

Van Deerlin: a carte blanche for radio
 HBO: pay cable's pioneer breaks into the black

Broadcasting Oct 17

The newsweekly of broadcasting and allied arts

Our 47th Year 1977

NEWSPAPER

SOMETHING SPECIAL FOR CHRISTMAS

Christmas Is!

The Yuletide classic for millions of families features the talents of Hans Conreid, with Benji and Waldo.



"Christmas Is!" has built a loyal audience, excellent ratings, and community goodwill for seven consecutive years. With sales performance to match! This is the year to attract a whole new generation of young viewers.

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Viacom

Twenty new reasons television's new great

40% network share.



“Sybil I”

Sally Field and Joanne Woodward star in this award-winning, two-part film about a real woman who developed 16 personalities.

Source: NTI, original primetime telecasts.
Audience estimates subject to qualifications on request.

43% network share.



“Sybil II”

42% network share.



“Nowhere to Hide”

A U.S. Marshall protects a syndicate defector in this action-adventure with Lee Van Cleef.

Features V why Viacom is major source for movies!

41% network share.



“Savage Bees”

African bees
invade New Orleans
during Mardi Gras.
Ben Johnson stars.

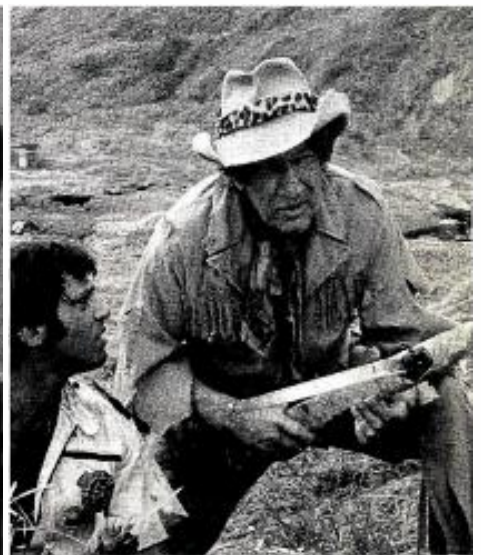
39% network share.



“Judge Horton and the Scottsboro Boys”

Famous trial
of falsely accused blacks in
tense Southern town.

41% network share.



“Last Dinosaur”

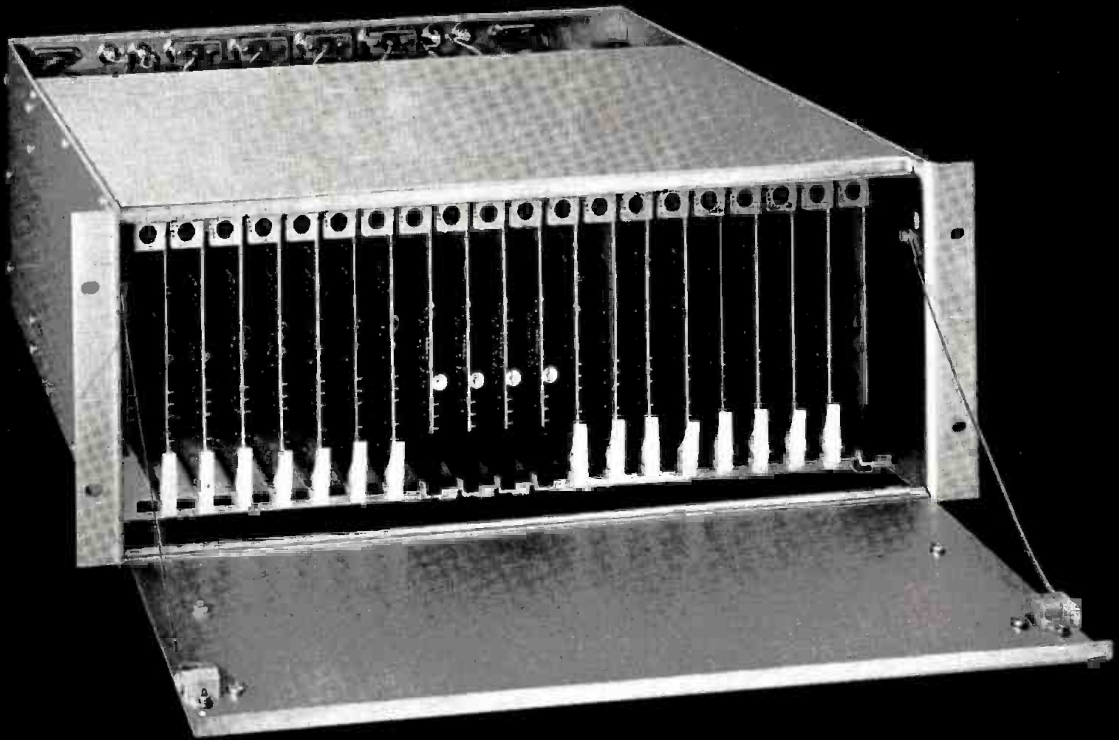
Richard Boone
in a science-fiction
thriller about pre-
historic monsters.



