)-WHMQ(FM) Findlay, Ohio.

Olivia Guess Smith, program department trainee, noncommercial KUAT-TV Tucson, Ariz., appointed program manager.

Loretta Cubberley, national press representative, Public Broadcasting Service, Washington, joins public information department of non-commercial WGBH-TV Boston as supervisor of special public affairs programs on Oct. 1.

Bill Reynolds, producer-air personality, non-commercial KWMU(FM) St. Louis, joins KWIT(FM) Sioux City, Iowa, as manager of music and arts.

Mike Apicella, producer at WNEW(AM) New York for 40 years on music programs featuring Martin Block, Stan Shaw and, more recently, Gene Klavan, has retired from station.

Broadcast Journalism

Dorance Smith, staff assistant to President Gerald R. Ford until last January, named producer for ABC News on *ABC Evening News* in Washington.

Charles Darling, acting news director, KIRO-TV Seattle, promoted to news director.

Betsy Dill, reporter, KOB-TV Albuquerque, N.M., named to same post, KMGH-TV Denver. **Starr Yelland**, KMGH-TV sportscaster, returns to air after lengthy illness.

Jerry Role, on WPGU(FM) Urbana, Ill., news staff, named news director, succeeding **Allan Loudell**, who joins WWEE(AM) Memphis as newsman-telephone talk show host.

Larry Jacobs, from KBPI(FM) Denver, joins KOME(FM) San Jose, Calif., as news director.

Chris Davala, reporter/anchorman, WELI(AM) New Haven, Conn., named assistant news director, co-owned KTOK(AM) Oklahoma City.

Michael A. Fierberg, reporter-anchorman, KTSB(TV) Topeka, Kan., named Western Connecticut bureau chief, WFSB-TV Hartford, Conn.

Jay Newman, assistant news director, WTVN-TV Columbus, Ohio, joins WJAR-TV Providence, R.I., as executive news producer.

Richard Moore, masters graduate from Ohio State University, Columbus, where he worked at its noncommercial WOSU-TV, named news producer, WPLG(TV) Miami. **Sean McGraw**, sports director, WTAJ-TV Altoona, Pa., named WPLG weekend sportscaster.

Jon Duffey, news director, WGL(AM) Fort

Wayne, Ind., joins KAIT-TV Jonesboro, Ark., as news producer.

Marty Levin, reporter-anchorman, KOMO-TV Seattle, named anchor, KGTV(TV) San Diego.

Ernie Anastos, reporter-weekend anchor, WPRI-TV Providence, R.I., promoted to week-night anchor.

Harold Greene, anchorman, KGTV(TV) San Diego, named co-anchor, KPIX(TV) San Francisco.

John A. Ferrugia, reporter, WTVT(TV) Tampa, Fla., joins KCMO-TV Kansas City, Mo., in same capacity.

Phil Van Stavern, news editor, KTOK(AM) Oklahoma City, joins KWTW(TV) there as consumer reporter.

Sam Allred, weatherman with KOB-TV Albuquerque, N.M., joins WJLA-TV Washington in same post. **John Corcoran**, television critic for *Washingtonian* magazine, joins WJLA-TV in same capacity.

Larry Steckline, farm director, KFRM(AM) Salina, Kan., and president/owner of KJLS(FM) Hays, Kan., joins Kansas State Network, as agri-business director, initiating farm/market segment on KSN noon news.

Max Caças, news director, WRCV(FM) Mercersburg, Pa., joins WAVA-AM-FM Arlington, Va., as reporter/anchorman.

John Camp, investigative reporter, WCKT(TV) Miami, named to same post, WCVB-TV Boston.

Linda Lee Bell, from KHOU-TV Houston, joins WCKT(TV) Miami as assistant producer. **Ronald Bell**, ENG specialist, WISH-TV Indianapolis, joins WCKT as newsfilm reporter.

Andrea Long, reporter, *Afro-American* newspaper, Richmond, Va., joins news department at WTVR-TV there.

Gary Papa, law student, formerly anchorman with WSTV-TV Steubenville, Ohio, named weekend sports anchor, WGR-TV Buffalo, N.Y.

Steve Gray, reporter-news producer, noncommercial WAER(FM) Syracuse, N.Y., and **Leonard Simpson**, graduate of East Carolina University, join news staff at WITN-TV Washington, N.C.

Equipment & Engineering

Donald E. Garretson, treasurer, 3M Co., St. Paul, elected VP-finance, succeeding **Leland B. Gehrke**, named senior VP-finance. **Donald R. Selleck**, VP-controller, appointed VP-administration, succeeded as controller by **James A. Searles**, controller-international operations. **Ralph D. Ebbott**, VP-management information, appointed VP-treasurer.



Basara

Stanley E. Basara, general manager of RCA Broadcast Systems, West Palm Beach, Fla., appointed manager-studio and control equipment engineering and product management, Camden, N.J., in charge of product management of RCA's line of live television cameras, TV film systems and associated control equipment. His

responsibilities include marketing, manufacturing, design and development.

Perry H. Vartanian Jr., operations VP, International Video Corp., Sunnyvale, Calif., joins Ampex Corp., Redwood City, Calif., as manager of manufacturing operations, audio-video systems division.

Kurt A. Siem, market manager for customer equipment, Tel-Tone Corp., Santa Clara, Calif., appointed director of telecommunications marketing, National Semiconductor Corp. there.

Allied Fields

Richard Wyckoff, attorney for National Association of Broadcasters, promoted to assistant general counsel.

Jeff Dorf, senior radio account executive, Air Time media and marketing services firm, New York, promoted to VP-account executive.

Phyllis J. Cohen, reporter, *Queens Tribune*, New York, joins Television Information office, there as associate editor.

Wilhelmina Cooke, with Washington law firm of Wilner, Cutler & Pickering, joins Citizens Communications Center there as attorney.

Dennis Brewington, Nashville attorney, joins American Society of Composers, Authors and Publishers, New York, as assistant director of Nashville office.

L. Stephen Quatannens, senior trial attorney, Department of Army, joins Washington law firm of Hamel, Park, McCabe & Saunders as associate.

Elmer W. Lower, VP, corporate affairs, ABC Inc., New York, named distinguished visiting professor, Syracuse N.Y. University; S.I. Newhouse School of Public Communications, for fall 1977 semester.

John Heibert, producer, department of broadcasting, Moody Bible Institute, Chicago, named assistant administrator of program production. **Larry Shackley**, program manager, noncommercial WETN(FM) Wheaton, Ill., joins Moody as producer, broadcasting department.

Dr. Frank Blodgett, instructor in college of Education and Graduate School of Library Service at University of Alabama, Tuscaloosa, joins radio-TV division at Murray State.

Deaths



LaRoche in 1945

Chester J. LaRoche, 84, long-time leader in advertising who in 1940's was also part owner and vice chairman of Blue Network and its successor, ABC, died Aug. 21 in Southampton, L.I. He was chairman of Young & Rubicam in 1941-43 and was a key figure in formation of War Advertising Council (now Advertising Council) to organize advertising's assistance to government in World War II. Mr. LaRoche also was chairman of American Association of Advertising Agencies committee that participated in negotiations that successfully averted strike against commercial net-

works by American Federation of Radio Artists in 1939. Mr. LaRoche acquired one-eighth interest in Blue Network in 1943 and was vice chairman of it and ABC until after war, when he formed own agency, C.J. LaRoche & Co., now McCaffrey & McCall. He was one of organizers of National Football Foundation and Hall of Fame and headed it for 20 years. He retired in 1967. Survivors include his wife, Ritchey; two sons, Chester R. (VP of American Association of Advertising Agencies) and Sean; daughter, Rosalind, and two stepdaughters.

Alex Segal, 62, pioneer director of live television drama, died of cancer in Los Angeles Aug. 22. He won two Emmy awards, one in 1953 for series of 48 shows produced for ABC-TV's *U.S. Steel Hour*, and one in 1966 for CBS production

of *Death of a Salesman*. During past seven years, while he taught in drama department at University of Southern California, he directed *My Father's House* for ABC and *The Lie* for CBS. He is survived by his wife, Ruth, one daughter and one son.

Groucho Marx, 86, motion picture and TV comedian, died of pneumonia Aug. 19 at Cedar Sinai medical center in Los Angeles. His NBC-TV quiz show in 1950's, *You Bet Your Life*, is still in syndication.

Sebastian Cabot, 59, actor known for his role as Mr. French on CBS-TV's *Family Affair* series in 1960's, died after stroke at his home near Victoria, B.C., Aug. 23. He became known



Marx



Cabot

to American TV audiences in 1959 as detective on *Checkmate* series. He is survived by his wife, Kathleen, and three children.

For the Record

As compiled by BROADCASTING, Aug. 15 through Aug. 19 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV action

■ Winston-Salem, N.C., Good News TV Network—Broadcast Bureau granted ch. 45 (656-662 mhz); ERP 1607 kw vis., 161 kw aur., HAAT 526 ft.; ant. height above ground 495 ft. P.O. address: c/o David B. Blanco, 265 Olson St. 27103. Estimated construction cost \$602,200; first-year operating cost \$96,000; revenue \$96,000. Legal counsel Miller & Fields; consulting engineer Serge Bergen. Principals: Wesley Bailey, Mark Cortis, David B. Blanco, Sylvia Gilley and Stuart Epperson. Mr. Blanco is lawyer; Mr. Cortis is pastor; Ms. Gilley is housewife; Mr. Bailey is lawyer. Mr. Epperson owns WKBX(AM) Winston-Salem and WRBX(AM) Chapel Hill, both N.C. and WKBA(AM) Vinton, Va., and is 50% owner of KBIS(AM) Bakersfield, Calif., and applicant for stations in Mt. Hope, W.Va., and Shafter, Calif. Action Aug. 10.

AM action

■ Phoenixville, Pa., Hart Broadcasting Co.—Broadcast Bureau granted 690 khz, 500 w-D. P.O. address: 6701 Creshiem Rd., Philadelphia 19119. Estimated construction cost \$109,626; first-year operating cost \$65,340; revenue: none given. Format: MOR. Principal: B. Sam Hart has various religious attachments and manufactures plastic signs (BP-20,598, BP-20,775). Action Aug. 16.

AM starts

■ WBN Benton, Tenn.—Authorized program operation on 1540 khz, 250 w-D. Action May 10.
■ KCMP Brush, Colo.—Authorized program operation on 1010 khz, 5 kw-D. Action July 28.

FM applications

■ Pueblo, Colo.—KAPI Inc. seeks 107.1 mhz, 3 kw, HAAT 77 ft. P.O. address: 2829 Lowell Ave., Pueblo 81003. Estimated construction cost \$32,742.50; first-year operating cost \$34,600; revenue not given. Format: Spanish. Principals: Stock of KAPI Inc. is held by Estate of Joseph R. McGoey represented by Colorado State Bank. Jeanne E. McGoey is president and treasurer and has no other broadcast interests. Ann. Aug. 17.

■ Bristow, Okla.—Big Chief Broadcasting Co. of Bristow seeks 104.9 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o L.M. Beasley, Rte. 8, Box 448, Oklahoma City 73109. Estimated construction cost \$45,875; first-year operating cost \$67,000; revenue \$110,000. Format: Country. Principals: L.M. Beasley (45%), Edwin R. Percival (45%) and Clifford W. Smith (10%). Mr. Percival owns Oklahoma City construction company and has various, banking, real estate and business interests. Mr. Smith is engineer at noncommercial KOKH-TV Oklahoma City. Mr. Beasley has interest in KFAY(AM) Fayetteville, Ark. Ann. Aug. 17.

■ Coos Bay, Ore.—Intercontinental Ministries Inc. seeks 98.3 mhz, .438 kw, HAAT 607 ft. P.O. address: 3000 Market Street, N.E., Salem, Ore. Estimated construction cost \$9,025; first-year operating cost \$40,000; revenue \$25,000. Format: Religious. Principal: Applicant is non-profit, non-stock corporation, Gary E. Randall, president. Ann. Aug. 17.

■ Alamogordo, N.M.—KASK Inc. seeks 94.3 mhz, .563 kw, HAAT 705 ft. P.O. address: 1018 First National Tower, Las Cruces, N.M. 88001. Estimated construction cost \$5,145; first-year operating cost \$22,909.32; revenue \$28,054.32. Format: Beautiful music. Principals: Logan D. Matthews (51%), Gregory R. Dvorak (24%), Albert F. Gabalis (25%) all have same interests in KASK(AM) Las Cruces. Ann. Aug. 17.

FM starts

■ WQIM Prattville, Ala.—Authorized program operation on 95.3 mhz, ERP 3 kw, TPO 2.15 kw, HAAT 230 ft. Action July 1.

■ KDXT-FM Missoula, Mont.—Authorized program operation on 93.3 mhz, ERP 38 kw, HAAT 2440 ft. Action April 6.

■ KXBQ-FM Ontario, Ore.—Authorized program operation on 96.1 mhz, ERP 27kw, HAAT 410 ft. Action June 30.

FM license

■ Broadcast Bureau granted following license covering new station: KBOP-FM Pleasanton, Tex. (BLH-7254).

Ownership changes

Actions

■ WTBI(AM) McComb, Miss. (105.7 mhz, 100 kw)—Broadcast Bureau granted assignment of CP from Empire Inc. to Oakdale Baptist Church for \$167,800, including assumption of debts. Seller is owned by Cecil F. Taylor, who has no other broadcast interests. Buyer is church, Hudie C. Holifield, pastor (BAPH-611). Action Aug. 15.

■ WWMO(FM) Reidsville, N.C. (102.1 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Reidsville Broadcasting Co. to Beasley Broadcasting of Reidsville Inc. for \$185,000. Sellers: William M. and Kayte P. Oliver have no other broadcast interests. Buyer is owned by George G. Beasley, who also owns WFMC(TV) Goldsboro, N.C., 90% of WOKN(FM) Goldsboro, 57.5% of WMOO(AM)-WBLX(FM) Mobile, Ala., 60% of WFAL(AM) Fayetteville, N.C. 65% of WGAC(AM) Augusta, Ga., WDMT(FM) Cleveland, WJNC(AM)-WRCM(FM) Jacksonville, N.C., 50% of WHNC(AM)-WXNC(FM) Henderson, N.C. and WKBX(AM)-WSGF(FM) Savannah, Ga. (BALH-2505, BASCA-820). Action Aug. 8.

■ KKUL(FM) Tulsa, Okla. (103.3 mhz, 100 kw)—Broadcast Bureau granted transfer of control of Central Broadcast Co. from Gene C. Howard (100% before; none after) to William Hayden Payne (none before; 100% after). Consideration \$375,000. Principals: Mr. Howard also owns majority interest in KRMC(AM) Midwest City, Okla. Mr. Payne publishes Edmond, Okla. *Communicator* and owns KMHP(AM) Edmond (BTC-8276). Action Aug. 12.

■ WLLL(AM)-WGOL(FM) Lynchburg, Va. (AM: 930 khz, 5 kw-D; FM: 98.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Griffith Broadcasting Corp. to Jamabro Corp. for \$598,460.83. Seller is estate of A. Hundley Griffith Jr. Estate has no other broadcast interests. Buyer is Jacksonville, Fla.-based real estate investment firm owned by 19 stockholders. Principals are: Mary E. Glover (27.1%) and her brothers, Robert T. and James V. Shircliff (21.3% and 21.4%, respectively). Family has various other business and investment interests but no other broadcast holdings (BAL-9032, BALH-2509, BALRE-3248). Action Aug. 11.

Facilities changes

TV actions

■ WCFT-TV Tuscaloosa, Ala.—Broadcast Bureau granted CP to make changes in transmitting equip-

ment (BPCT-5009). Action Aug. 15.