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The Week in Brief

POWER SHIFT □ Richard Wiley left the FCC last week and Charles Ferris comes on the scene this week. The transition, it seems, will be an easy one. **PAGE 21.**

THE REGIONALS BEGIN □ NAB hits the road with its annual fall show, leading off with Chicago. **PAGE 22.**

SPECIAL GRIPE □ Agencies begin to complain about pre-emptions as networks continue to manipulate schedules. CBS and NBC continue to benefit from tactical warfare, pulling closer to ABC the week of Oct. 3-9. **PAGE 23.**

ON COURSE □ John Shenefield, new chief of the Justice Department's Antitrust Division, is not likely to alter the activist direction that his office has taken in recent years. Among his ideas: lifting federal regulation from cable television. **PAGE 24.**

NRBA IN NEW ORLEANS □ House Communications Subcommittee Chairman Lionel Van Deerlin wins the hearts of delegates with his talk of total deregulation of radio. **PAGE 26.** FCC Chairman Richard Wiley gives an accounting of his stewardship and appends some words of caution for his NRBA audience. **PAGE 26.** A record turnout of 2,560 in New Orleans and an agenda with memorable moments prompt the association leaders to give themselves high marks. **PAGE 28.**

PLEDGE OF INDEPENDENCE □ President Carter sends his plan for a U.S. Agency for International Communications to Congress and promises it will be a nonpolitical agency. **PAGE 34.**

BATTLE OF ORLANDO □ One of the oldest continuing adjudicatory proceedings on the FCC books resumes as the commission, on remand order of the courts, again hears the charges and countercharges of contenders for channel 9 there. **PAGE 37.**

MUTING TV'S PIPED PIPERS □ FTC Chairman Michael Pertschuk has some choice words about advertisers who improperly influence children to reach their parents' pocketbooks. He promises proposals to remedy the situation within a month. **PAGE 40.**

STUCK WITH TAB □ A federal district judge rules that CBS cannot collect from advertiser Stokely-Van Camp for

charges that its agency, Lennen & Newell, incurred before going bankrupt in 1972. **PAGE 42.**

GORE ON GORE □ More than 50 wives of senators and representatives, lead by Tipper Gore, enlist in the crusade against TV violence. **PAGE 46.**

TO TV OR NOT TO TV □ Senate Rules Committee debates whether to allow television coverage of upcoming debate on the new Panama Canal treaty. **PAGE 48.**

INTO THE BLACK □ After five years, pay-cable programmer Home Box Office turns a profit. The pay industry's largest company has a history of innovation that's exemplified by its satellite network. **PAGE 50.**

FOGARTY AND FRANCHISE FEES □ FCC commissioner supports commission action easing standards for local communities, but says the FCC lacks authority to set a limit on such cable system fees. **PAGE 53.**

POLE BILLS PROGRESS □ Cable pole-attachment bills in both House and Senate are marked up with few changes. House Communications Subcommittee's version now goes to the full Commerce Committee, while Senate Commerce Committee approves its version which contains a forfeiture provision. Next step is consideration by the full Senate. **PAGE 53.**

RCA RECORD □ Company posts its best-ever quarter with an 88% increase in net income and 19% rise in sales and notes strong advertiser demand for time on NBC-TV network. **PAGE 55.**

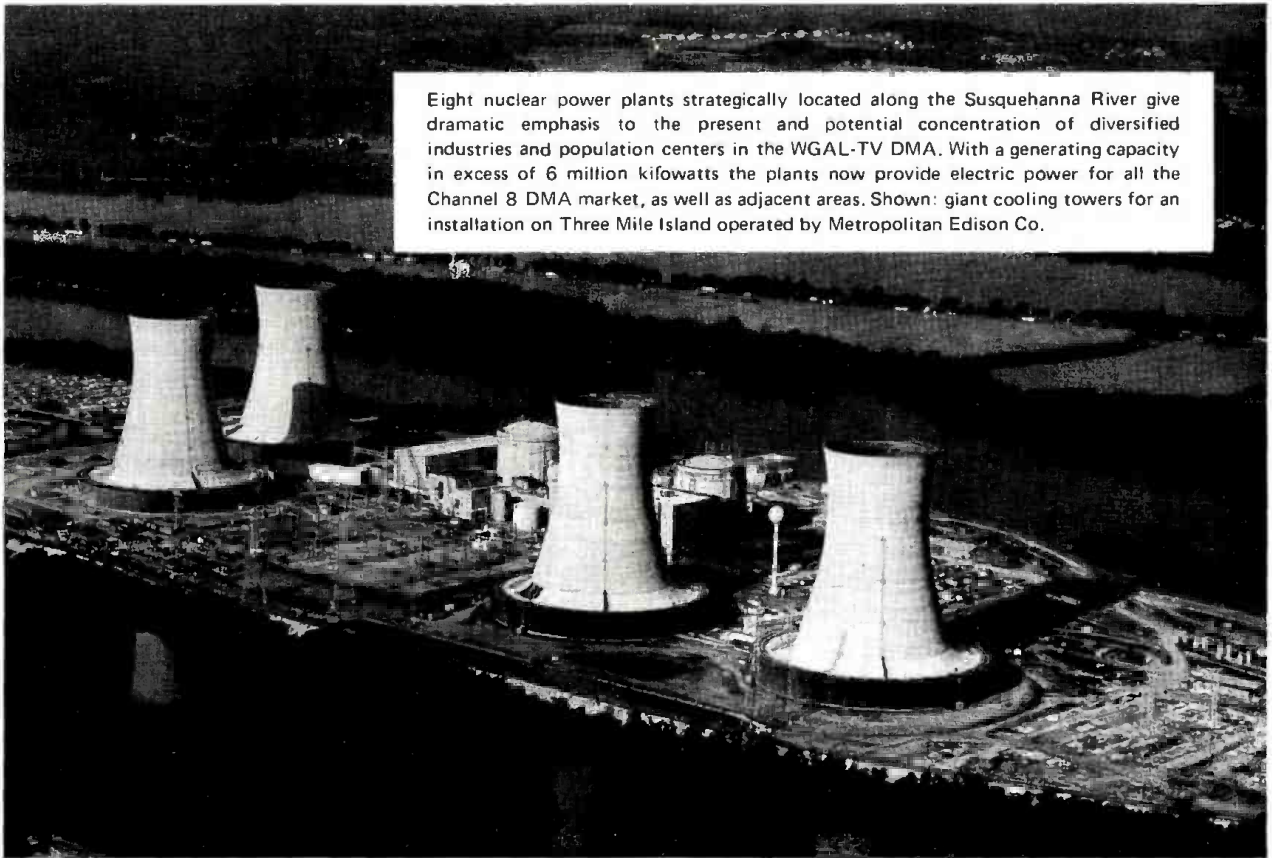
CBS UP TOO □ Sales and earnings records are set by CBS's four divisions with Broadcast Group sales up 13% in third quarter. **PAGE 56.**