■ **KBLU-TV** Yuma, Ariz.—Broadcast Bureau granted CP to change ERP to 120 kw; Max. ERP 316 kw; ant. height 1560 ft. (BPCT-5063). Action Aug. 15.

■ ***WLRN-TV** Miami—Broadcast Bureau granted mod. of CP to change ERP to 1000 kw; Max. ERP 2880 kw; ant. height 1010 ft. (BMPED-889). Action Aug. 15.

■ **WLTV(TV)** Miami—Broadcast Bureau granted CP to change ERP 661 kw; Max. ERP 2000 kw; ant. height 1010 ft. (BPCT-5076). Action Aug. 15.

■ **WLS-TV** Chicago—Broadcast Bureau granted mod. of CP to extend completion date to February 15, 1978 (BPCT-7694). Action Aug. 15.

■ **KDIX-TV** Dickinson, N.D.—Broadcast Bureau granted request for authority to operate trans. by remote control from 119 2d Ave. West, Dickinson (BRCTV-345). Action Aug. 15.

■ **KTVZ(TV)** Bend, Ore.—Broadcast Bureau granted mod. of CP to change trans. location to approximately 100 ft. S.E. of present site and type trans. (BMPCT-7692). Action Aug. 15.

FM actions

■ **KOCN(FM)** Pacific Grove, Calif.—Broadcast Bureau granted CP to redescribe trans. location as Hilltop, 8 miles S.E. of Pacific Grove; change ERP to 0.95 kw(H&V); ant. height 550 ft.(H&V); remote control permitted (BPH-10613). Action Aug. 15.

■ **WQXN(FM)** Clearwater, Fla.—Broadcast Bureau granted CP to install new aux. trans. for use with main and aux. ant., to be operated on 97.9 mhz, channel

AM actions

■ **WEBO(AM)** Owego, N.Y.—Broadcast Bureau granted CP to increase daytime power to 5 kw; change type trans.; remote control permitted (BP-20,163). Action Aug. 15.

■ **WTVR(AM)** Richmond, Va.—Broadcast Bureau granted CP to make change in ant. trans. location to on Northside Ave., approximately 0.1 mile East of Moss Side Ave., approximately 1.2 miles No., of Richmond City Limits, Nr. Richmond, Va.; change to directional ant.-2; conditions (BP-20,843). Action Aug. 10.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KFAX** San Francisco (BP-20164), July 29; **WIIN** Atlanta (BP-20698), July 22; **WCBL** Benton, Ky. (BP-20658), July 22; **KODL** The Dalles, Ore. (BP-20149), July 29; **KBLW** Logan, Utah (BP-20065), July 26; **WWKE** Orala, Fla. (BP-20756), July 12; **KNOC** Natchitoches, La. (BP-20294), July 19; **WVOY** Charlevoix, Mich. (BP-19872), July 14; **WDLA** Walton, N.Y. (BP-20217), July 18; **WRMT** Rocky Mount, N.C. (BP-20688), July 14; **WRGC** Sylva, N.C. (BP-20179), June 12; **KRUN** Ballinger, Tex. (BP-20684), July 19.

250; main ERP 29.5 kw(H&V), aux. 16.5 kw; main ant. height 440 ft.(H&V), aux. 360 ft.; remote control

permitted (BPH-10602). Action Aug. 15.

■ **WMJX(FM)** Miami—Broadcast Bureau granted CP to change trans. location (same site); make changes in ant. system (increase height); ERP 98 kw(H&V); ant. height 790 ft.(H), 800 ft.(V) (BPH-10598). Action Aug. 15.

■ **WBBM-FM**, Chicago—Broadcast Bureau granted CP to install new aux. ant. at main trans. location to be operated on 96.3 mhz, channel 242; ERP 2.6 kw(H&V); ant. height 1130 ft.(H&V); remote control permitted (BPH-10617). Action Aug. 15.

■ **WLYN(FM)**, Lynn, Mass.—Broadcast Bureau granted CP to redescribe trans. location as 1147R Western Ave., Lynn; install new ant.; ERP 3 kw(H&V); ant. height 175 ft.(H&V); remote control permitted; conditions (BPH-10600). Action Aug. 9.

■ **WWEF-FM** Medford, Mass.—Broadcast Bureau granted CP to install new aux. ant. for use with aux. trans. at Prudential Center, Boston, Mass.; ERP 4.5 kw(H&V); ant. height 720 ft.(H&V); remote control permitted (BPH-10611). Action Aug. 15.

■ **WHWL(FM)** Marquette, Mich.—Broadcast Bureau granted CP to install new ant.; ERP 100 kw(H&V); ant. height 530 ft.(H&V) (BPH-10605). Action Aug. 15.

■ **KETU(FM)** Salem, Mo.—Broadcast Bureau granted CP to redescribe trans. location as Highway 32 and Waters St., Salem; change transmission line; ERP 3 kw(H&V); ant. height 165 ft.(H&V); remote control permitted (BPH-10609). Action Aug. 15.

■ **KEZO(FM)** Omaha, Neb.—Broadcast Bureau granted CP to change main ERP to 85 kw(H&V), aux. ERP 48 kw(H&V); ant. height 1212 ft.(H&V); change aux. trans. location to its main facility; 72d St. and Crown Point Ave., Omaha; utilize existing main ant. system; remote control permitted (BPH-10618, BPH-10621). Action Aug. 15.

■ **WLOS-FM** Asheville, N.C.—Broadcast Bureau granted CP to install new ant.; change ERP 48 kw(H&V); ant. height 2620 ft.(H&V) (BPH-10622). Action Aug. 17.

■ **KCJB-FM** Minot, N.D.—Broadcast Bureau granted CP for changes; ERP: 65 kw(H); ant. height 840 ft.(H); remote control permitted (BPH-10615). Action Aug. 10.

■ **WQAL(FM)** Cleveland, Ohio—Broadcast Bureau granted CP to change trans. location to 4800 Bruening Rd., Parma, Ohio, install new ant.; ERP: 7 kw(H&V); ant. height 1100 ft.(H&V); remote control permitted (BPH-10601). Action Aug. 11.

■ **WSRW-FM** Hillsboro, Ohio—Broadcast Bureau granted CP to change ERP to 50 kw(H&V); ant. height 160 ft.(H&V) (BPH-10597). Action Aug. 15.

■ **WNKO(FM)** Newark, Ohio—Broadcast Bureau granted CP to install new ant.; ERP 3 kw(H&V); ant. height 300 ft.(H&V); remote control permitted (BPH-10606). Action Aug. 15.

■ **KPAM-FM**, Portland, Ore.—Broadcast Bureau granted CP to install new aux. ant.; ERP 100 kw(H), 40 kw(V); ant. height 920 ft.(H&V); remote control permitted (BPH-10616). Action Aug. 17.

■ ***WLYX(FM)** Memphis, Tenn.—Broadcast Bureau granted CP to increase height and change structure of aux. ant.; make changes in transmission line; remote control permitted (BPED-2518). Action Aug. 17.

■ ***WNAZ-FM** Nashville, Tenn.—Broadcast Bureau granted CP to change frequency to 89.1 mhz; change ant. and studio location to Tidwell Faculty Center, S.E. Cor. Lester Ave. and Haet St., Nashville; install new trans.; install new ant.; make changes in ant. system (increase height); ERP 500 w (H&V); ant. height 120 ft.(H&V); remote control permitted (BPED-2007). Action Aug. 8.

■ **KPLA(FM)** Plainview, Tex.—Broadcast Bureau granted CP to change trans. location to 4.1 miles N.E. of Plainview; install new trans.; ant.; make change in ant. system (increase height); ERP 100 kw(H&V); ant. height 440 ft.(H&V) (BPH-10,460). Action Aug. 11.

■ **KUEZ(FM)** Yakima, Wash.—Broadcast Bureau granted CP to install new ant.; ERP 61 kw(H&V); ant. height 780 ft.(H&V); remote control permitted (BPH-10604). Action Aug. 17.

FM starts

■ Following stations were authorized program operating authority for changed facilities on dates shown: **WKXN** Greenville, Ala. (BPH-9832), July 18; **KZIQ-FM** Ridgecrest, Calif. (BPH-9569), July 18; **WSUE** Saulte Ste Marie, Mich. (BPH-9017), July 19; **WGUF-FM** Gulfport, Mo. (BPH-8988); **KVCM** Montgomery City, Mo. (BPH-9844), June 24; **KRKT-FM** Albany, Ore. (BPH-9990), July 20; ***KLCD** Decorah, Iowa (BPED-2214), July 14; ***WIJ** St. Thomas, V.I. (BPED-2509), July 13; **WENN-FM** Birmingham, Ala. (BPH-10198), July 15; **KACE** Inglewood, Calif. (BPH-10448), June 24; **KLRO** San Diego (BPH-10585), July 19; **KTMS-FM** Santa Barbara, Calif. (BPH-10528), July 15; **KOSI-FM** Denver (BPH-10310), July 20; **WBYG** Kankakee, Ill. (BPH-10285), July 13; **WYCA** Hammond, Ind. (BPH-10513), July 14; **KGNO-FM** Dodge City, Kan. (BPH-9835), July 19; **KDBH** Natchitoches, La. (BPH-9853), July 19; **WIGY** Bath, Me. (BPH-10490), July 19; **KFNW-FM** Roseville, Minn. (BPH-10080), July 20; **WCBS-FM** New York (BPH-14986), June 24; **KZUE** Oklahoma City (BPH-9868), July 18; **WCAU-FM** Philadelphia (BPH-105202), July 18; **WZAR** Ponce, P.R. (BPH-10234), July 19; **WTWE** Manning, S.C. (BPH-9928); July 20; **WJVL** Janesville, Wis. (BPH-10457), June 24; **WTCH-FM** Shawano, Wis. (Dkt. 19161), July 13; ***KALX** Berkeley, Calif. (BPED-2360), July 14; ***KSUI** Iowa City (BPED-1991), June 24; ***WLFC** Findlay, Ohio (BPED-2392), July 19; **KOSO** Modesto, Calif. (BPH-10547), July 28; **KMJK** Milwaukee, Ore. (BPH-10362), Aug. 1.

In contest

Joint agreement

■ **Tuscaloosa, Ala., FM proceeding:** Tri-Cities Broadcasting Co. and Radio South Inc., competing for 92.7 mhz (Docs. 21003-4)—ALJ James F. Tierney granted joint request by applicants and approved agreement; authorized reimbursement of up to \$7,000 to Tri-Cities by Radio South; dismissed with prejudice application of Tri-Cities; granted application of Radio South; and terminated proceeding. Action Aug. 10.

Fines

■ **WJPW(AM)** Rockford, Mich.—Broadcast Bureau ordered licensee to forfeit \$1000 for (1) failing to file application for renewal of license not later than first day of fourth full calendar month prior to expiration date of license sought to be renewed and (2) failing to file financial report (FCC Form 324) on or before April first of each year. Action Aug. 11.

■ **KFOR(AM)** Lincoln, Neb.—Broadcast Bureau ordered licensee to forfeit \$500 for operating station at more than 105% of authorized nighttime operating power of 175 watts. Action Aug. 11.

■ **KXPO(AM)** Grafton, N.D.—Broadcast Bureau ordered licensee to forfeit \$500 for failing to have base current ammeter at remote control point within 2% of regular base current ammeter. Action Aug. 11.

Summary of broadcasting

FCC tabulations as of July 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,476	6	21	4,503	46	4,549
Commercial FM	2,866	1	87	2,954	132	3,086
Educational FM	844	0	22	866	86	952
Total Radio	8,186	7	130	8,323	264	8,587
Commercial TV	721	1	3	725	46	771
VHF	513	1	0	514	8	522
UHF	208	0	3	211	38	249
Educational TV	242	3	13	258	7	265
VHF	93	1	7	101	3	104
UHF	149	2	6	157	4	161
Total TV	963	4	16	983	53	1,036
FM Translators	179	0	0	179	84	263
TV Translators	3,391	0	0	3,391	412	3,803
UHF	1,039	0	0	1,039	231	1,270
VHF	2,352	0	0	2,352	181	2,533

*Special temporary authorization

**Includes off-air licenses

Professional Cards

<p>ATLANTIC RESEARCH CORP. Jansky & Bailey Telecommunications Consulting Member AFCCCE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400</p>	<p>EDWARD F. LORENTZ & ASSOCIATES Consulting Engineers 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCCCE</p>	<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFCCCE</p>	<p>COHEN and DIPPELL, P.C. CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 Member AFCCCE</p>
<p>CARL T. JONES ASSOCS. (Formerly Gautney & Jones) CONSULTING ENGINEERS 2990 Telesar Ct., Suite 405 (703) 560-6800 Falls Church, Va. 22042 Member AFCCCE</p>	<p>LOHNES & CULVER Consulting Engineers 1156 15th St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCCCE</p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCCCE</p>	<p>SILLIMAN, MOFFET & KOWALSKI Washington, D.C. Area 8701 Ga. Ave., Silver Spring, MD 20910 ROBERT M. SILLIMAN, P.E. (301) 589-8288 1925 N. Lynn St., Arlington, VA 22209 JOHN A. MOFFET, P.E. (703) 841-0500 Member AFCCCE</p>
<p>STEEL, ANDRUS & ADAIR 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 384-5374 (202) 223-4664 Member AFCCCE</p>	<p>HAMMETT & EDISON, INC. CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCCCE</p>	<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hilland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p>JULES COHEN & ASSOCIATES Suite 400 1730 M St., N.W., 659-3707 Washington, D. C. 20036 Member AFCCCE</p>
<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCCCE</p>	<p>VIR JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.-80206 (303) 333-5562 DENVER, COLORADO Member AFCCCE</p>	<p>E. Harold Munn, Jr., & Associates, Inc. Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p>ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>
<p>JOHN H. MULLANEY CONSULTING RADIO ENGINEERS 9616 Pinkney Court Potomac, Maryland 20854 301 - 299-3900 Member AFCCCE</p>	<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 (AC 713) 632-2821</p>	<p>HATFIELD & DAWSON Consulting Engineers Broadcast and Communications 906 - 36th Ave. Seattle, Washington 98122 (206) 324-7860 Member AFCCCE</p>	<p>MIDWEST ENGINEERING ASSOCIATES <i>Consulting Engineers</i> 6904 A N UNIVERSITY PEORIA ILLINOIS 61614 (309) 692-4233 Member AFCCCE</p>
<p>DAWKINS ESPY Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344</p>	<p>MATTHEW J. VLISSIDES, P.E. STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications. Inspections, Supervision of Erection 7601 BURFORD DRIVE McLEAN, VA 22101 Tel (703) 358-9504 Member AFCCCE</p>	<p>C. P. CROSSNO & ASSOCIATES CONSULTING ENGINEERS P. O. BOX 18312 12141 321-8140 DALLAS, TEXAS 75218</p>	<p>PAUL H. LEE RADIO ENGINEERING P.O. Box 1575 Thousand Oaks, California 91360 (805) 492-5056 1835 K Street NW Washington, D.C. 20006 (202) 223-1180</p>

Service Directory

<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired & Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>BROADCAST TECHNICAL SERVICE, INC. <ul style="list-style-type: none"> • AM-FM Station Construction • Audio/Skeleton ... Partial Proofs • Signal Sound Improvement • FREE Counsel by Phone Phone 817-772-3371 Box 7343 • Waco, Texas 76710</p>	<p>dataworld inc Technical broadcast data base Engineering computations FCC actions "flag" service 1302 18th St., N.W., Suite 502 Washington, D. C. 20036 (202) 296-4790</p>
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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Community Club Awards (CCA) Radio/TV/News-paper Promotion. Require 3 resident sales managers (Texas/South-East/West-Coast). Full-time travel (Monday through Friday). Salary, commission, incentives provide unlimited earnings opportunity. Availability, background, references, first letter. No phone calls. Box No. 151, Westport, CT 06880.

Group Operation looking for experienced manager for excellent properties, top pay, incentives, and benefits. Send resume. Box J-83.

Sales Manager, Florida medium market. Experienced pros only. Must be able to lead and sell. RAB trained. EOE. Resume to Box J-130.

California Daytimer seeking experienced strong Sales Manager who can sell, and lead a sales staff, promotion/community oriented. Great market: Great signal. Box J-91.

Major Group Operator based in the East seeks a sales oriented Station Manager for a 50 KW FM station. Ideal for Sales Manager ready to move up. Excellent company benefits. Plenty of opportunity to move within 10 station group. All replies in confidence E.O.E. Box J-95.

General Manager, 5000 Watt 1190 AM, Bay St. Louis, MS. Full control. \$1,000. salary plus 1/2 of earnings. Only qualified GM need apply. Send resume Route 6, Box 397, Slidell, LA 70458 or call 504-643-1800.

Station Manager—Aggressive, sales oriented manager for small to medium market, resort area, (St. Ignace, Michigan), chance to buy in. Call evenings: 517-321-1763.

Wanted: General Manager, WHUS-FM. EOE. \$12,000/year plus fringes. Fact sheet upon receipt of resume. 3,160 watt student-funded, non-commercial station licensed to the University of Connecticut Board of Trustees. Send resume to: Ronald Williams, Station Manager, Box U-8, Storrs, CT 06268. Application deadline 9/9/77. Further information, call 1-203-429-3100.

WXIL-The 50kw Rocker wants Professional, experienced Sales Manager capable of selling on AR-BITRON. Must have a proven track record of selling and working with employees. Must be honest, hard-working, aggressive, intelligent and able to make tons of money. We will guarantee you \$2,000 a month against 10% of station gross. You must produce in order to get these bucks. No "buddy system" sales types need apply. We do not discount off the card. WXIL is overwhelmingly Number One (18-34) in a nine (9) station market. Send us resume to WXIL—Regional Radio—P.O. Box 1228, Parkersburg, WV 26101. We need you now.

Small Market Virginia radio looking for a Sales Manager with potential to become Station Manager. Successful candidate will have own account list and direct other salespeople. Station is clean and profitable. Great town to raise a family. Send resume and salary requirements to Box J-152.

Director of Sales—No. 2 position with booming Houston's hottest station available Now! Require: Minimum three years management experience supervising entire Sales, Traffic, Billing area; proven leadership ability to inspire, train and direct local efforts and supervise high national sales. Base salary plus good incentive. KMJQ-FM is an R&B-Disco station with great technical/office facilities. Contact: James Maddox, VP/General Manager, KMJQ, Houston, TX (Part of Amaturo Group, Inc.). An Equal Opportunity Employer.

HELP WANTED SALES

Learn To Sell at a professional Midwest radio station. Box H-107.

WVLD AM & WLGA FM are looking for qualified Sales & Production people. 3 possible openings. Resume accepted, no calls. PO Box 1529, Valdosta, GA 31601.

Wanted: California daytimer seeking Strong Sales Manager, who can sell, train and motivate sales staff, familiar with workable promotional and merchandising sales aids. Box J-100.

Wanted: Aggressive go getter, ready to move up to group owned station in major NE market. Potential management opportunity with growth oriented group. EOE. Send resume to Box J-123.

WXIL-The 50kw Rocker wants Professional, experienced salespersons capable of selling CPM. Must have proven track record. Negotiable guarantee against commission. This is the top-rated-Dominate-radio station in a nine (9) station market. All applicants send resume and current billing trend to WXIL—Regional Radio—P.O. Box 1228, Parkersburg, WV 26101. We need you now!

Sales Person Needed immediately. Experience helpful but not necessary. Excellent opportunity. Call Bob Outer, WBNR, Beacon, NY 12508. 914-831-1260.

Sales openings at three of our stations. Join a team of professional broadcasters. Plenty of room for advancement, excellent benefits. E.O.E. Rush resume to Gary E. Burns, Rust Communications Group, Box 1747, York, PA 17405.

Wanted: Radio Sales person or experienced broadcaster ready to move into sales. Great opportunity with our growing group. Contact Ken Riggie, WCMD, Cumberland, MD. 301-724-5400. EOE.

Seven California top rated, medium market AM-FM looking for a topnotch sales person. A great opportunity in a vast growing market. Guarantee, commission, profit sharing, insurance, etc. Do not apply unless you have a proven track record. E.O.E. Minorities urged to apply. All applications given equal consideration. Send complete resume to Larry Thomas, Sales Manager, KUDE, Box K-1320, Oceanside, CA 92054.

Medium market station needs experienced sales manager for successful operation in North Dakota. 28-35K, car, benefits, growth opportunities galore. Box J-161.

Sales-Announcer for small market MOR Active account list. Base salary plus commission. Send resume, salary requirements. EOE. Box J-178.

Somewhere there must be a mature, seasoned pro who wants to settle in medium-market resort Florida—a proven producer—to join a staff of dedicated pros, with 5-figure draw, generous commission, strong billing to start with, chance to earn a company car, management potential. Box J-190.

We want a pro! Someone who has drive to direct local sales for rapidly growing Religious format. Someone who has done it before and can do it again, better! Send resume to: James Clark, Forus Communications, Inc., P.O. Box 20087, St. Petersburg, FL 33742.

Creative Radio Salesperson ready to move up to major market. Active list. Call Mike Rice, 314-946-6600, or write KIRL, Drawer 14, St. Louis, MO 63188. EOE.

Experienced local sales person to augment our professional staff. Business is up 78% and we can't handle it without your help! Join us on Florida's Treasure Coast. Send resume, and tape (if available) to WGYL, 1500 20th Street, Vero Beach, FL 32960.

Major Market AM/FM Midwest. \$200 per week against 40%. Excellent chance for big income. Box J-156.

HELP WANTED ANNOUNCERS

Announcer with pleasant, authoritative delivery for middle-music. Texas Gulf Coast station. EOE. Box J-44.

Top Ten Market AOR station seeks experienced morning person. Send tape and resume. Talent/FM Box 60, Washington, DC 20044.

WCCC AM-FM Hartford looking for creative morning personality. AOR format. Good salary. Rush tape, resume, Program Director. WCCC, 11 Asylum Street, Hartford, CT 06103. EOE.

Adult contemporary communicator needed for morning show in fast growing Mid-South market. Bright, happy, information oriented self-starter, strong in community involvement, needed to build adult 25 plus numbers. No barkers. We offer excellent benefits, good working conditions, modern facility in a great community. Equal Opportunity Employer M/F. Send resume in strictest confidence to Box J-121.

Bright, mature personality with strong female appeal to handle midday segment. Format: half MOR music, half conversation/feature/interview/telephone. Must be charming entertainer and effective communicator. Top 100 market, New England. EOE-M/F. Salary desired, resume, to Box J-116.

Our 100 KW Live Beautiful Music Station is No. 2 in this Top 50 market. We need an air and production voice with a smooth conversational approach. Better than average salary and working conditions. Ground breaking soon for new facilities. Send air check, resume and salary requirements to Tommy Walker, WGLD, Box 2808, High Point, NC 27261.

Our morning man of 19 years is retiring from radio. Can you fill his shoes? Contemporary MOR, small market, Western NC. Must be community-minded. Multi-talents an asset. Send tape, resume, references, future plans to WADA Box 1390, Shelby, NC 28150.

Bright mature contemporary jockey needed now by medium market Pennsylvania station. We're aggressive, growing and ideal for a talented small market person on the way up. Send aircheck; resume; and salary requirements today! An Equal Opportunity Employer Male/Female. Joe Taylor, General Manager, WDDL, 24 South Queen Street, Lancaster, PA 17603.

DJ-Announcer. Play-By-Play back-up. Contemporary format. Experienced only. No phone calls. Aircheck & resume. WFVA, Fredericksburg, VA 22401. E.O.E.

Colorado-Nebraska 3 station group accepting applications for Morning Jock, DJ's, News, Production, Sales, Sports. Send tape & resume to Ray Lockhart, Box 509, Ogallala, NE 69153.

Multi-Station Group looking for strong MOR personality and experienced P.D. Good opportunity in growing markets. P.D. must also be able to do air shift. Reply Box 98, Wykagyl Station, New Rochelle, NY 10804.

PD-Morning Man, family type humor, good production, sharp on detail and FCC rules and regulations. PBP optional. 24 hr. AM in beautiful, Midwestern growth area with major college. Write Sara Crawford, GM, WJPF Radio, Herrin, IL 62948. EOE MF.

Unique, Exciting South Texas AM M operation seeks talented dedicated broadcasters to join our staff of pros. The people we need can pull an air shift (C and W or Adult Contemporary), gather, write and air news, broadcast from remote locations, interview and do special events programming, plus good production. PBP ability will earn you more money. We aren't replacing, we're expanding and this is a real ground floor opportunity. 3rd class license desired. A good place to work in a good small market with good pay and benefits. Let's talk. Call Harold at 1-512-664-4322.

HELP WANTED ANNOUNCERS CONTINUED

Florida Gold Coast Adult Contemporary radio station looking for professional announcer experienced on air, news, and commercial production. Third-Class License with endorsement. Minorities are encouraged to apply, Box J-184.

Quality Air Talent. Newsperson. Also Announcer/MD. Work with large staff of mature professionals in East Texas largest and most successful radio operation. Full-time AM and FM with 100 thousand watt stereo. One of state's fastest growing small cities. Beautiful hill and lake country. Studios and offices in new 20,000 square foot radio center building. Good benefits. Send resume and non-returnable tape to Dudley Waller, President, Waller Broadcasting, Inc., KEBE/KOOJ Radio, Jacksonville, TX 75766. All replies confidential. Equal Opportunity Employer.

Small town New York State—Announcing-Sales. Salary plus commission. Guy or gal who is versatile. Send resume Box J-181.

Immediate opening for announcer. First Tickets only. Write KPOW, Box 968, Powell, WY 82435. EOE.

Personality Announcer Wanted for WOJV-FM, a Rock station. Person must be experienced and have at least a third class license. Applicants will be judged on their personality (funny, witty, topical), voice quality, production ability, talent and ability to read with color, enthusiasm and clarity. Send audition tape and resume with starting salary to Randolph Millar, WOJV, Box 3192, Fort Pierce, FL. We are an Equal Opportunity Employer.

Market 36 Station accepting tapes/resumes from Contemporary Jocks seeking first big break. Morning people with act and jocks with ability to follow format. Top Jock, 480 Greenleaf Meadows, Rochester, NY 14612. EOE.

KRAV is offering \$1,000 a month for an authoritative morning anchor. News experience is essential. If you have the ability to communicate and would like to relocate to a beautiful city, contact Don Smith, PO Box 746, Tulsa OK 74101. 918-582-9696.

Good voice, some newsroom experience required, overnight shift. Resume and tape to Ed Cream, WHUD, Box 188, Peekskill, NY. E.O.E.

Cape Cod's Number One station seeks an evening pro for personality Top 40 format. 3 years experience minimum. Beautiful, modern studios; great living environment. Tape and resume to Ray Brown, WCOD-FM, 105 Stevens St., Hyannis, MA 02601.

Minn./St. Paul No. 1 Beautiful music station needs announcer with natural voice. Send tape to: Bob Brynteson, KEEY, 611 Frontenac Place, St. Paul, MN 55104.

It doesn't happen often ... but WEZN, Bridgeport, Connecticut has immediate part-time openings. We're a T.M. Beautiful Music station and we've been rated No. 1 for four years. Experience not necessary, just quality, a professional attitude and a third. Call Paul Roger 8:30-11:30 A.M. 203-366-9321.

Mature-voiced pro wanted by top-rated MOR in medium market. A great place to live and work for major broadcast group. Call WSBA-FM P.D. at 717-764-1155. Equal Opportunity Employer.

Twin Falls, Idaho—a great place to live, work, and play. 5 KW, 24-hour "Easy Country" with NBC and excellent local news profile. Must be sharp on production and have warm friendly jock style. Send tape and resume to Dick Ryall, KTLN, Box 65, Twin Falls, ID 83301. EOE/MF.

Contemporary Country air person needed for Upstate New York. Experience a must. Rush tape and resume to Gary Bee, WNCQ, Box 29, Watertown, NY 13601.

New Jersey Shore contemporary has immediate opening for announcer with good voice and production. Excellent opportunity with full company benefits. Tape and resume to Mr. Jefferson, WJRZ, PO Box 100, Ship Bottom, NJ 08008. EOE.

Good morning man wanted for MOR, community and news oriented. No beginners—no phone calls. Room for creativity and possible pd. Send tape and resume to G.L. Portmess, PO Box 826, Hagerstown, MD 21740.

Needed at once. Experienced announcer good on production. Must know Country music. Professional station in competitive, scenic Arkansas market. Send resume and air check to KXOW, P.O. Box 1739, Hot Springs, AR 71901. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Radio Engineer for five-year old 35KW FM-Stereo public radio station with six studio complex. Qualifications: 3 to 5 years experience in studio maintenance and operations. Salary commensurate with experience. Contact David Roland c/o WQLN-FM/TV, 8425 Peach St, Erie, PA 16509, 814-868-4654. Equal Opportunity Employer.

Chief Engineer—5000w, DA, Southern New Hampshire. All new equipment. Must have radio broadcast engineering experience. Good salary; benefits. EEO/AA. Resume and salary history to GM, WVNH, Box 1110, Salem, NH.

Experienced Chief Engineer: Fulltime AM, (D), automated FM Class C authority. Must be competitor for No. 1 ratings. Call Cleve Brien, WLSQ Radio, Montgomery AL 205-264-6449.

Chief Engineer—Highly qualified Chief for AM/FM station in Midwest. Familiarity with AM directional ant., FM Stereo, digital automation, and digital STL required. Send resumes, references and salary requirements to Box J-124.

FM Chief Engineer—Major beautiful music station in (top 15) Midwest market is looking for a chief. We offer a good salary, excellent working conditions and benefits. We want a perfectionist in audio, experienced in all phases of FM and a person who will worry until the last detail is resolved. Send resume with salary requirement, salary history and references to Box J-128.

Chief Engineer. New England. Fulltime directional AM and Class B FM. Strong audio, RF, and administration. EOE/M/F. Resume, references, and salary requirements, in confidence, to Box J-139.

Chief Engineer for AM-FM combination in Midwest college town of 25,000. Must have capabilities for FM stereo automation and assist in major upgrading of facilities in near future. Excellent working conditions in quiet community with plenty of outdoor recreational facilities within easy reach. Send resume and salary requirements to Box J-175.

Near Retirement: Southern resort station wants veteran chief-engineer to handle all engineering for small-market station. Most desirable living conditions in country. Box J-191.

AM-FM in top 3 of 24 in Syracuse market needs experienced chief. No desk jockies or executive purchasing agents. We need a "fixer" with solid background in basics plus automation, stereo, and hi-power RF. Top pay for a technical heavyweight. Resume to Bob Rooney, GM, WOSC/WKFM, Fulton, NY 13069. 315-695-2165.

Ass't Chief Engineer. WFIN/WHMQ Findlay, Ohio. Good salary and benefits. Low rent newly remodeled company home available at transmitter site. We pay all utilities. City of 40,000. Professional staff, excellent equipment. Broadcast experience necessary. Write or call Dennis Rund, Chief. 419-422-4545. Equal Opportunity Employer.

Engineer: New Class "C" Stereo with automation, microwave and super facilities needs an Engineer with his feet on the ground. Lifetime position. Want to grow professionally and monetarily? Contact ME: Lynn Farr, 314-785-0819. Poplar Bluff, Missouri is a great place to work and live! E.O.E. M/F.