ENGINEERS IN CITY OF ANGELS □ SMPTE meets this week in Los Angeles for its annual convention. This year's gathering is marked by increased interest in television. **PAGE 56.** The television agenda appears on **PAGE 58** and exhibitor listings are on **PAGE 57.**

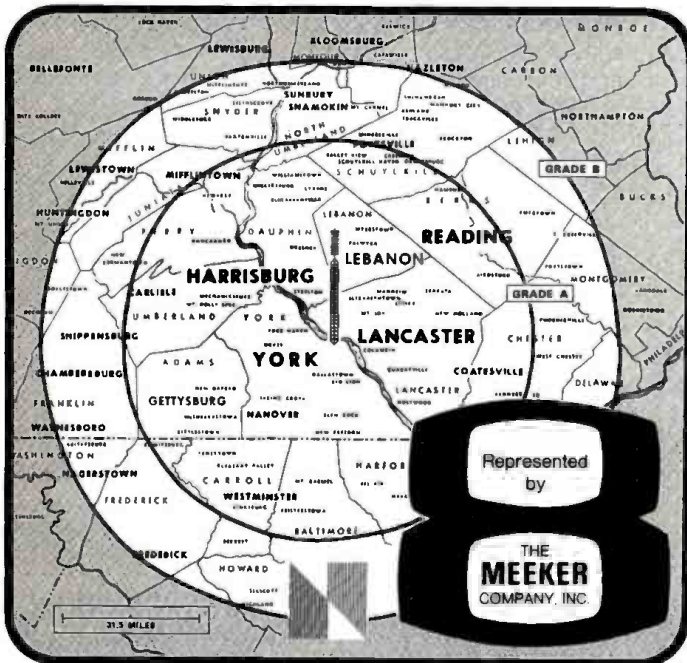
A RENEGADE TO SOME □ David McCall may disturb some of his agency peers when he says that TV prices aren't excessive. But the board chairman of McCaffrey & McCall speaks from 28 years of advertising experience and credentials that attest to his astuteness. **PAGE 81.**

Broadcast Advertising... 40	Closed Circuit..... 7	Finance..... 55	Playlist..... 61
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Eight nuclear power plants strategically located along the Susquehanna River give dramatic emphasis to the present and potential concentration of diversified industries and population centers in the WGAL-TV DMA. With a generating capacity in excess of 6 million kilowatts the plants now provide electric power for all the Channel 8 DMA market, as well as adjacent areas. Shown: giant cooling towers for an installation on Three Mile Island operated by Metropolitan Edison Co.



WGAL-TV delivers strong buying power in a diversified area



This pioneer TV station effectively covers the entire Lancaster - Harrisburg - York - Lebanon DMA. One of the country's fastest-growing areas, this prosperous market is outstanding for its economic and business diversity and resultant stability. Consider the facts: Manufacturing production \$7,407,426,000; agricultural production \$232,935,000; effective buying income \$7,536,683,000. Cash in on this outstanding buying power - include WGAL-TV in your planning.

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STEINMAN TELEVISION STATIONS

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

Second stage

Corporate rocket that brought Eugene F. Jankowski from relative anonymity to executive vice presidency of CBS/Broadcast Group less than two months ago shows no sign of losing propulsion. Announcement of his elevation to still higher altitude is expected momentarily.

Mr. Jankowski, 43, worked way up company ladder from account executive of CBS Radio network in 1961, after number of sales positions shifted into numbers game as VP and controller of parent CBS Inc., was briefly VP for administration earlier this year before becoming executive VP of broadcast group. In that job, he has taken over day-to-day control of all four broadcast divisions (TV network, TV stations, radio and news) while group president, John A. Schneider, has assumed outside spokesman and inside planning role.

Bigger and bigger

Eight billion dollars in sales that Television Bureau of Advertising set as television's goal for 1980 was both too little (by at least 20%) and too late (by nearly three years). That's present thinking at TVB, which set \$8-billion goal in 1974 and will see it almost reached this year, with current estimates at \$7.67 billion. Last spring TVB raised 1980 goal to \$9-billion plus, and now it has quietly, though unofficially, raised it again—to \$10-billion plus.

Newest target is revealed in TVB projections of TV-versus-newspaper billings. This year, by TVB's reckoning, TV will surpass newspapers for first time in sales for which both compete, reaching \$7.67 billion to papers' \$7.60 billion (BROADCASTING, Aug. 22). In 1978 TVB expects television to lead by \$8.42 billion to \$8.17 billion, in 1979 by \$9.24 billion to \$8.785 billion and in 1980 by \$10.14 billion to \$9.44 billion. Estimates exclude newspaper revenues from liquor, cigarettes, classified ads and subscriptions, for which there are no TV counterparts.

Last word

Advisory panel of 15 broadcasters will hold second meeting with key officials of House Communications Subcommittee on new communications legislation Nov. 9 in San Diego, home town of subcommittee chairman, Lionel Van Deerlin. Panel will be given chance to counter testimony taken from cable, land-mobile, public-interest and other groups taken at subcommittee hearings since

panel's first session with subcommittee early last summer (BROADCASTING, June 13).