Chief Engineer: Will need experience AM-FM-MUZAK SCA, Marti, EBS, Automation. Working Chief with full responsibility, authority of 51 year old Pioneer in great community. Box 1390, Enid, OK 73701 or call 405-237-1390. E.O.E.

HELP WANTED NEWS

News Person Wanted for three person Midwest AM-FM local news department. Box J-37.

Can you communicate? We are looking for that special guy in News that talks to people. If you have what it takes to be a news personality, we're talking \$25,000 minimum. Box J-108.

WFLA, Tampa, has opening for strong news anchor who can write and communicate. Tape and resume to Jim Ashbery, Box 1410, Tampa, FL 33601. E.O.E.

News Director for NC News Network and top rated FM Station. Must be strong on air and off. Minimum start \$300 weekly. Tape and resume to: General Manager, WRAL-FM, PO Box 17000, Raleigh, NC 27609. An Equal Opportunity Employer.

Experienced Newsperson wanted for new Midwest A.M.; Need pro delivery, gathering and writing for local emphasis. Send tape and resume to KCJJ-Box 2118, Iowa City, IA.

We Want A Pro! For mornings we want an experienced broadcast journalist with excellent credentials, delivery and writing ability who will wake up our million-plus market with warmth and solid information. We want a communicator who expects hard work. The right person gets the right salary. EOE/M-F. Send resume to Box J-165.

Wanted—News and sports director. Recent school graduate or someone with some experience who would like to work in small market. Call or write Allen Embury, 217-562-2161, Pana, IL.

WHTG, Eatontown, New Jersey is seeking an announcer with commercial experience and interest in news. Board work necessary. Third endorsed. Tape, resume, writing sample, and salary requirements to WHTG AM and FM, Eatontown, NJ 07724.

Reporter/Caster. Degreed. 1-2 years experience. Dedicated to being number one in a middle market. Send tape/resume to Dennis Sutterer, KHAK, Box 1360, Cedar Rapids, IA 52406. No calls please.

2 positions for anchor-reporters for state news network or flagship station. Must be super-strong on air. Will help with polishing writing-reporting skills. Starting salary range, \$180-\$230 weekly. Annual reviews. Great benefits. Attn: General Manager, Box 17000, Raleigh, NC 27609. An Equal Opportunity Employer.

One News Director, one newsperson needed now. Good bucks, short station hours so you can get on the streets. Tapes & calls to Ted, WRCV, P.O. Box 92, Mercersburg, PA 17236. 717-597-9000.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Florida Coastal Station has opening for a Copy Director/Writer. Must be a good typist. Minimum of a high school education or better and must be exceptional creative and good at office administration and organization. We prefer someone with writing experience, especially someone with broadcast copy experience. Production abilities are desired, but production experience is not required. Send sample copy, resume, typing speed and starting salary to Randolph H. Millar, PO Box 3032, Fort Pierce, FL 33450. We are an Equal Opportunity Employer.

Experienced Visionaries Wanted: Innovative, exciting, neoteric, dynamic, inimitable, progressive, Jesus Music station. Write KLYT, or call our toll free number, 505-883-4962.

Experienced Talk Host for 50 KW giant. Up beat entertaining, can express own opinions without being rude. Tapes and resumes to: Lee Roberts, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

SITUATIONS WANTED MANAGEMENT

Christian Stations—Currently employed as Sales Mgr/Announcer Contemporary Station. Seeks position in Management or one leading shortly to Management in Christian Broadcasting. Successful business experience; First Phone; stable family man, 31. Call 602-425-2509.

General Sales Manager, 33 years old, of 50,000 watt station in top 15 market wishes to relocate as G.M. Looking for solid company that needs a strong leader. Box J-182.

Sales Manager seeks General Management in Plains; Rocky Mountain; Midwest. College graduate; Major Market News Director; sales; sales management; First-Phone; 18 years experience. Reply Box J-183.

SITUATIONS WANTED MANAGEMENT CONTINUED

GM-Currently Midwest success. Desires move to Florida. Small-Medium markets. Family man. Box J-185.

General Manager experienced and highly skilled in leading professional sales, programming and administrative staff. 13 years experience all phases of broadcasting. I believe people are your greatest asset, and I have the proven ability to lead and motivate people. Family man with desire to settle in a good community and grow roots. Available immediately. 205-757-4695.

SITUATIONS WANTED ANNOUNCERS

Beginner—Broadcast trained. Studio experience and 3rd Endorsed Ticket. Interested in experience, not salary. Box J-1.

College grad, 3rd phone endorsement, experience in MOR and C&W, seeks full-time position. Will relocate. Gary DeSantis, 18480 Westphalia, Detroit, MI 48205, 313-372-3567.

Not just another pretty voice. Some experience, and trained broadcast skills. Excellent tape and resume. 212-874-3385 (Steve) Box J-64.

Experienced Sportscaster seeking challenging position. PBP, color commentary, sportscasts, actualities. Also experienced in news writing, editing, and production. BA Degree, Northeast preferred, but will relocate for right offer. Call (Joel) 617-484-1779.

Ego Tripping Out—Newscaster, DJ, commercial writer, broadcast trained, Third Phone, small markets, tape available. Garry 609-767-3839.

Super Sports/PBP, solid news/sports writing & reporting. Strong DJ. 3rd endorsed. BA, will relocate anywhere. Available immediately. Mike Schikman-212-544-3608.

33—family—5 years broadcast experience. PD, MD.—Wish medium or large market ann. or PD position—prefer Country. Box J-93.

Announcer—good voice, one years experience. First phone, hard worker, tight board. 22 years old and married. Call Rod 419-782-4142.

First Phone. Enthusiastic D.J. 1 yr. exper, college grad. Sounds too good to believe? You must want stability & someone who loves Radio. Send for my wild & informative resume—Michael Ruiz. P.O. Box 53, Venice, CA 90291.

Phonicians Look No More. Coming to Phoenix area on Sept. 16. I want to work for you! Married, looking for stability. Friendly personality, hard working. Sales, production. 3rd. Any shift. Any format. Let me show you what good is. Call to set appt.—Barry Stevens, 212-338-3316.

Beginner seeking work as a DJ in small market. Will relocate anywhere. Hold 3rd Endorsed. Broadcast Schl. grad. Sincere and creative. You need me, I need a chance. For tape and resume, call Keith 815-399-6986.

4 1/2 years experience. MD, news, production. MOR, EZ. BS. Married. Prefer PA, surrounding states. Geoff Neil Stellflug, Oakington Farms, Havre de Grace, MD 21078. 301-272-3964.

Hello, is your station Adult MOR or Beautiful Music? Looking for experience, mature announcer, instead of air personality for full-time position? If you are, I am looking for you! Third phone, mellow style, tight board, good news & production. Will relocate. Call Frank 714-658-1094.

Jay Stevens formerly Production Director KNKN Corpus Christi, Air personality WBUS Miami Beach, looking for good AOR/Progressive position. Good voice, production, willing to relocate. 512-992-3526.

Beautiful Music—Adult M.O.R. 8 years exp. Production—News. Relocate anywhere. Bruce, 405-632-6021—mornings.

Announcer-DJ, 3rd Endorsed. 2 years experience, seeking job with good station, any format. Willing to relocate. Box J-151.

DJ, solid news, commercials, tight board, some experience, 3rd, ready now, go anywhere. Box J-158.

Anncr/DJ. No. 1 Morning D.J./Personality last 7 yrs. Adult Contemp MOR. Also extensive TV exp weather, commls etc. Desire West. U.S.—Pacific N.W., S.W. Box J-164.

Three years experience—professional news and commercial delivery. Medium or Major Market only. Box J-172.

With my mobile disco system, we can help promote each other. Experienced radio personality currently P.D. in a market of 100K. Enjoy production. Prefer Contemp or Modern Country. Box J-177.

I'm on your side! Flexible, ambitious, commercials that sell. 3rd/endorsed. Resume and tape. Bob Kozub. Box 1376, Phila. PA 19105. Person to person collect, 215-922-2530.

Texan wants to join family in Florida or adjacent states. College journalism grad, medium market experience as DJ. Third endorsed, tape available, part-time shift acceptable. Bruce Powell, 214-593-3535.

Personality DJ seeks advancement, 1st Phone, 3 years experience, currently employed, relocate anywhere. 304-255-0822.

Baseball, Football, Basketball, Hockey. Energetic, young sportscaster/dj wants to move up to station in market of 50,000 or more. Will go anywhere for right job. Four years experience. Bruce Morton, 654 Second Avenue, Berlin, NH 03570. 603-752-1230.

3rd Endorsed Ticket, looking for first job. Call Carl, 1-716-692-3099.

Jock, 3rd Endorsed/light news, good pipes, tight board. 4 years experience. Top 40, Pop, R&B. Tape on request. Relocate. Contact Lloyd Mitchell, 212-735-5133.

SITUATIONS WANTED TECHNICAL

Technician 1st Phone trainee, some experience. Will prove capabilities during two week trial. Box J-65.

1st Phone Engineer. Experience: GM/Engineer non commercial station. Announcer, Operations Manager, Engineer AM commercial station. Box J-127.

Experienced AM directional, FM stereo, automation. Chief medium and major markets. Only top 50 markets need reply. c/o Broadcasting Box J-186.

Assistant at good power directional. Chief needs directional experience, American Indian, 20, Single, 1 year Chief, 4 years Announcing, AM FM Automation. No peanut salaries! Call 205-368-8967, Dale.

Desire technical and/or announcing position, small or medium market station. Prefer Midwest. Two year college grad, three years electronics troubleshooting experience. First Phone, licensed Ham seven years. Bruce Stucky, Box 314, Moundridge, KS 67107. 316-345-2266.

SITUATIONS WANTED NEWS

News journalist/writer with two years experience desires local news position with a growing or established station. 3rd endorsed. Call Stan Froelich 212-526-1831 day/night.

College Grad., R-TV, 3rd Endorsed, 6 mo. experience, wants entry level position in news, copywriting, traffic, or production. Box J-129.

News Pro. Experienced major market. All phases news, plus sports. Need change. October availability. Box J-118.

Newsman, Combo, First Ticket, presently in small market, looking to move up. Hard worker. Tape, resume, references. Box J-115.

Local News Editor, writer, caster, 3 1/2 years experience, seeks challenge in serious news operation, Northeast/Mid-Atlantic. Box J-145.

Unbeatable Combo—Sports/News/Law. Bright, creative, young attorney with PBP, interview, talk show, & journalistic experience. Will relocate. Call Tom 404-233-6682 or write Box J-149.

Newsman/Sportscaster. Aggressive, dynamic, versatile. Presently anchoring sports talk show. Call Skip Beisser 1-213-374-5244 or 1-213-624-1414.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Assistant P.D. under one of the Country's best. I'm now ready to program your Country or M.O.R. Station. Let me put my 12 years of experience to work for you. Box J-99.

Automation minded minority with major market mass appeal credentials. B.S. Michael McIver, POB 21, Jamaica Plain, MA 02130.

A Break Into Programing, secondary market up to 125,000 is what I'd like. Hear the structure and flow of my automated contemp and be glad you filed those syndicated come-ons in with Connie Stevens and Funkadelic! Much more in this bag of tricks. Box J-192.

10 Year Professional broadcaster currently full charge PD of major 50KW/100KW combo medium market. Strong ARB, involved, dedicated, motivating. Working but looking with GM's recommendation, 501-227-4126 evenings.

TELEVISION

HELP WANTED MANAGEMENT

Public Television Administration Director. Administers activities of the Business Office, General Services and Personnel Office. Develops internal Policies; approves methods and procedures recommended by supervisors; reviews results of programs through consultation with department heads and executive director; assumes responsibility for interpreting and administering the policies of the State Educational Radio and TV Facility Board; serves as liaison with legal counsel. Graduation from accredited four year university (preferably major in radio/TV broadcasting, broadcast management or other job related curriculum and five years full-time administrative, management or supervisory work (preferably in the radio/TV industry); or qualifying experience or post high school education may be substituted for university degree. Contact: Iowa Public Broadcasting Network, Personnel Office, P.O. Box 1758, Des Moines, IA 50306. (515)-281-4498. An Equal Opportunity Employer.

Sales Manager; assistant to General Sales Manager with either local or national management responsibilities. Sales management experience necessary. Send resume to Bill Beindorf, WXEX-TV, 623 East Main Street, Richmond, VA, 23219. An Equal Opportunity Employer.

Director of Educational Broadcasting and Services for community college near San Francisco. Manage open circuit TV and FM stations, and direct development of instructional TV/FM courses for college credit. Requires demonstrated leadership ability in instructional TV/radio. M.A. in communication or equivalent, and at least 3 years of successful experience in television station operation. Starting salary: \$29,659, excellent benefits. For details and application form, call 415-574-6217 or write Office of Personnel Services, College of San Mateo, San Mateo, CA 94402. Filing deadline: September 30, 1977. An equal opportunity/affirmative action employer.

Research Director for PTV projects in ascertainment, programming, development and promotion. Requires advanced knowledge of research methods, utilizing computers. PhD and experience in broadcasting desired, MA required. Salary \$15,000-\$17,000, closing date September 16, send resume to Personnel, Arizona State University, Tempe AZ 85281. EOE.

HELP WANTED SALES

Aggressive, experienced time salesperson for small Virginia, single station market to assume and expand list in fast growing market. ABC affiliate. Excellent benefits. An equal opportunity employer. Write Box J-90.

Wanted—Regional Sales Manager and two sales persons for aggressive Southwest TV station. An Equal Opportunity Employer. Send resume Box J-169.

HELP WANTED SALES CONTINUED

Top 60 market, network affiliated station, needs experienced sales individual. Applicants should have strong background with retail and co-op advertisers and must be able to work with young, aggressive sales force. Management opportunity. Excellent benefits. An Equal Opportunity Employer. Send resume and salary requirements to Box J-148.

HELP WANTED ANNOUNCERS

Announcer needed for VHF network affiliate in Southeast. Will be assigned weather reporting on noon news and Saturday, plus commercial and station talent. Send audition tape and resume to Steve Currie, Program/Promotion Manager, P.O. Box 2566, Montgomery, AL 36105. An equal opportunity employer.

HELP WANTED TECHNICAL

Transmitter Supervisor wanted at VHF affiliate in West Virginia to maintain all transmitter site equipment. Must be experienced with transmission lines, antennas, microwave and R/C equipment. Must have good knowledge of FCC rules and regs. An equal Opportunity Employer. Box H-8.

Television Engineer. Community College needs TV Engineer competent in areas of systems design, installation, maintenance, technical production and training. BA degree in Broadcasting with FCC license preferred. Minimum of three years experience. Send resume to Personnel Department, St. Louis Community College, 5801 Wilson, St. Louis, MO 63110. An Affirmative Action/Equal Opportunity Employer.

Chief Engineer. Small market station in Midwest needs chief with technical experience in all phases of station operations, including G.E. transmitter, RCA video-tape machines, Sony ENG, knowledge of digital circuits important. Submit resume indication experience and salary requirements to Box J-125.

Remote TV Engineer. For Studio and Remote operations. FCC license required. Must have technical and operating background. Send resume and salary requirements to: Chief Engineer, WTCG-TV, 1018 West Peachtree St., Atlanta, GA 30309.

Engineer to operate and maintain Ampex 1200 VTRs. Interest in and knowledge of both quad and helical scan VTRs required. Will work late nights with minimum supervision. First Class license. Chief Engineer, KEYT, P.O. Drawer X, Santa Barbara, CA 93102. An Equal Opportunity Employer.

Production tape editor—no license required. Experienced quad tape editor for New England Production facility. Editech or T.E.P. helpful. E.O.E. send resume and salary requirements to Box J-160.

Chief Engineer—Major Market N.E. dynamic UHF station has outstanding opportunity for highly qualified individual with technical and managerial skills. Excellent market and working environment. EOE Employer/Affirmative Action/M/F. Forward resume to Box J-162.

Expanding Chicago videotape production house has immediate opening for experienced audio technician and lighting director. Call or write Scott Kane, VP-Operations, TeleMation Productions, 3200 W. West Lake, Glenview, IL 60025. 312-729-5215.

Maintenance/Operations Engineer. First Phone. Combined Studio-transmitter. ABC UHF. WOPC, Altoona, PA 16603.

Technical Director, KMPH-TV. Qualification Requirements: FCC First Class Radio Telephone License. 4 years experience in television control room switching and directing. Must be thoroughly versed in the operation and setting up of Ampex VTR-1200's; RCA TK-28 Film Equipment; Eastman 16 mm; GE-350 Studio Cameras and all pertinent equipment relating there to. EOE, M/F. Contact the Chief Engineer, 209-733-2600.

Positions open for transmitter engineers, and studio maintenance engineer. Radiotelephone first class required. Call C.E. WZTV, Nashville, 615-385-1717.

Maintenance Engineer. Television station seeks an experienced broadcast maintenance technician. Three years experience with quadruplex videotape maintenance and operation required. First Class FCC License required. Experience with time code editing systems preferred. Maintenance experience in other studio and transmission equipment preferred. Liberal benefits. Send resume and salary requirements to; Business Manager, WHRO-TV, 5200 Hampton Boulevard, Norfolk, VA 23508. Equal opportunity employer. Deadline September 19, 1977.

Transmitter Technician—Experienced 1st phone for VHF TV operation with modern facility on the growing Gulf Coast. Good working conditions and year-round outdoor recreation. Equal Opportunity Employer. Send resume to: Personnel Officer, P.O. Box 1488, Lake Charles, LA 70601.

Studio Maintenance engineer—New studio cameras, cart tape, Southeast. Salary open—Call Bob King 404-324-6471. Equal Opportunity Employer.

Transmitter Engineer—First Phone working knowledge of electronics, willing to train KWRB-TV—500 Arapahoe Thermopolis, WY. 307-864-2351.

Expanding Chicago videotape production house has immediate openings in duplicating center for qualified Ampex 1200 VTR operators. Call or write Scott Kane VP-Operations, TeleMation Productions, 3200 W. West Lake, Glenview, IL 60025 312-729-5215.

HELP WANTED NEWS

Top 20 Market station looking for weekend weather person. Position includes three days Environmental/Ecology reports and weekend weather. If you have background or knowledge of weather, plus on-air experience in commercial television and want to move up, this may be your chance. Send resume only to Box J-48.

Immediate Opening for news reporter/photographer/anchor person. Midwest, small market, E.N.G. All applicants considered. Male or Female. Equal Opportunity Employer. We will request video cassette later. Send resume to: Box J-105.

Need TV News Co-Anchor for Midwest operation. Send complete resume including experience, salary required. An EEO Employer. Box J-131.

Top 20 Market station looking for medical sciences reporter. If you have background or knowledge of weather, plus on-air experience in commercial television and want to move up, let us know. Send resume only to Box J-49.

Sports reporter. Position available October 1 for experienced individual. Ability to shoot, write, produce, and occasionally anchor. Growing ABC operation in outstanding sports market. Salary open. Equal opportunity employer, male/female. Contact: Mike McNamara, Sports Director, WTVO-TV, P.O. Box 5590, Lexington, KY 40505.

Southeastern 50's Market needs two experienced general assignment and feature reporters, men or women. Send writing samples, resume. Box J-144.

TV Photographer—50's Market. Experienced ENG and film. Box J-150.

E.O.E. Southeast number one fifties market size wants experienced reporter with producing background who can serve as back up anchor. Enterprise, speed, ability to think on feet and handle multiple assignments are musts. Also shooting, editing SOF and ENG. Salary \$175.00. Box J-189.

TV News Reporter Producer needed immediately. Must have thorough knowledge of 16MM film, ENG. B.A. in Journalism, two or more years in TV news preferred. Demonstrated air ability a must. Excellent pay, fringes in the 63rd market. Send complete resume, current VTR to: News Manager, WOI-TV, Ames, IA 50011, E.O.E.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Commercial Producer/Director with minimum 5 years experience, for major market production center. Position available immediately, resumes accepted through September 2nd. EOE, M/F, Affirmative Action Employer. Reply Broadcasting Box J-107.

Production photographer for top 60 market. Must have complete knowledge of still photography and cinematography (Arriflex BL 16mm) and the development processes of each. Commercial experience necessary with television experience preferred. An Equal Opportunity Employer. Send resume and salary requirements to Box J-147.

University of Minnesota, Agricultural Extension Service, electronic media leader. Three years' experience, master's required; doctorate preferred. Request application form from William Milbrath, U of M, St. Paul, MN 55108. Deadline Sept. 30, 1977. An Affirmative Equal Opportunity Employer.

The University of Kansas seeks a qualified person to coordinate production of radio and television programs, and to write feature stories for print outlets. Earned Bachelor's Degree. Experience in preparation of products for electronic media and uses of technical equipment required. Position available Sept. 26, 1977. Submit introductory letter and resume by Sept. 15, 1977 to: James R. Collier, Director of University Relations, The University of Kansas, Lawrence, KS 66045. An Equal Opportunity/Affirmative Action Employer. Qualified persons of all races and persons with disabilities are encouraged to apply.

West Palm Beach, FL, ABC Network V looking for right promotion director with an eye for quality. Applicant must have past record of producing Professional, creative, on-air programming and news promotion spots, as well as print and special projects. Resume and tape samples required. Send to WPEC, P.O. Box 8325, West Palm Beach, FL 33407. Equal Opportunity Employer.

Producer-Director for Massachusetts PTV. Weekly news magazine, public affairs specials, and sporting events. Minimum two years experience. Send resumes to Program manager, WGBY-TV, Springfield, MA 01105.

Supervisor, Television Services with B.A. and 3 years experience to supervise television section in University Media Department. Must be able to produce and direct television programs and other media presentations, schedule and oversee work assignments, coordinate operations, lead creative people and enjoy detailed administrative work. Salary \$13,000 minimum. Send resume, before Sept. 10, 1977, to Instructional Media Laboratory, University of Wisconsin-Milwaukee, P.O. Box 413, Milwaukee, WI 53211. An equal opportunity (M/F) affirmative action employer.

Production Manager who conceives, writes, directs and produces cost effective commercials and manages people, resources and clients efficiently and positively needed now. WECA-TV (ABC), Box 10027, Tallahassee, FL 32302. EOE.

SITUATIONS WANTED MANAGEMENT

Attorney with station, group and network experience in administration, programming and operations, FCC, minority employment, ascertainment, etc., looking for quality opportunity, preferably as GM. Box J-155.

Production, Programming, or Sales Management desired. 14 years Prod. experience; 8 as Prod. Mgr. Heavy commercial/show load. Resume on request. A. Marrara, 1944 JoAnn, Wichita, KS 67203. 316-942-5624.

SITUATIONS WANTED ANNOUNCERS

Looking for first TV position. Three years experience in a number 1, ARB rated radio station. Box J-179.

SITUATIONS WANTED TECHNICAL

Aggressive ambitious engineer desires Number 2 engineering position with station committed to technical excellence and competitive superiority. Will help Chief design/build new/upgraded facilities. Educated, experienced. Box J-180.

Chief Engineer desires change, well versed in all phases of operations and construction, currently in major market. Box J-80.

Television Studio Engineer, First Phone, Call Bob Smith after 7 p.m. E.D.T. 315-478-8896.

SITUATIONS WANTED NEWS

Producer/Reporter from award winning medium market station. Experience includes daily news producer, documentary writing & production, investigative reporting & news anchor. Seeking new challenge in larger market. Please contact Box J-31.

Award winning anchor seeks right move. I also produce, report, write, know ENG. Box J-59.

Major Market Radio/TV. Over 20 years. Currently radio N.D. top 20. Quality sound, write, edit, produce. I work for nice folks, but want a greater challenge. You want a professional, I want long term, growth association. Box J-75.

3 1/2 years experience in Radio. B.A. Mass Communication. Want to move into TV news. Contact Walt, 816-665-9904, after 6 p.m. C.D.T.

TV Sportscaster. 18 year veteran. News orientated. Seeking major market weekend anchor supplemented by field reporting and production. Box J-154.

Sports Reporter Anchor in Top 20 market seeks number one/two spot in medium/large market. Box J-167.

News woman, Writer, Film and ENG editor, reporter, seeks full time street position. 7 years experience. 20's market, resume & tape available. Box J-176.

Creative Feature Reporter in major market seeking reporter, reviewer, or talk show position. Good production experience. Box J-187.

Energetic young news woman with varied radio and TV news background seeks entry level reporter position. Will relocate. Box J-188.

Intelligent, enthusiastic female; sharp writer for on-air reporting. Talmadge Ragan, Box 58, Southern Pines, N.C., 919-692-7464.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Mature Professional, seeking employment with mature, professional staff and attitude. Have worked as cameraman, announcer, audio technician, duty director, news, MD, and on air personality. Interested in medium to large market area in Midwest, but willing to relocate. Have BS in Communications from major Midwest university. If you're looking for a hard worker with a straight head, contact me. Box J-97.

Creative Director looking for new creative challenges. Experienced in all phases of commercial production: From concept to completed spot. Young, energetic and currently employed. Write Box J-113.

ENG/EFP Users Creative, competent operator available. ENG, EFP, & remote experience (including Network). Currently ITV P/D. Box J-122.

Associate Producer/Director. London trained; creative portfolio: pop music series to drama; solid technical skills. 212-725-8048. Box J-143.

Production Assistant/Reporter: Experience 1 year PBS TV, 4 years radio FCC 3rd endorsed. Maryann Herman, 1112 Drexel Avenue, Drexel Hill, PA 19026.

CABLE

HELP WANTED SALES

Director of Marketing. Major CATV Operator based in New York City has immediate need for a qualified marketing professional; candidate should be a creative person with marketing, direct sales, direct mail and advertising experience. Responsibilities include developing effective campaigns, hiring and training a staff, and organizing and directing a large direct sales operation. For prompt consideration, please forward a detailed resume, in confidence, stating salary history to: Box J-171.

WANTED TO BUY EQUIPMENT

Ektar Lens 3", F. 4.5, for Model 275/285 Eastman projectors, Bill Seabrook, WETA, P.O. Box 2626, Wash., DC 20013.

FOR SALE EQUIPMENT

3" Air Hellax Coaxial cable new all copper, 50 ohms—4reels, 470 ft each—can be cut and terminated to requirement. Below Mfgs price. Basic Wire & Cable 860 W. Evergreen, Chicago, IL 312-266-2600.

5" Air Hellax copper—New Surplus. Andrews HJ9-50. 2600ft. Can be cut and terminated to requirement. Below Mfgs price. Basic Wire & Cable 860 W. Evergreen Chicago, IL 312-266-2600.

280-foot Tower Construction Company tower, complete with base insulator, beacon, lights and guys. In 20-foot sections. In good condition. \$2700. Contact Victor W. Dawson Box 35297, Fayetteville, NC 28303. 919-867-3131.

Two IVC 870C VTR, low hours, good condition—Consider any offer over \$4,000. each. Call 918-663-8330.

RCA-Model TK 42 Color Television Camera. Contact Carland, Inc. 816-842-6098.

General Electric 250/350 Color Cameras. Six cameras, excellent condition, immediate delivery. Complete set of spare modules. Call: J. J. Kresnicka, D.E. ABC Chicago. 312-263-0800.

For Sale Sansui QSE 5 SB Quad Encoder. Like new; Call Robert Cauthon 918-664-2810.

For sale: 2 Frezzolini LW-16 film cameras. Complete with Angenieux 12-120 lens and accessories. Cameras 2-1/2 years old. Have been overhauled yearly, excellent condition. Reason for sale, going ENG. Call: John Spain, WBRZ-TV, 504-387-2222.

1 CDL-Video Switcher—Model 860-16 Input 2 Mix/Eff. 1 Electroline 10 Input 2 Channel Audio Mixer. 1 Chiron Character Generator W/Control Panel and Record Memory. Also contains a Model 800 Vidiloop System. 1 Tek. 650 Color Monitor. Several Western Electric Head Sets, Assorted Misc. Cables W/XLR Connectors, Assorted Video Cable. Call or write—H. Leon McGee, C/O Aetna Business Credit, Inc., 600 North Hamilton Street, High Point, NC 27261. 919-886-4811.

AM Transmitters: Gates BC-5-P2-5KW, Collins 21/E-5KW, RCA BTA-5F-5W. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

1 Monural IGM 750 Automation System. Consists of the following: 1—Digital PDP8M Computer with Auto Power Fail + 12K Memory. 1—Avdabus with 16 Channel capability and crystal control clock. 1—Clock and Control Panel. 4—Instacarts (48 carts each). 5—Revox A77 Reel to Reel Recorders (with IGM 25 Sensors). 1—Digital TV56 Transport. 1—383 Time Announcer Control (with 2 ITCWP Cart Machines). 1—370 Temperature Announcer (with 1 ITCWP Cart Machine). 1—Vistar Display Terminal. 2—Model 33 Teletype (one with punch tape). 1—Remote CVC Panel. 1—ITC Cart Recorder (RP Series). 1—ITC Tone Encoder and Control Panel (Client No. Coding). 1—Documentation M200 IGM Punch Card Reader with Switch Panel (AM-FM). 1—IGM 25 H2 Tone Generator. 1 STEREO IGM 750 AUTOMATION SYSTEM. Consists of the following: 1—Digital PDP8M Computer with Auto Power Fail + 12K Memory. 1—Avdabus with 12 Channel Capability. 1—Clock Read Out and Central Panel. 2—48 Cart Instacarts, Monural. 1—48 Cart Instacarts, Stereo. 5—Revox A77 Reel to Reel Recorders (with IGM 25H2 Sensors). 1—Digital TV56 Transport. 1—383 Time Announcer Control (with 2 ITC WP Cart Machines). 1—370 Temperature Announcer (with 1 ITC WP Cart Machine). 1—Vistar Display Terminal. 2—Model 33 Teletype Machines (One with Punch Tape). 1—Remote Cue Panel. 1—ITC Cart Recorder (RP Series). 1—ITC Tone Encoder and Control Panel (Client No. Coding). 1—ITC Battery P.S. for Clocks. 1—12 Function Relay Interface (For external on-off Controls). Contact: George Thompson, WLLL & WGOL, P.O. Box 1660, Lynchburg, VA 24505. 804-239-0333.

Expertly maintained production equipment including Datatron Vidicue Editor 5200, Grass Valley Group 1400-7 Production Switcher, Phillips-Norelco MD-3 Audio Console. Best Offer—202-783-2700.

Stop throwing away SMC Carousel Motors. We sell the Fiber drive gear. Direct Replacement. Immediate shipping any time. 607-433-2500.

Gates 1KW AM Transmitter. CBS Volumax. Tapecaster R/P. 5 Channel Sparta Console. Gates Turntables. Preamps. Tone Arms. AM Modulation Monitor. Gatesway 80 Console, Like New. 404-876-7123.