Expected at Nov. 9 session, to begin at 9 a.m. and run to conclusion at Little America Westgate hotel, in addition to Chairman Van Deerlin, are Representative Lou Frey Jr. (R-Fla.), ranking minority member of subcommittee; Harry M. (Chip) Shooshan III, chief counsel, and Howard Chernoff, retired broadcaster, now consultant to subcommittee. It's expected to be last advisory meeting of this kind before staff begins drafting legislation.

Sporting life

Justice Department, reportedly interested in whether TV networks had continued 1980 Olympics negotiations with Russia last year after assuring Justice they had stopped, has received available memoranda on subject from House Communications Subcommittee. Materials, discussed in subcommittee hearing (BROADCASTING, Oct. 10), were turned over at Justice's request three weeks ago. Meantime, CBS last week gave subcommittee signed affidavit of Lothar Bock, West German producer who ultimately secured Olympics TV rights, confirming CBS Television Network President Robert Wussler's testimony that Mr. Bock had been warned not to negotiate during period in question.

That conflicts with what Mr. Bock had said earlier, according to subcommittee special counsel, Philip Hochberg. During hearing Mr. Hochberg said that in conversations he had had with Mr. Bock, latter failed to recall meetings at which network heads were supposed to have cautioned him. Mr. Hochberg's contract with subcommittee, which was to expire Oct. 31, has been extended until Nov. 21. Further hearings on other segments of sports inquiry will likely take place Nov. 1-3.

Outs and ins

White House aides putting together program to help minorities enter ranks of communications media owners are turning to private enterprise for help. Besides looking to National Association of Broadcasters task force that will seek ways to provide minorities with financing to acquire broadcast properties, they have also been in touch with National Radio Broadcasters Association and National Cable Television Association, as well as multiple system owners.

Necessary components of administration's program, Frank Washington, consultant to Office of Telecommunications Policy, says, are

industries involved. He indicated he was encouraged by his talks. He said cable people have some ideas, and NRBA members "feel strong commitment to do as much as they can."

Tuning out CB

FCC, which has been leaning on citizen-band equipment makers in effort to reduce interference television set owners are complaining of, may next turn its attention to television set manufacturers. Chief Engineer Raymond Spence is considering urging commission to issue notice of proposed rulemaking aimed at setting standards for TV tuners that, if met, would reduce susceptibility to CB interference. Not all such interference results from illegal transmissions; some, engineers say, is fault of television set.

Ad quotas next?

House Communications Subcommittee may get radical legislative proposal from Rene Anselmo, head of Spanish International Network, when he testifies Oct. 20 in session on minorities and women in panel's rewrite of Communications Act. Mr. Anselmo has been advocating Equal Media Opportunities Act that would require radio and TV advertisers to allocate budgets according to racial or ethnic demographics of target markets. If market had, say, 20% blacks and 15% Spanish-speaking people, broadcast budget would be divided 20% to black-programmed stations, 15% to Spanish-programmed, rest to outlets with general audience appeal.

Price of research

Arbitron Television officials say some 30 stations in 15 markets have signed new mid-term contracts under "guaranteed saving" plan offered few weeks ago in new bid to get TV-rating service out of red (BROADCASTING, Sept. 12). That's about 15% of stations to which offer was made, and Arbitron sources say they're pleased with progress because it means they're halfway toward original, private estimate that about 30% would sign now rather than wait and take bigger rate increase when old contracts expire.

Television Bureau of Advertising, meanwhile, reportedly is continuing to explore possibility of setting up new, broadcaster-owned rating service (BROADCASTING, Aug. 8, et seq.). TVB committee set up to negotiate with Arbitron has been disbanded, after meeting in which Arbitron officials "refused to budge," as TVB source put it.

TV only

Creomulsion □ Company will feature its regular and child's cough syrup in four-month TV buy starting in mid-November. Tucker Wayne & Co., Atlanta, will seek spots in about 55 Southeast and Southwest markets during day and early fringe time. Target: women, 18-49.

Frito Lay □ Company features its Doritos tortilla chips in nine-week TV campaign starting this week. Tracy-Locke, Dallas, is scheduling spots in about 60 markets during fringe and prime time. Target: women, 25-49.

Canada Dry □ Subsidiary of Norton Simon is arranging two-month TV drive beginning next month featuring its Canada Dry mixers. Trends & Associates, Columbus, Ohio, is placing spots in four markets during day, fringe and prime time. Target: men and women, 18-49.

Imperial Sugar Co. □ Company plans eight-week TV campaign beginning next week. Tracy-Locke, Dallas, is seeking

Rep appointments

- KJOI(FM) Los Angeles and wwwm(FM) Cleveland: Selcom Inc., New York.
- WFUN(AM)-WLYF(FM) Miami and KYXI(AM)-KGON(FM) Portland, Ore.: Buckley Radio Sales, New York.
- KQIZ-AM-FM Amarillo, Tex.: Bernard Howard, New York (national) and Milam and Cowart, Dallas (Southwest).

spots in 15 markets during all day-parts. Target: women, 25-49.

James Industries □ Manufacturer is featuring its Slinky toy in seven-week TV buy starting this week. Barton, Blair & Cureton, Columbia, S.C., is placing spots in about 75 markets during daytime. Target: children.

H. P. Hood Inc. □ Firm N' Fruity yogurt gets five-week TV push beginning this week. Hill, Holiday, Connors, Cosmopolos, Boston, is buying TV spots in 10 markets

during day and fringe time. Target: women, 18-34.

Libby, McNeill & Libby □ Chunky peaches will be subject of five-week TV push starting late this month. Tatham-Laird & Kudner, Chicago, will seek spots during day and fringe time. Target: women, 18-49.

Columbia Pictures □ Production group is launching one-month TV promotion for its film "You Light Up My Life" beginning late this month. Joel Poss Advertising, Atlanta, is purchasing spots in prime, early and late fringe time in Southeast markets. Target: adults, 18-34 and teenagers.