FM Transmitters: Collins 830G2B-20KW, Gates FM-20H3-20KW, Collins 830H-1A-20KW, Bauer 620-10KW, RCA BTF-10-D-10-10KW, Gates FM-10B-10KW, Bauer 610-5KW, Collins 830E-1A-5KW, Collins FM-5000C-5KW, Rust FM-5-C-5kw, RCA FM-5000C-5-KW, Rust FM-5-C-5kw, BTF-5-D-5KW, Gates FM-5G-5KW, Gates FM-5B-5KW, ITA FM-1000C-1KW, Gates FM-1C-1KW, Gates FM-1G-1KW, Collins 830D1A-1KW, ITA FM-250B-250, Gates FM-250C-250, CCA FM-250D-250, Collins FM-250B-250, ITA FM-250-A-250. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

For Sale: Four used Metrotech Model 514P monaural 1/2track playback tape decks w/auto reverse—\$595 each. Scully Model 280B-4, 4 track, 1/2 inch tape recorder, New—\$4,120. Call Jeff Browne. 916-383-5353.

Automation Equipment. AR 1000 BPI 12 Source 24 Event Stereo. 5 Revoxes. 1 Tone Detector. 3 Carousels (2 Random Select). 1 Sparta Record and Playback. 1 Wollensak H 1500. 1 Sparta Dual Cart Playback. Don Squires. 217-753-5610.

Moseley Dual PCL-2B STL with PBR-21 Remote Control System. Jack Banoczi, KNOB, 714-772-5662.

(1) **CCA "Ultimate Stereo"** Console 10 Channel. (2) RCA BQ-51A Turntables with MI-11894 Tone Arms and Stanton P.U. Heads. (1) RCABQ-2B Turntable with MI-11885-A Tone Arm and Stanton P.U. Head. (1) RCA RT-7 Cartridge Playback and BA-7 Record Amplifier. (1) RCA RT-17 Cartridge Playback Machine. (1) RCA RT-21 Record-Playback Reel Machine. (1) Amp ex 351. Record-Playback Reel Machine Head Nest and Cable for stereo. (2) Ampex 351 Slave Electronics. (1) CBS Audimax (1) Ampex 601 (Mono) Call or write Jerry Martin WNIC, 15001 Michigan Ave., Dearborn, MI 48126. 313-846-8500.

PROGRAMING

Free: daily (5 per week), "missing persons" program, WORLD COURT OF MISSING HEIRS, a ten minute vignette developed by and featuring W.A. Jones, world famous probate genealogist and founder of Heir Finders, Int'l. Interesting audience involving, dramatic, with two—one minute "doughnuts" for sponsorship or PSA, Market exclusive—Write Heir Finders, Int'l. P.O. Box 22823, Nashville, TN 37202.

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Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

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"The Weekly Wipe"—Dee Jay Gags and jokes—no record intro's—no junk. Free sample. The Weekly Wipe, Box 3715, Jackson, GA 30233.

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.

MISCELLANEOUS CONTINUED

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 12, October 24. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

"Tests-Answers" for FCC First Class License. Plus "Self-Study Ability Test." Proven! \$9.95. Free Brochure. Command, Box 26348-B, San Francisco 94126

1st class FCC, 6 wks, \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Don Martin School—40th Yr. providing training in FCC 1st Class License. 4 mo. course—Jan., May, Sept. 8 wk. course—Jan., July, Nov. Complete XMTR., studio. Radio & TV courses start every mo. 7080 Hollywood Blvd., L.A. 90028, 213-462-3281.

Free booklets on job assistance, 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

San Francisco, FCC License, 6 weeks 9/12/77. Results guaranteed, Veterans approved. School of Communication Electronics, 150 Powell St., 94102. 415-392-0194.

First Phone four weeks \$395. Save time; save money in exciting Music City, U.S.A. Veterans approved. Classes Sept. 6, Oct. 3, Nov. 8. Tennessee Institute of Broadcasting, 2106-A 8th Ave. S. Nashville, TN. 615-297-5398.

Questions & answers to new FCC official study guide first second third class exams \$10 each. Southern Tee, Box 5595, Savannah, GA 31404.

RADIO

Help Wanted Management

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is
hunting...**

for people to staff our expanding San Francisco headquarters where we make Urban/Parasound and Urban/Broadcast brand products.

Now we're looking for

- Marketing/Salespersons familiar with professional recording and/or broadcasting products
- Production Technicians who know OpAmp circuit analysis and who are fast trouble-shooters
- Circuit Board Layout Person familiar with commercial standards, techniques and processes

Soon we'll be needing

people in Production Staff, Engineering, Marketing Support, Package Design.

If you're working in the audio industry now or would like to fit in, send us your resume or an informative letter, and let us know about yourself.

Send to: John Delantoni
Urban Associates Inc.
459 Bryant Street
San Francisco, CA 94107

Help Wanted Management Continued

Come-Grow with us

Increased hours create need for community minded, selling—Station Manager: Account Executive and MOR Program Director in upstate New York single station market. We are the only station serving a village of 12,000 and a county of over 80,000. All new facilities. Excellent income at a quality station. E.O.E. Resume and references to Henry C. Goldman, WACK, P.O. Box 1420, Newark, NY 14513 or call 315-331-1420.

Help Wanted Sales

Dynamic Chicago

area radio station needs equally dynamic Sales Manager, with experience. Top salary and fringe benefits to right person. Send resume to P.O. Box J-170.

STATION-SALES MANAGER

for Ohio FM. Knowledgeable about Country Format and FM Automation. Must be aggressive, sales oriented and have sales promotion ideas. Excellent opportunity, salary, override, fringes. Box J-159.

Help Wanted Announcers

50 KW Bay Area

station looking for experienced strong personality oriented announcer for afternoon drive, immediate opening. Send tapes and resumes to:

Ronni Richards
KLOK Radio
Box 21248
San Jose, CA 95151
An Equal Opportunity Employer.
Male or Female

Help Wanted News

WGST, ATLANTA Goes All-News

WGST, Atlanta's prestigious radio station for more than 50 years is becoming an all-news station. The following openings exist for experienced personnel.

WGST NEWSRADIO 92

Operations Director—Minimum 3 years radio program management experience, in a Top 50 market, with primary background in radio news. Person must be experienced in directing and supervising activities of on-air personnel and developing programming consistent with FCC rules and regulations, for a news, sports and information major-market radio station. College journalism or other degree helpful, but not required.

Candidates should send a resume to Richard F. Carr, VP Radio Operations, Meredith Broadcasting, 550 Pharr Road, N.E., Atlanta, Georgia 30305. No phone calls accepted. We are an equal opportunity employer.

Newscaster Openings—Minimum 3 years experience as a news reporter/announcer in a Top 50 market. Person should be aggressive & experienced in self-starting radio news gathering techniques; proficient in news writing & use of production facilities. College journalism or communications degree helpful, but not necessary. Writing, voice, delivery must be of a quality suitable to WGST standards.

Send tape and resume to Eric Seidel, News Director, WGST, 550 Pharr Road, N.E., Atlanta, Georgia 30305. No phone calls accepted. We are an equal opportunity employer.

Situations Wanted Announcers

Music Telephone-Talk

Top-Rated in Top-Ten Market

13 year veteran looking for a new home. I keep it light and entertain all-night. Your audience will love it! My tape will convince you!
BOX J-168

Situations Wanted Programing, Production, Others

Operations Manager

14 years programming experience, air work, renewal and ascertainment, promotions, research, quality control. Currently OM at successful large market station, MA, thirties. Seeking opportunity with solid station or group in Upstate New York—New England. Box J-157.

TELEVISION
Help Wanted Technical

CHIEF ENGINEER
VIDEO PRODUCTION CENTER

Expanding corporate operation with studio, post-production, and duplication facilities offers outstanding opportunity for engineer with minimum 5 years experience. First phone desired. Set standards, operate, maintain, and repair both broadcast and nonbroadcast equipment. Able to specify, evaluate, provide information, and make recommendations on equipment purchases reflecting changing "state-of-the-art." Ability to train and evaluate personnel. Forward resume and salary requirements to:

Personnel Administrator, Box DR



4 Research Place · Rockville, Maryland 20850
 An Equal Opportunity Employer

Help Wanted News
Continued

WSM BROUGHT
THE MUSIC
TO
MUSIC CITY

And for our next selection we're going to pick THE BEST WEATHER PERSON IN THE USA to deliver our week-end TV forecasts. If you are good enough to join that very special breed of Music City Pros who orchestrate WSM-TV's award winning newscasts send us a demo-tape. You could do worse than have your name on our label and vice versa. Rush resume and tape to Program Director.

WSM-TV
 Box 100
 Nashville, Tennessee 37202
 An Equal Opportunity Employer

A great opportunity for someone who
wants to live in Seattle

WNA Video is looking for a creative engineer/editor to operate our new CMX system. That person must be capable of doing maintenance as well as dealing with clients. Salary is open. Send a sample tape and resume to:

Harry Watkins
 General Manager
 WNA VIDEO
 1200 Stewart Street
 Seattle, WA 98101
 1-(206)-623-5934

CHIEF ENGINEER

Director of Engineering/Operations
Services

for Rocky Mountain Public Television Station in 50th market. Responsible for all engineering operations, including staffing, planning, design and budget and personnel administration. Provides creative leadership and directs studio and transmitter operations. Develops system facilities planning, bid preparation and acquisition, installation and maintenance of equipment. Requires bachelor's degree, or equivalent, first-class license and minimum of five years' experience. Salary low to mid 20's. Send resume, three references to Sylvia Staab, Personnel Department, 101 Annex, University of Utah, Salt Lake City, Utah 84112. An equal opportunity employer.

PRODUCER/PHOTOGRAPHER

Experienced TV News Producer to write and produce fast paced top rated news casts. Must also have experience shooting and editing 16MM sound and silent news film. Possibility for some reporting. Contact Joseph Barnes, News Manager, WKBW-TV, 1420 Main Street, Buffalo, New York 14209. Capital Cities Communications Inc. An Equal Opportunity Employer

Help Wanted Programing,
Production, Others

PROMOTION MANAGER

17th Market. Minimum 2 years experience in Promotion Dept of commercial TV station desired. Reply Doug Duperrault, WFLA-TV, P.O. Box 1410, Tampa, FL 33601. An EOE.

SENIOR
BROADCAST ENGINEER

Public Broadcast station WIPB-TV has an opening for the right individual to oversee the operation and maintenance of the WIPB-TV audio and video equipment. 3-4 years experience with first class FCC licence required. Excellent fringe benefits. Educational opportunities. Application deadline 9-20-77. Send resume to:

BALL STATE UNIVERSITY
 Personnel Services Office
 Muncie, Indiana 47306

An Equal Opportunity/Affirmative
 Action Employer

Help Wanted News

CAN YOU SELL NEWS?

The nation's largest news-gathering organization is seeking the finest sales people in the country to showcase its products to radio and television stations.

We have positions available now. We also are building a talent-bank for future openings.

We are looking for:
 —a minimum of five years in radio or television sales; preferably, both.
 —substantive experience in radio and/or television news.

If you're still with us, send your resume today, complete with references and salary requirements, to Box J-163.

TECHNICAL
MAINTENANCE
ENGINEER

Major group owner in a major Northeast market seeks an experienced Maintenance Engineer to maintain and repair broadcast equipment. Prefer UHF background.

Send Resume to Box J-173.

Charismatic
Weather Person Wanted

Immediate need for experienced, professional, enthusiastic weather person for top 25 market in California. Interested in successful individuals from any size market. Group owned network affiliate. Interesting opportunity, pleasant working conditions. An equal opportunity employer. Send letter and/or resume. Will contact you for tape. Box J-174.

WANTED:

TV PROGRAM
DIRECTOR
TO REPLACE
THE TWO
WE PROMOTED.

We're a group broadcaster. We need a new program director for our station in a small California market. Reason: we promoted the last two program directors to bigger programming jobs. So if your present job's a dead end (even if it's in a "glamor" market) you'd do well to talk to us. The person we want should have promotion knowledge or experience. We're an equal opportunity employer M/F. Write to us care of Box J225, Broadcasting Magazine.

**Help Wanted Programing,
Production, Others
Continued**

**TELEVISION
DEVELOPMENT/
PROMOTION**

**Director of Development/Public
Information Services**

for Rocky Mountain Public Television Station in 50th market. Responsible for all station fundraising, underwriting, promotion, publicity, advertising, and public relations activities. Provides creative leadership and directs membership drives, print and media campaigns, develops grant proposals, implements volunteer activities and imaginative PI and PR services. Requires bachelor's degree and a minimum of five years' experience. Salary low to mid 20's. Send resume, three references to Sylva Staab, Personnel Department, 101 Annex, University of Utah, Salt Lake City Utah 84112. An equal opportunity employer.

**Situations Wanted Programing,
Production, Others**

TALK SHOW HOST

Major Market only. Serious, light or both. Excellent credentials. Proven ratings winner. Young, handsome, knowledgeable.

Reply Box J-193.

Free Golf/Car Rental

FLORIDA FREE GOLF

Completely furnished deluxe condominium apartments for two \$30 per day until December 14 with greens fee included at nearby top-rated Deer Creek C.C. Rent-A-Car available through Apex-Courtesy Car Rental WE FEATURE FORDS Write or call

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If the first issue doesn't give you a head start on the jobhunting competition. EXCLUSIVE RADIO & TV OPENINGS: DJ's...News...Technical...Sales...Everyone

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Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. **FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)**

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FT LAUDERDALE • MEMPHIS • ORLANDO • N.Y. • ATLANTA • GREENVILLE, S.C. • COCOA BCH.

For Sale Equipment

The State of Montana Communications Division will accept sealed bids through 10 a.m. Oct. 28, 1977 for the following equipment.

Television Transmitter: Harris-Intertype Gates Division, model ET-50H; channel 7 offset minus, visual frequency - 175.240 mhz; aural frequency - 179.740 mhz; 50 kw-visual power; 10 kw aural power, 220 VAC 3 phase 60hz supply voltage; TD-40H notch diplexer and equalizer; automatic power control; plus all other required inside RF equipment, cabinets and accessories for complete installation

Television Antenna: Gates model TAH-10HM Helical antenna for operation on channel 7 minus, main lobe power gain 9.0 x 9.54 db; horizontal gain 8.8 x 9.44 db; 50 kw power rating; antenna is designed to support a flange mounted 6-bay channel 4 balwing antenna. Transmission line and accessories included

Both transmitter and antenna were built in early 1975 but have never been uncased or used. Both have been kept in conditioned storage since delivery. For a complete list of the items being offered and the required terms of sale, contact: Curt Wheeling, Administrator, Communications Division, Department of Administration, Sam W. Mitchell Bldg., Helena, MT 59601 (406) 449-2586.

Beaucart™ Demo Units—20% Off

We are currently offering a 20% discount on 25 Beaucart audio cartridge tape machines used as demonstration and evaluation units. These machines are fully warranted. A selection of standard models is available, ranging from mono, single-tape machines at a discount price of \$600, all the way up to stereo, three-tape, left-forward models at \$1,450.

Here's your opportunity to own Beaucart type 10 and 20 machines at a substantial, 20% discount. For more information and a complete listing of demo units available, contact Broadcast Sales Manager Chuck Rockhill at (203) 268-7731.

Beaucart Division
UMC Electronics Co.
460 Sackett Point Road
North Haven, Connecticut 06473

Wanted To Buy Stations

Public Company interested in acquisitions and/or mergers. T.V.—Radio. Profitability not a factor.

Reply Box E-69.

For Sale Stations

GA	Small	Profitable	\$215K terms
MW	Medium	Power	\$360L \$111K
NW	Medium	AM/FM	\$1,100K \$300K
E	Major	Fulltime	\$650K \$189k
FL	Major	Fulltime	\$1,450K 29%

Atlanta, Boston, Chicago,
Dallas, Los Angeles



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The Acropolis

MEDIA LIBRARY
all 6 important books
for just \$50!
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GUIDE TO COLLEGE COURSES
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The complete "yellow pages" to 8,225 film and t.v. courses offered at 791 American and foreign colleges and universities. \$6.95 quality paperback

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My check for \$ _____ is enclosed.
(Payment must accompany order.)

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

**For Sale Stations
Continued**

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Brokers, Consultants & Appraisers
Los Angeles Washington

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Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1883

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415/973-6674

EAST COAST: 310 EAST 53RD ST., NO. 8D, New York 10022
212/288-0737

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Lexington, Mo. 64067
Phone 816-259-2544

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APPRAISERS**

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SHAHEN INC.
435 NORTH MICHIGAN · CHICAGO 60611
312-467-0040



- Fulltimer, N.E. Ky. city. Billing about \$150,000. Real Estate. \$300,000. Good terms.
- Class "C" Stereo covering more than million pop. with strong signal. Mississippi. Terms.
- Fulltimer within 40 miles of Daytona. Only fulltime AM in 30,000 pop. trade area. Real Estate. Billing about \$140,000. \$395,000. \$70,000 d.p.
- Stereo station metro area of Oklahoma City. Collected about \$250,000. \$585,000. Terms.
- Daytimer within 40 miles of Memphis. \$70,000.
- Fulltimer within 80 miles of Chico, Calif. Single station market. Potential for FM now on file. \$480,000. Terms.
- Fulltimer in Eastern Tennessee city. Billing more than \$300,000. \$600,000. Good Terms.
- Class "A" stereo with two translator outlets. Small town near Springfield, Mo. \$95,000. Terms.
- Fulltimer with real estate. Billing about \$100,000. About 50,000 Pop. in county. Southern W.Va. \$230,000.
- Good buy for \$725,000 in N.M.

All stations listed every week until sold. Let us list your station, inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS

For Sale Stations Continued



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC

1705 Lake Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

Midwest AM kw, Class A FM Stereo.

For sale by Owner; 10,000 population. \$400,000, terms to qualified buyer.

Box J-146.

North Carolina Daytimer

1 kw in GROWING SUBURBAN MARKET. Ideal for Owner/Operator. Excellent Terms.
Reply to Box J-153.

Religious broadcasters only!

Unserved important growth market. Daytimer on low frequency. No brokers. Attractive price for cash.
Box J-166.

**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.

Name (Print) _____ Signature _____

Address _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Stock Index

Stock symbol	Exch.	Closing		Net change in week	% change in week	1977		PIE ratio	Approx. shares out (000)	Total market capitalization (000)
		Wed. Aug. 24	Wed. Aug. 17			High	Low			
Broadcasting										
A8C	N	40 7/8	41 1/4	- 3/8	- .90	46 3/4	37	8	18,107	740,123
CAPITAL CITIES	CC8	47 7/8	47 1/2	+ 3/8	+ .78	57	44 3/4	9	7,481	358,152
CBS	N	55 1/2	55 7/8	- 3/8	- .67	62	55	9	28,395	1,575,922
COX	N	26 3/4	26 1/2	+ 1/4	+ .94	33 5/8	26 1/2	8	5,878	157,236
GROSS TELECASTING	GGG	14 3/8	14 1/4	+ 1/8	+ .87	15 1/2	13 5/8	7	800	11,500
KINGSTIP COMMUN.	KTVV	5 1/2	5 1/4	+ 1/4	+ 4.76	5 1/2	3 7/8	10	461	2,535
LIN	O	17 7/8	18 1/8	- 1/4	- 1.37	20 3/8	16 1/2	7	2,739	48,959
MOONEY	MOON	2 5/8	2 5/8		.00	2 5/8	1 7/8	9	425	1,115
RAHALL	RAHL	17 1/4	17 1/2	- 1/4	- 1.42	18 1/2	8 5/8	21	1,281	22,097
SCRIPPS-HOWARD	SCRIP	36 1/2	35 1/2	+ 1	+ 2.81	37	31 1/2	8	2,589	94,498
STARR**	S8G	5 7/8	5 3/8	+ 1/2	+ 9.30	7	3 1/2		1,418	8,330
STORER	SBK	20 5/8	20 1/4	+ 3/8	+ 1.85	26 7/8	20 1/4	5	4,876	100,567
TAFT	T8B	27 5/8	27 1/2	+ 1/8	+ .45	33 7/8	27	7	4,070	112,433
TOTAL									78,520	3,233,467

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 3/4	5 7/8	- 1/8	- 2.12	5 7/8	3 3/4	8	1,232	7,084
AVCO	AV	N	15 5/8	15 1/4	+ 3/8	+ 2.45	17 7/8	13 3/8	3	11,656	182,125
JOHN BLAIR	BJ	N	18 3/4	18 3/4		.00	19	11 1/8	6	2,419	45,356
CHRIS-CRAFT	CCN	N	7 1/2	6	+ 1 1/2	+ 25.00	7 1/2	4 1/2	5	5,810	43,575
COMBINED COMM.	CCA	N	21 1/2	20 7/8	+ 5/8	+ 2.99	23 1/4	19	7	6,692	143,878
COWLES	CWL	N	15	14 7/8	+ 1/8	+ .84	15 5/8	12 1/2	18	3,969	59,535
OUN & BRADSTREET	DN8	N	29 3/8	30 3/8	- 1	- 3.29	30 7/8	26 1/4	15	26,447	776,880
FAIRCHILD INO.	FEN	N	13 3/4	13 3/8	+ 3/8	+ 2.80	15 5/8	9 1/2	12	5,708	78,485
FUQUA	FOA	N	9 1/8	9 3/8	- 1/4	- 2.66	13	9	6	8,987	82,006
GANNETT CO.	GCI	N	35 1/4	35 3/8	- 1/8	- .35	40 3/4	32 3/4	15	22,430	790,657
GENERAL TIRE	GY	N	24 3/8	24 5/8	- 1/4	- 1.01	29 1/4	24 3/8	5	22,239	542,075
GLOBE BROADCASTING	GL8TA	O	4	3 7/8	+ 1/8	+ 3.22	4 3/8	2 1/8	2	2,783	11,132
GRAY COMMUN.	O	12	12 1/4	- 1/4	- 2.04	12 3/4	8	5	475	5,700	
HARTE-HANKS	HMN	N	31 7/8	30 3/8	+ 1 1/2	+ 4.93	31 7/8	26	12	4,474	142,608
JEFFERSON-PILOT	JP	N	30 1/4	30 1/2	- 1/4	- .81	32 3/8	26 5/8	10	24,056	727,694
KAISER INDUSTRIES	KI	A	5 1/2	5 1/2		.00	18 5/8	4 5/8	3	28,119	154,654
KANSAS STATE NET.	KSN	O	6 7/8	6 3/8	+ 1/2	+ 7.84	7 1/4	4 3/4	8	1,716	11,797
LEE ENTERPRISES	LNT	A	22 3/4	23	- 1/4	- 1.08	28 1/8	22 1/4	10	5,010	113,977
LIBERTY	LC	N	21 3/4	22	- 1/4	- 1.13	23 1/8	18	7	6,762	147,073
MCGRAW-HILL	MMP	N	19 3/8	19 1/8	+ 1/4	+ 1.30	19 5/8	15 5/8	10	24,664	477,865
MEDIA GENERAL	MEG	A	15	14 7/8	+ 1/8	+ .84	20	14 7/8	7	7,463	111,945
MEREDITH	MDP	N	21 5/8	21 3/4	- 1/8	- .57	21 3/4	17 3/8	5	3,067	66,323
METROMEDIA	MET	N	25 5/8	25 1/4	+ 3/8	+ 1.48	31 1/8	25 1/4	5	6,700	171,687
MULTIMEDIA	MMED	O	24	24		.00	25 1/2	21 1/2	10	4,392	105,408
NEW YORK TIMES CO.	NYKA	A	17	16 3/4	+ 1/4	+ 1.49	19 1/2	15 3/4	8	11,207	190,519
OUTLET CO.	OTU	N	18 7/8	18 1/2	+ 3/8	+ 2.02	24 1/4	16 5/8	8	2,140	40,392
POST CORP.	POST	O	21 3/4	21 1/4	+ 1/2	+ 2.35	21 3/4	16 1/4	7	869	18,900
REEVES TELECOM	R8T	A	2 1/2	2 3/8	+ 1/8	+ 5.26	3	1 3/4	25	2,380	5,950
ROLLINS	ROL	N	19	18 3/4	+ 1/4	+ 1.33	24 1/4	17 1/8	10	13,404	254,676
RUST CRAFT	RUS	A	21 1/4	21	+ 1/4	+ 1.19	23 1/2	8 1/2	13	2,291	48,683
SAN JUAN RACING	SJR	N	9 5/8	9 3/4	- 1/8	- 1.28	11 3/4	7 5/8	10	2,509	24,149
SCHERING-PLOUGH	SGP	N	34 1/4	33 1/4	+ 1	+ 3.00	44 3/4	32	11	54,084	1,852,377
SONDERLING	S8B	A	11 1/2	11 3/4	- 1/4	- 2.12	12 7/8	8 3/8	5	1,103	12,684
TECH OPERATIONS**	TO	A	3 1/4	3 3/8	- 1/8	- 3.70	3 7/8	2 3/8		1,344	4,368
TIMES MIRROR CO.	TMC	N	23 1/8	24	- 7/8	- 3.64	25 3/8	20 3/4	10	33,919	784,376
WASHINGTON POST CO.	WPO	A	29 3/4	30	- 1/4	- .83	30 1/8	21 3/4	9	8,659	257,605
WOMETCO	WOM	N	11	10 7/8	+ 1/8	+ 1.14	12 3/4	10 7/8	7	8,563	94,193
TOTAL									379,742	8,588,391	

Cablecasting

ACTON CORP.	ATN	A	7 3/8	6 3/4	+ 5/8	+ 9.25	7 3/8	3 1/8	13	2,757	20,332
AMECO**	ACO	O	1/8	1/8		.00	1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	26 3/4	26 1/4	+ 1/2	+ 1.90	27 1/2	19 3/4	17	3,465	92,688
ATHENA COMM.** *	O	3/8	3/8		.00	3/8	1/8			2,125	796
BURNUP & SIMS	BSIM	O	4 5/8	4 3/4	- 1/8	- 2.63	4 3/4	3 1/8	26	8,325	38,503
CABLE INFO.	O	5/8	3/4	- 1/8	- 16.66	7/8	1/2	3		663	414
COMCAST	O	5	5		.00	5 1/4	3 3/4	9		1,662	8,310
COMMUN. PROPERTIES	COMU	O	7 1/4	6 3/8	+ 7/8	+ 13.72	7 1/4	3 5/8	28	4,761	34,517
ENTRON	ENT	O	1 1/8	1 1/8		.00	2	7/8	1	979	1,101
GENERAL INSTRUMENT	GRL	N	20	20 7/8	- 7/8	- 4.19	23	18 1/8	9	7,332	146,640
GENEVE CORP.	GENV	O	8 1/2	8 3/4	- 1/4	- 2.85	9 1/4	7 1/2	57	1,121	9,528
TELE-COMMUNICATION	TCOM	O	5 7/8	5 1/2	+ 3/8	+ 6.81	5 7/8	2 7/8	35	5,281	31,025
TELESCOPTR	TP	N	7 7/8	7 3/4	+ 1/8	+ 1.61	9 3/8	6 3/4	44	16,793	132,244
TEXSCAN	TEXS	O	1 3/8	1 1/4	+ 1/8	+ 10.00	2	1 1/4	8	786	1,080
TIME INC.	TL	N	34	34 1/8	- 1/8	- .36	38 1/4	33	9	20,324	691,016
TOCOM	TOCM	O	3 3/8	3 3/8		.00	3 3/4	2 1/4	12	617	2,082
UA-COLUMBIA CABLE	UACC	O	19 3/4	19 1/4	+ 1/2	+ 2.59	21 1/4	15 1/2	14	1,679	33,160
UNITED CABLE TV**	UCTV	O	5 3/8	4 3/4	+ 5/8	+ 13.15	5 3/8	3 7/8		1,879	10,099
VIACOM	VIA	N	17 7/8	16 1/4	+ 1 5/8	+ 10.00	17 7/8	9 1/2	15	3,750	67,031
TOTAL									85,499	1,320,716	

Stock symbol	Exch.	Closing Wed. Aug. 24	Closing Wed. Aug. 17	Net change in week	% change in week	High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
Programing												
COLUMBIA PICTURES	CPS	N	16	17	- 1	-	5.88	17	7 3/8	13	6,748	107,968
DISNEY	DIS	N	40 1/4	40	+ 1/4	+	.62	47 5/8	32 1/2	17	31,895	1,283,773
FILMWAYS	FWY	A	8 3/4	8 7/8	- 1/8	-	1.40	9 7/8	6 7/8	8	2,275	19,906
FOUR STAR			1	1 1/8	- 1/8	-	11.11	1 1/8	3/4	10	667	667
GULF + WESTERN	GW	N	12 1/4	12 1/4			.00	18 3/8	12	4	48,239	590,927
MCA	MCA	N	37 7/8	36 3/4	+ 1 1/8	+	3.06	42 3/4	36 3/8	8	18,024	682,659
MGM	MGM	N	20 3/4	22	- 1 1/4	-	5.68	24 1/8	16	6	13,102	271,866
TELETRONICS INTL.		O	4	4 1/4	- 1/4	-	5.88	6 1/2	4	8	1,018	4,072
TRANSAMERICA	TA	N	15 1/4	15 7/8	- 5/8	-	3.93	16 1/2	13 5/8	7	67,238	1,025,379
20TH CENTURY-FOX	TF	N	23 1/2	24 5/8	- 1 1/8	-	4.56	25	10	9	7,631	179,328
WARNER	WCI	N	29 1/4	29 7/8	- 5/8	-	2.09	32 1/2	26 1/4	6	14,411	421,521
WRATHER	WCO	A	7 5/8	7 1/4	+ 3/8	+	5.17	8	4 1/2	11	2,243	17,102
TOTAL									213,491	4,605,168		

Service

88DO INC.	88DO	O	29 1/2	29 1/4	+ 1/4	+	.85	29 3/4	22 1/2	9	2,513	74,133
COMSAT	CQ	N	32 7/8	33 1/2	- 5/8	-	1.86	36 3/4	29 3/8	10	10,000	328,750
DOYLE DANE BERNBACH	DOYL	O	19 3/8	19 7/8	- 1/2	-	2.51	22	16 3/4	6	1,866	36,153
FOOTE CONE & BELDING	FCB	N	17 7/8	17 3/8	+ 1/2	+	2.87	17 7/8	14 3/4	8	2,304	41,184
GREY ADVERTISING	GREY	D	24 1/2	25	- 1/2	-	2.00	28	16 1/2	5	821	20,114
INTERPUBLIC GROUP	IPG	N	34	36 1/4	- 2 1/4	-	6.20	37 1/2	28 1/8	7	2,387	81,158
MARVIN JOSEPHSON	MRVN	O	13 3/4	14 1/4	- 1/2	-	3.50	17 1/4	10 1/4	6	1,896	26,070
MCI COMMUNICATIONS**	MCIC	O	2 3/4	2 1/4	+ 1/2	+	22.22	2 3/4	7/8	25	20,137	55,376
MOVIELAB	MOV	A	1 1/2	1 3/8	+ 1/8	+	9.09	2	1 1/4	9	1,410	2,115
MPO VIDEOTRONICS	MPO	A	5	5 3/4	- 3/4	-	13.04	9	4	7	520	2,600
A. C. NIELSEN	NIELB	O	21 3/8	22 1/4	- 7/8	-	3.93	22 1/4	18 7/8	12	10,762	230,037
OGILVY & MATHER	OGIL	O	36	35 3/4	+ 1/4	+	.69	36 3/4	31	9	1,805	64,980
J. WALTER THOMPSON	JWT	N	17 1/2	17 7/8	- 3/8	-	2.09	18 1/2	15 1/8	7	2,649	46,357
TOTAL									59,070	1,009,027		