Great Lakes □ Company focuses on its Pine Mountain fireplace logs in four-week TV promotion starting in early November. Draper Daniels, Chicago, is handling spots in 19 markets during fringe time. Target: total men and women.

Steak & Ale □ Restaurant chain schedules four-week TV flight beginning this week. Tatham-Laird & Kudner, Chicago, is arranging spots in about 20 markets during prime, day and late news time. Target: adults, 25-49.

Panasonic □ Electronics firm arranges four-week TV flight for its microwave oven starting in early November. Ted Bates, New York, is buying spots in 45-50 markets during fringe time. Target: men and women, 25-49.

Archway □ Cookie Company will air five-week TV campaign beginning this week. Archway United, Battle Creek, Mich., will purchase spots in 60 markets during day and fringe time. Target: women, 25-64.

Amchem Products □ Industry and agricultural chemical manufacturer is placing four-week TV promotion for its Amiben soybean herbicide beginning this week. Lewis & Gilman, Philadelphia is buying in 19 markets during fringe and prime time. Target: men, 25-49.

Wilson Foods Corp. □ Certified franks are subject of four-week TV push beginning this week. Tracy Locke, Dallas, is picking spots in about 25 markets during fringe and prime time. Target: women, 18-49.

Kaiser Aluminum & Chemical □ Corporation will feature its aluminum products in four-week TV buy starting in January. Allen & Dorward, San Francisco, will seek spots in six or seven markets during fringe and daytime. Target: adults, 18-49.

Lectro-Stik □ Corporation focuses on its Stikki-Wikki childrens product in three-

The Honeyymooners

Thirty-nine half hours of classic comedy that established Gleason as the Great One and Carney as his perfect foil.

Audrey Meadows and Joyce Randolph co-star as their spouses.

This is the original! Often imitated but never equalled.

Viacom

The 1977 Rock Music Awards

Best Composer



Bruce Springsteen
Blinded by the Light

Best Single



Boz Scaggs
Low Down

Best New Group



Boston

Best Male Vocalist



Stevie Wonder

Best R&B Album



Stevie Wonder
Songs in the Key of Life

Best R&B Single



Boz Scaggs
Low Down

Public Service



Joan Baez



Harry Chapin

ASCAP

We've Always Had the Best

FORWARD RADIO SELLS!



Watch your profits **STACK UP** when you advertise on a **FORWARD RADIO STATION**. We're conveniently located around the Country and our **REPS** are as close as your telephone.

- *WSAU-AM
Wausau, Wisconsin
- *WIFC-FM
Wausau, Wisconsin
- *WKAU-AM/FM
Fox River Valley, Wisconsin
- *WONS-AM
Tallahassee, Florida
- *WBGW-FM
Tallahassee, Florida
- *WTRF-FM
Wheeling, W. Virginia



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WONS/WBGW: SELCOM

week TV promotion beginning next week. A. Eicoff & Co., Chicago, is placing spots during children's time. Target: children.

Duofold □ Men's apparel manufacturer will focus on its Duofold 2 layer underwear in two-week TV promotion, costing approximately \$100,000, starting in late November. Evans, Garber, Ligas & Paige, Utica, N.Y., will place spots in 34 markets during daytime. Target: total adults.

Pet Inc. □ Frozen food division places spotlight on its waffles in four-week TV campaign beginning next week. Haworth Group, Edina, Minn., is scheduling spots in 13 markets during day and fringe time. Target: women, 25-54.

Ralston Purina □ Company is arranging two two-week TV flights, beginning this week and in November, for its Liver Dog Chow and beef, bacon and cheese products. Wells, Rich, Greene, New York is buying spots in five markets during day and late fringe time. Target: women, 18-49.

California Almond Growers Exchange □ Group is placing four-week TV buy beginning in mid-November. Steedman, Cooper & Busse, San Francisco, is placing spots in 13 markets during fringe and prime time. Target: adults, 25-49.

Movie Star □ Lingerie manufacturer is arranging four-week TV promotion to start in mid-November. Western International Media, New York, is buying spots in about six markets during day and fringe time. Target: women, 18-49.

Pizza Hut □ Restaurant chain schedules three-week TV push beginning in early November. Foote, Cone & Belding, Chicago, is seeking spots in about 20 markets during fringe time. Target: adults, 18-34.

Arctic Enterprises □ Arctic Cat snowmobile is subject of three-week TV push beginning this week. Carmichael-Lynch, Bloomington, Minn., is scheduling spots during fringe and prime time in northern markets. Target: men, 25-49.

Hansen Publications □ Publisher will feature its Liberace song book in two-week TV drive starting this week. A. Eicoff & Co., Chicago, will place spots in 32 markets during all day parts. Target: adults, 35 and over.

Radio only

King Arthur Flour □ Company is placing five-week radio push beginning this week. Pearson & MacDonald, Boston, is buying spots in 14 markets including, Albany and Syracuse, N.Y. Target: women, 25-54.

General Foods □ Yuban coffee will get five-week radio campaign starting in early November. Grey Advertising, New York

will select spots in about 15 West Coast markets including Los Angeles and San Francisco. Target: women, 35-64.

F & F Laboratories □ Company plans five-week radio push beginning in late November for its F & F cough drops. Andrew & Thomas, Chicago, is buying spots in 10 midwest markets including Milwaukee and Omaha. Target: adults, 12-34.

Rainbo Pickles □ Company slates five-week radio drive starting next week. Biddle Co., Chicago, is placing spots in New Orleans, Nashville and Houston. Target: women, 25-54.

Mobil Oil □ Company slates four-week radio campaign starting in mid-October. Doyle Dane Bernbach, New York, is arranging spots in 16 markets including Chicago, Milwaukee and San Francisco. Target: men, 25-54.