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	D	4 1/4	4 3/8	- 1/8	-	2.85	6	2 3/8	8	1,672	7,106
AMPX	APX	N	10 1/8	10 3/8	- 1/4	-	2.40	11	7 3/8	13	10,885	110,210
ARVIN INDUSTRIES	ARV	N	15 3/8	15 1/2	- 1/8	-	.80	19 1/4	15	3	5,959	91,619
CCA ELECTRONICS*	CCA	O	5/8	5/8			.00	5/8	1/8	3	897	560
CETEC	CEC	A	3 1/8	2 7/8	+ 1/4	+	8.69	3 1/4	1 3/4	12	1,654	5,168
COHU	COH	A	3 3/8	3 3/8			.00	3 1/2	2 1/8	12	1,779	6,004
CONRAC	CAX	N	22	22 1/2	- 1/2	-	2.22	27 1/4	21 5/8	7	1,793	39,446
EASTMAN KODAK	EASKD	N	63 1/4	61 3/4	+ 1 1/2	+	2.42	86 3/4	57 5/8	16	161,371	10,206,715
FARINON ELECTRIC	FARN	O	9	8 1/4	+ 3/4	+	9.09	12	8	10	4,616	41,544
GENERAL ELECTRIC	GE	N	53 7/8	54 3/4	- 7/8	-	1.59	56 5/8	49 1/4	12	184,581	9,944,301
HARRIS CORP.	HRS	N	35 3/4	34 7/8	+ 7/8	+	2.50	39	28	12	12,275	438,831
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8			.00	5 1/2	3 1/8	8	480	1,500
INTL. VIDEO CORP.**	IVCP	O	1	1 1/8	- 1/8	-	11.11	2 3/8	1/4		2,701	2,701
MICROWAVE ASSOC. INC	MAI	N	24 5/8	24 1/4	+ 3/8	+	1.54	26	20 1/4	10	1,320	32,505
3M	MMM	N	51 1/2	51 1/4	+ 1/4	+	.48	57	48 3/8	16	115,265	5,936,147
MOTOROLA	MOT	N	45	46 1/8	- 1 1/8	-	2.43	56 7/8	37 3/4	13	28,544	1,284,480
N. AMERICAN PHILIPS	NPH	N	29 1/2	29 1/2			.00	36	29 3/8	6	12,033	354,973
OAK INDUSTRIES	OAK	N	14 3/8	14 7/8	- 1/2	-	3.36	17 7/8	9 5/8	11	1,639	23,560
RCA	RCA	N	29	28 1/2	+ 1/2	+	1.75	31 3/4	25 3/8	11	77,807	2,256,403
ROCKWELL INTL.	ROK	N	31 3/4	31 3/4			.00	36 3/4	30 7/8	8	32,400	1,028,700
RSC INDUSTRIES	RSC	A	2	2 1/8	- 1/8	-	5.88	2 3/8	1 5/8	9	2,690	5,380
SCIENTIFIC-ATLANTA	SFA	A	18 3/8	19	- 5/8	-	3.28	21 1/8	16 3/4	11	1,668	30,649
SONY CORP.	SNE	N	8 1/2	8 5/8	- 1/8	-	1.44	10 3/8	8 1/8	15	172,500	1,466,250
TEKTRONIX	TEK	N	37	36 1/2	+ 1/2	+	1.36	68 1/2	28 1/4	15	17,342	641,654
TELEMATION	TIMT	O	7/8	7/8			.00	7/8	1/2	1	1,050	918
VARIAN ASSOCIATES	VAR	N	18 1/8	17 1/4	+ 7/8	+	5.07	21	14 3/4	12	6,838	123,938
WESTINGHOUSE	WX	N	20 1/4	20 1/8	+ 1/8	+	.62	22	16 1/4	7	87,492	1,771,713
ZENITH	ZE	N	19 3/4	21 5/8	- 1 7/8	-	8.67	28	19 3/4	10	18,818	371,655
TOTAL									968,069	36,224,630		
GRAND TOTAL									1,784,391	54,981,399		

Standard & Poor's Industrial Average 107.0 10.75 -.5

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.

The entertaining Norm Horowitz of CPT

Norm Horowitz is the kind of person who will tell you, without prompting, that he was put in charge of domestic syndication at Columbia Pictures Television a year ago (he was already the senior vice president for international operations) because "we were slowly going into the toilet."

A number of problems had surfaced at Columbia, making the job of head man of its domestic division about as stable as that of tour guide in the Bermuda Triangle. As Mr. Horowitz explains it, Columbia had no network series nearing the end of their run and ready for big sales in syndication. Columbia's hardy perennials—off-network reruns like *The Partridge Family*, *The Flintstones*, *Bewitched* and *The Monkees*—were becoming tired with use.

And culling Columbia's theatrical movies for a new syndication package was painful because the titles the studio had to draw on were, as he put it, "pictures from the 1970 to 1974 period when the company had a succession of box-office failures."

John H. Mitchell, who, as president of Columbia Pictures Television (a job he later left), gave Mr. Horowitz the added duties in May 1976, doesn't talk about Columbia's domestic problems at the time but instead emphasizes the positive. "Norm had done a super job in the international area," Mr. Mitchell said, "and Columbia had evolved to the point where we needed one guy to take charge of worldwide distribution of all our off-network product. And since we were also getting involved in nonnetwork production as well, I went after Norm not only for his knowledge of how this new stuff would do abroad but also because he has a real feel for programing."

Things are looking better for Columbia domestically these days. As the result of a deal with the independent producer, Danny Arnold, Columbia has worldwide syndication rights to *Barney Miller*, the sitcom that's chalking up good ratings on ABC. Columbia also recently picked up the domestic distribution rights to all the Spelling-Goldberg shows, including *Charlie's Angels* and *Family*, both strong ABC series with good syndication potential. (*Starsky and Hutch* is also a part of the Spelling-Goldberg deal but its syndication potential depends on the power of the antiviolence crusaders over the next few years.)

And Mr. Horowitz is probably most excited about the deal Columbia made for *Soap*. He's seen the first two half-hours of *Soap* dozens of times (finding something new to laugh at each time, he says) because he and his wife, Flossie, own



Norman Stuart Horowitz—senior vice president in charge of worldwide distribution, Columbia Pictures Television; b. July 22, 1932, New York; U.S. Air Force, 1952-56; studied physics, RCA Institutes, New York, 1956-58; various executive jobs, Screen Gems International, New York, 1956-67; vice president, 1967-68; director, international sales, CBS Enterprises Inc., New York, 1968-70; vice president, international sales, Columbia Pictures Television (formerly Screen Gems), 1970-74; senior vice president, 1974-76; present post, May 1976; married Florence Kremer, 1959; children—Steven, 15, and Eileen, 12.

copies of the tapes and haul them out for guests when they throw parties or dinners, as they frequently do, at their home in Encino, Calif.

An old friend of Mr. Horowitz, Bill Fineshriber, vice president in charge of television for the Motion Picture Export Association, said Norm Horowitz gets a leg up over his competitors because he and his wife "love to entertain, and they do it lavishly. Norm's a very social guy, and he gets to know all his contacts on a personal basis." (Mr. Horowitz laughed at the word "lavishly" and said his purpose is to provide a home-cooked meal and warm surroundings for people—mainly international broadcasters—who may have eaten nothing in weeks but restaurant and hotel food.)

"He does an enormous amount of entertaining, but that's part of his shtick," said another friend, Arthur Schimmel, vice president for worldwide sales and distribution at ABC Picture Holdings Inc. "Norm's comfortable with people, and he's upfront with his emotions. He doesn't hold back."

Mr. Horowitz is a product of "the neurotic Jewish middle class," as he puts it. He was reared in the Bronx and took as a model his father, who manufactured and sold dresses and was "a real charmer, with

a great lust for life." Mr. Horowitz quickly learned that "I was not a student," he said, when he tried to crack the curriculum of the stiffly academic Bronx High School of Science. He transferred out fast and became "your typical mixed-up and lost teen-ager, a sort of derivative of a bum," in his words.

Instead of going to college, he went to work for his father. But when the Korean War began getting hotter in 1952, 20-year-old Norm enlisted in the Air Force for four years to, as he put it, "avoid getting drafted by the Marines—I wasn't particularly interested in getting killed at such a young age." Mr. Horowitz studied radio maintenance and electronics in the Air Force and spent most of his tour as an electronics instructor at Scott Air Base in Belleville, Ill.

That Air Force experience "turned out to be tremendously gratifying. I got to the point where I was putting on electronics shows all over the Midwest, which did a lot for my ego." When he was mustered out in 1956, he enrolled at the RCA Institutes in New York to study mathematics and physics and, through family contacts, also landed a part-time job at Screen Gems (the earlier corporate name for Columbia Pictures Television).

The Screen Gems job began to supersede his engineering studies as he worked his way from lowly film splicer in the commercials department to executive in the international department. He landed a vice president's slot in the international division in 1967 but, he says, because the company wouldn't move him from operations into sales and because he hated his boss, he left Screen Gems to become director of international sales for CBS Enterprises Inc.

In 1970, though, he said, the prime-access rule was creating confusion at Screen Gems so "they came to me." The boss he had disliked was gone, and he accepted the offer of vice president for international sales. "The last seven years have been terrific," Mr. Horowitz said, "John Mitchell gave me room to run the business my way."

Mr. Horowitz admitted disappointment when he was passed over for the television presidency after Mr. Mitchell was removed. David Begelman, already in charge of Columbia's theatrical-film division, was given the added responsibility of the TV-division presidency, mainly, insiders say, because his talent-agency background would give him the edge in signing top creative talent to do network series.

But once Mr. Begelman gets Columbia Pictures Television back on the track and, presumably, goes on to bigger things, the company could very logically tap Norm Horowitz, whom John Mitchell calls "the best distribution man in the business."

Figuring the figures

However they may individually have fared in 1976, television broadcasters must be prepared to encounter a public-relations problem when the word about the television system's revenues and profits for that year gets around. The details are presented elsewhere in this issue. The summary, however, is what will be given circulation. It is this: Revenues rose 27% to a total of \$5.2 billion. Profits before federal and state income taxes rose 60% to \$1.25 billion. The figures will be used to denounce television as a gilded cage for fat cats.

But wait. Those may look like box-car figures at first glance, but a closer inspection is instructive. As every corporate officer is painfully aware, before-tax profits are bloated measurements of a company's success. The combined income-tax bill that broadcasting companies paid last year to the U.S. and state governments was in the order of \$662 million, a figure considerably exceeding the \$588 million of earnings that were left.

It also adds perspective to match the television broadcasting totals—shared by hundreds of companies—with those of single corporations in other fields. Against the whole television system's \$5.2 billion of revenues and \$588 million after-tax earnings, *Fortune's* annual listing of the 500 largest corporations reminds us that Exxon alone had sales of \$48.6 billion and profits of \$2.6 billion; General Motors, \$47.2 billion and \$2.9 billion; Ford, \$28.8 billion and \$983 million; Texaco, \$26.4 billion and \$869 million; Mobil, \$26.1 billion and \$942 million, but why go on? In the contemporary economic structure, U.S. television is a collection of little businesses.

The reason, of course, for television's gains in 1976 was that the economy as a whole was continuing a rapid recovery that had begun the year before. As a prime instrument of advertising, indeed of sales, television was heavily used by businesses that were opening or enlarging markets. The process continues this year, although at a slower rate of growth.

There is another figure in the 1976 report that merits notation. The three television networks alone spent \$218 million on news and public affairs—a 37% increase over their journalism budgets of the year before. The rate of increase was 10 points higher than the rate of increase in network revenues. That says something about the virtues of solvent operation.

Windfall?

The first readings suggest that the Federal Trade Commission's challenge to the volume discounts offered by the *Los Angeles Times* (BROADCASTING, Aug. 22) is no cause for overpowering concern among broadcasters. The television networks abandoned virtually all discounts more than a decade ago, at a time when committees in both House and Senate were expressing interest in the subject. Although TV and radio stations offer an almost endless variety of "plans," whatever discounts they represent do not as a rule carry anything approaching the impact of those that caught the FTC's eye in the *Times* case.

Nobody ever got rich betting on what the FTC wouldn't do, however, so if the commission wins its suit against the *Times*, broadcasters would be smart to review their rate structures and brace for the worst. But there may also be a brighter side. As the Television Bureau of Advertising notes in a report elsewhere in this issue, massive discounts often serve as a bond that keeps retailers tied to newspapers. If the FTC breaks that bond, TVB suggests, television stations could benefit immensely. So could radio.

Public service

The intensity of competition among the television networks is reflected in several reports appearing in this issue, on the executive changes at NBC-TV, on the networks' audience promotion plans and on the profusion of specials that the networks have already scheduled.

The condition may shorten executive careers, perhaps even lives. It can only benefit the television audience. Never has any season promised more variety in subject matter or in presentation. The real golden age of television may be dawning next month.

Executive suites

These days it's hard to tell the key executives at the television networks without an updated program.

Changes in NBC-TV's executive echelon effectuated last week seem to complete—at least for the moment—the three-network cycle touched off two seasons ago when Fred Silverman, whom ABC-TV enticed away from CBS-TV, wrested the ratings sweepstakes from the network he left.

Before that event, ABC-TV was regarded as the one-half network in a two-and-one-half network economy. Now ABC-TV is shooting for news contention under the aegis of Rooney Arledge, who had put the network on top in sports.

In Robert Mulholland, NBC President Herbert Schlosser taps a broadcast journalist adept at negotiating (he figured prominently in the \$85-million acquisition of rights to the Soviet Olympics). Broadly, it follows an old NBC pattern. NBC enjoyed success under Robert Kintner, a journalist who headed the company in the 1960's when the Huntley-Brinkley team dominated network news. Julian Goodman, NBC's incumbent chairman and former president, came up through NBC's news ranks.

Mr. Schlosser is hell-bent on putting NBC at the top in all areas. Before he made the changes designed to bolster the business segments of NBC-TV, he had consulted with Edgar H. Griffiths, RCA president, who is a stickler for both the bottom-line figures and for leadership.

What has happened at the other networks since ABC became the ratings leader was as predictable as what happens in any competitive enterprise—whether it be the sports, show business or manufacturing. Heads roll.

But, there is one all-encompassing element that sets broadcasting apart. Network and station ownerships and managements, in their zeal for leadership, must give priority to the journalistic function—the front page in prestige.



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If you're selling, Charlie's Mom is buying. But you've got to sell Charlie first.

His allowance is only 50¢ a week but his buying power is an American phenomenon. He's not only tight with his Mom, but he has a way with his Dad, his Grandma and Aunt Harriett, too.

When Charlie sees something he likes, he usually gets it. Just ask General Mills, McDonalds or Mattel.

Of course, if you want to sell Charlie, you have to catch him when he's sitting down. Or at least standing still. And that's not easy. Lucky for you, Charlie's into TV. And just waiting for WXNE-TV 25 to hit the air this fall. That's when you'll be able to reach Charlie with your client's message every day, Monday through Friday, from 2:30 to 8:00 pm.

He'll be tuned in for action and comedy. For Superman, Doris Day, Get Smart, High Chaparral, Room 222, Voyage To The Bottom of the Sea, Gomer Pyle, King Kong and the Fun World Cartoons, Josie and the Pussycats and the Jackson 5.

And of course, Charlie won't be watching alone! You'll also be reaching Jeff and Timmy, Chris and Susie, Mark and his little brother John. Not to mention Mom when she's serving the cookies.

That's what we mean by Kid Power.

Shows with proven track records, programmed by a company whose own track record in blockbuster kid's and all-family programming means increased sales to your clients.

So, whether it's toothpaste or toy trucks, burgers or bionic dolls... Charlie's mom is buying.

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