Parker Bros. □ Game division of General Mills takes four-week radio buy for its game, Boggle, beginning in early November. Humphrey, Browning MacDougall, Boston, is selecting spots in nine markets including Detroit, Seattle and Washington. Target: adults, 25-54.

Pan Am □ Airline will begin four-week radio flight next week. Carl Ally, New York, will schedule spots in eight markets including Detroit. Target: adults, 25-54.

Renault □ Le Car will be featured in three-week radio buy beginning in mid-November. Marsteller, New York, will buy spots in six markets including Boston, Philadelphia and Washington. Target: adults, 18-34.

BASF Systems □ Division of BASF Wyandotte will spend about \$130,000 on two-week radio promotion for its cassette tapes beginning this week. Humphrey Browning MacDougall, Boston, will seek spots in 21 markets including Detroit. Target: men, 18-34.

Radio-TV

Idaho Potato Commission □ IPC has scheduled four-to-seven-week TV and radio campaign beginning this week. Foote, Cone & Belding/Honig, San Francisco, has placed TV spots in 19 markets during day and fringe time and radio spots in five markets including Boston and New York. Target: women, 18-49.

Bostonian Shoe Co. □ Four-to-five-week TV and radio promotion will begin next week. Van Brunt & Co., New York, will select radio spots in three markets and TV spots in two markets during fringe time. Target: men, 25-54.

John Payton □ Golden Blossom Honey gets three-week TV and radio flight starting this week. Dilorio, Wergeles, New York, is buying spots in Boston, New York and Providence, R.I. Target: women, 18 and over.

Monday Memo[®]

A broadcast advertising commentary from Eli Schonberger, president, Pace Advertising, New York.

Radio gives Buxton maximum efficiency on a modest budget

How does a small, aggressive restaurant chain with 13 New Jersey locations outmaneuver the massive promotional juggernaut of the big fast-food operators in the New York metropolitan area? And how does it manage in the process to carve substantial slices out of both the fast-food and specialty-food markets in each of its localities?

It's the kind of problem that just won't yield to easy, offhand, stock solutions—any professional can feel that in his bones—especially when the dollars available to do the job fall several degrees south of minimal.

Yet these were the tasks and terms with which Lacy Herrmann, the implacable president of Buxton Country Restaurants, opened his dialogue with us at Pace Advertising one dreary Monday morning last February. It came as no surprise. He'd laid this kind of problem on us many times before (extravagant goals, diminutive budget) in an association stretching back over 17 years and a number of different corporate relationships.

Since we'd engineered some pretty marketing coups along the lines in question, both with Lacy and a fair number of our other clients, we faced the challenge with reasonable optimism. Besides, we knew him to be a tough-minded manager who'd make sharp judgments on our proposals—and that, we feel, is essential to the success of any ambitious program.

Lacy Herrmann had taken the reins of Buxton Country Restaurants in mid-1973. The original family business had gone public during the "go-go" years of the sixties, and had expanded without the requisite depth of management and financial resources. In 1972, Buxton found itself in Chapter XI. Under the reorganization, Mr. Herrmann, then chairman of Family Home Products, and an experienced capital management specialist, assumed the presidency and the rebuilding task that went with it.

After four years, thanks to Mr. Herrmann's painstaking controls, sound forecasting and effective planning, Buxton's financial integrity and service capability had been restored to the point where its story deserved exposure. Here was a quality chain which combined the efficiency of the fast-food operations with a more congenial "family" style of service... with a focus on ice cream specialties which promised to be a strong drawing card in Buxton's markets.

Accordingly, Mr. Herrmann budgeted for advertising and promotion, preparing



Eli Schonberger is one of the founders of Pace Advertising, and has been president of this New York agency since 1949. Pace's account list ranges from foods to footwear, industrial equipment to financial services—real estate to tourism. In addition to advertising in primary media, Pace is active in public relations, corporate communications, and all forms of collateral marketing support.

to sow a mere handful of dollars over the world's most expensive marketing area, and expecting, as I've indicated, nothing less than a bumper crop of returns on investment.

We had to rule out research. As much as we like to work with well-designed, adequately funded market studies, that's how much we hate to bind ourselves to the half-baked variety. And we well knew that a decent research effort would leave too few dollars available to exploit its results.

So we had to rely on our knowledge of the market, and some educated intuitions—to position this client, fix our sights on target audiences, and develop a media strategy that would work within severe budget constraints.

First, it was obvious that we had to confine our effort to a single medium. Television, of course, would have gobbled up the frail budget too voraciously. We felt that for efficiency, reach and penetration, it had to be radio. And we not only proposed committing Buxton to a single medium, but a single station as well.

It takes a degree of courage to make this kind of recommendation; you stand or fall with a single choice... without any hedging of your bet; no turning back; no second guessing.

We selected WOR(AM) New York for its credibility, its penetration into the New York-New Jersey market, and its line-up of personalities. Based on a determination

that the initial creative thrust should focus on Buxton's family-oriented, community-centered image, we felt that WOR's demographics matched our target, and its programming provided a good environment for our message.

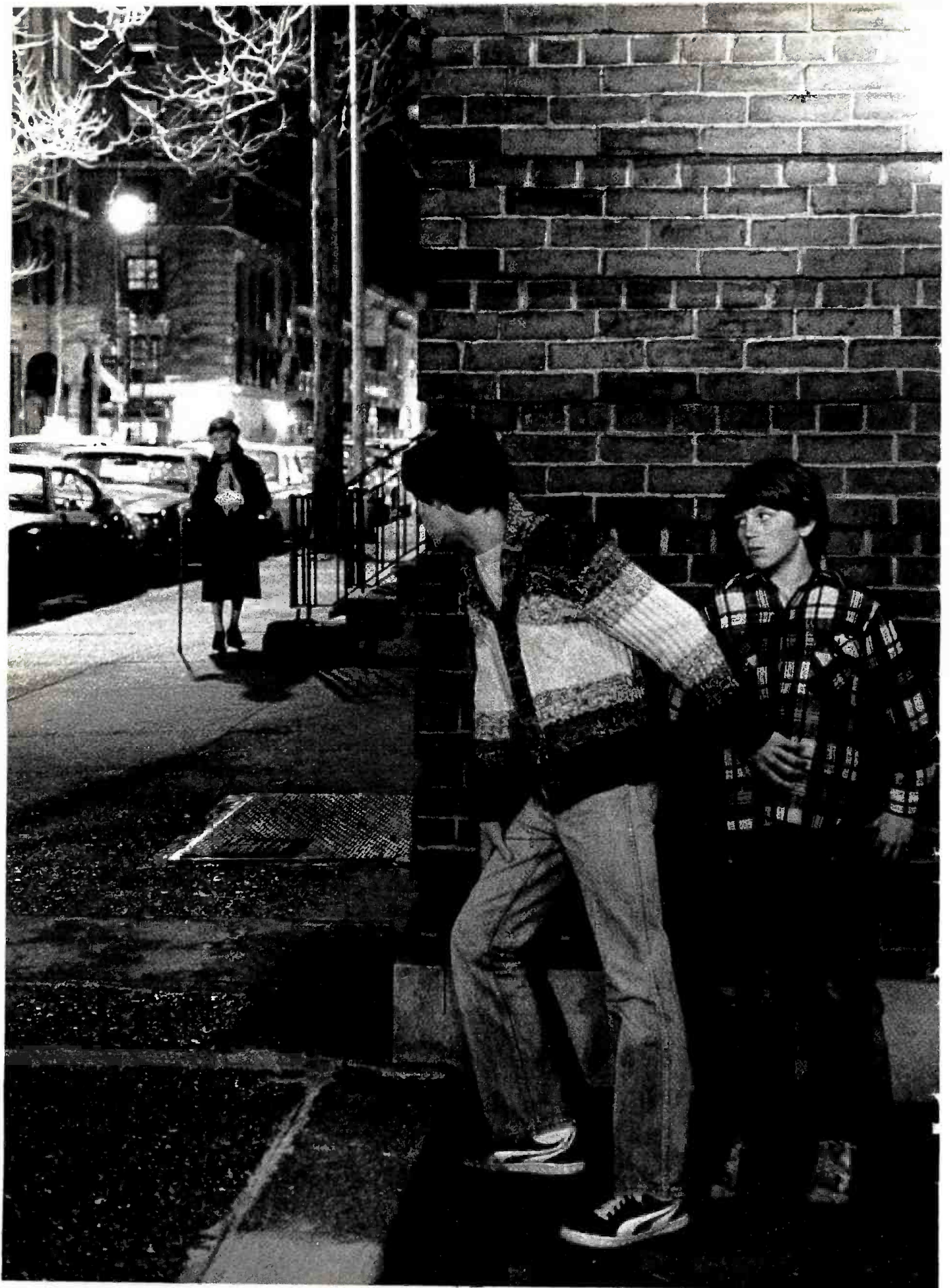
Pace developed a catchy, contemporary, up-beat musical "doughnut" with a simple but memorable lyric, "Buxton... Bringing the Best to You"... with live "centers" to be filled by a variety of WOR personalities. These ranged from heavyweight John Gambling in the morning slot right on through the nighttime anchor show hosted by the irrepressible Bob Grant. Seeking the greatest possible continuity that the budget would allow, we went for multiweek flights in each time period, maintaining a 52-week commitment on the station as a whole.

Buxton management and agency personnel spot-checked traffic at various Buxton Country Restaurants to determine whether the campaign was enhancing customer loyalty and generating new traffic. While the readings were generally quite favorable, the agency wanted a more reliable index of effectiveness. To accomplish this, approximately 100 days into the campaign, we introduced a benchmark promotion designed to test the effectiveness of the media strategy.

The vehicle was an offering of "Buxton-Bux", each worth 25 cents off a minimum check of \$1. The listeners were invited to write for a sheet of 10 Buxton-Bux, or a total of \$2.50 in coupons. Over nine weeks, 6,381 requests were received. More important, 5,592 Bux were redeemed, and we could track the redemptions on a store-by-store basis. The results provided further confirmation that our promotional strategy was on the right course.

Naturally, we have also taken care to get some good merchandising mileage out of the WOR activity. Buxton guest checks "cross-reference" the radio coverage, with the message that both Buxton and WOR "bring the best to you." Giant posters, featuring WOR personalities—each of them happily occupied with a big Buxton ice cream cone—greet customers at the door of each restaurant. And additional merchandising projects are on the timetable.

Here at Pace, we've added one more piece of solid evidence to our long-held conviction that radio can provide exceptional efficiency when used with sound marketing sense and creativity. At this writing, it is apparent that sales increases have more than met the ambitious projections, and negotiations are in process to add to the promotional effort. It should come as no surprise that more Buxton Bux are somehow materializing—to be dedicated to another radio "buy," of course!



TODAY KIDS ARE GETTING AWAY WITH MURDER.

Storer Stations are concerned and are doing something about it.

11,256,600 serious crimes were reported in America during 1975.

43% of those arrested for the crimes were under 18 years of age!

In our schools alone there were 100 murders, 9,000 rapes, 12,000 armed robberies, 204,000 aggravated assaults. The victims were students and teachers. The criminals: other students.

One explanation for our soaring crime rate: "revolving door" justice. 65% of all crimes are, in fact, committed by repeat offenders. Some laws for youthful wrongdoers compound the problem. Like one that makes any prior crimes by those aged 15 or younger a sealed record. Not even a judge is allowed to see it!

Too often, this has become a "license to steal." Or to kill.

Storer Stations are deeply concerned about the violence and vandalism ravaging their communities. So, in their programming and editorials, they continually de-

vote key segments to juvenile crime.

A good example is WJBK-TV in Detroit. Sensing a growing problem, WJBK-TV began warning Detroit about the dangers of cutbacks in the Detroit Police Youth Bureau that left almost no youth officers in precincts. As violence grew, WJBK-TV continued to alert viewers.

Reporters were dispatched to where juvenile gangs were terrorizing neighborhoods as well as slaughtering each other. They rode with plainclothes squads assigned exclusively to the gang problem. They rapped with gang members. And almost nightly on the news, they let viewers see and hear what they learned.

Suddenly on August 15, Detroit erupted into national prominence when, after a rock concert, youth gangs mugged and raped concert goers.

The day after, WJBK-TV reporters probed officials on what would be done. Action came fast. Police were added to the Youth Bureau. A strict curfew for under-17's was imposed. A WJBK-TV reporter worked as an intermediary

between gang leaders and the city council.

And this was only for starters. A steady barrage of editorials pushed to change a law that let social workers put juveniles back on the street even though judged guilty. The curfew was defended. Problems at the Detroit Youth Home and juvenile court were delved into.

When the violence finally faded, WJBK-TV refused to let up: For a solid month it aired a series on the larger problem of crime in our communities, and its remedies.

All Storer Stations have been waging the fight against juvenile crime. The way we see it, the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

**Fifty years of
broadcasting that serves.**

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

■ indicates new or revised listing

This week

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

Oct. 16-19—*American Association of Advertising Agencies* western region conference. Hotel del Coronado, Coronado, Calif.

Oct. 16-21—*The Society of Motion Picture and Television Engineers* 119th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles. Information: SMPTE, 862 Scarsdale Avenue, Scarsdale, N.Y. 10583.

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

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

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

Oct. 17-19—*New York State Cable Television Association* fall meeting. Sheraton Canandaigua Inn, Canandaigua.

Oct. 18—*National Association of Broadcasters* public meeting on TV programming. New England Life Hall, 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—Luncheon by *Boston/New England area chapter of the National Academy of Arts and Sciences*. "Television The Year 1984" will be discussed by James E. Duffy, president of ABC TV Network; Robert Wussler, president of CBS TV Network; Lawrence Grossman, president of Public Broadcasting Service, and Robert Mulholland, president of NBC TV Network. Anthony's Pier 4 Restaurant, Boston.

■ **Oct. 19**—Meeting of *Metropolitan Washington chapter of Radio Television News Directors Association*. Panelists from Capitol Hill, industry and sports will discuss "Public Relations and the Media." WTTG(TV) Washington studios.

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

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

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

Oct. 19-21—*New Hampshire Association of Broadcasters* annual convention. Margate Inn, Laconia.

Oct. 20—Second annual advertising law conference, sponsored by the *American Advertising Federation* and the *Federal Bar Association*. Regulatory issues and policies affecting advertising, particularly those of

the Federal Trade Commission, will be examined in sessions featuring guest lecturers who are prominent practitioners of advertising law. Shoreham-American hotel, Washington.

Oct. 20—"Business Talks" seminar of *Financial Communications Society*. Billmore hotel, New York.

Oct. 20—*Connecticut Broadcasters Association* fall convention. Stamford Marriott hotel, Stamford, Conn.

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

Oct. 20-21—Meeting of *Carnegie Commission on the Future of Public Broadcasting*. Shoreham Americana hotel, Washington.

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. 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.

Also in October

Oct. 25—Testimonial dinner for Benjamin L. Hooks, former FCC commissioner and now executive director

of the National Association for the Advancement of Colored People. Washington Hilton hotel, Washington.

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—Conference on food advertising and labeling, sponsored by *The Food and Drug Law Institute*. Among sessions will be a review of recent court cases involving First Amendment rights in commercial advertising and a children's advertising workshop. Sheraton Park hotel, Washington.

Oct. 28-29—"Interface '77:" conference to provide broadcast students with professional input about that field. Sponsor is Broadcast Focus, organization of college students interested in broadcasting. Networks and other radio-TV related groups will provide speakers and participants. Statler Hilton hotel, New York. Information: Bob Tarlet, 89 Longview Road, Port Washington, N.Y. 11050.

Oct. 28-30—Mideast 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.

■ **Oct. 31**—Seminar on communications law and antitrust law, sponsored by the *Federal Bar Association*. John H. Shenefield, assistant attorney general in charge of the Justice Department's Antitrust Division, will keynote the program. National Lawyers Club, Washington.

November

Nov. 1—FCC's new deadline for comments on proposal to add four VHF drop-ins (Charleston, W. Va.; Johnstown or Altoona, both Pennsylvania; Knoxville,

Major meetings

Oct. 16-21—*Society of Motion Picture and Television Engineers* 119th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

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

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

Nov. 14-15—*Television Bureau of Advertising* annual meeting. Hyatt Regency hotel, San Francisco.

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

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

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

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

April 9-12, 1978—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas,

March 12-15, 1981; Dallas April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984.

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

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

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

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

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As our track record with the CP-16 shows, no one understands better than we do how vital it is for the TV-news cameraman to have a reliable camera to work with.

Remember, you can't go "live" with a *dead* ENG camera! So, make the most of your ENG dollar with the MNC-71/CP, the *reliable* ENG camera with *reliable* CP backup!

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Tenn., and Salt Lake City). Replies are now due Dec. 1 (Docket 20418). FCC, Washington.

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

Nov. 2—World Future Society's conference on *Communications and Society: Policies for the Plannable Future*. Topics to be discussed include role of FCC, cable versus broadcast television, frequency allocation and electronic mail. Keynote speaker will be Harry M. (Chip) Shooshan, staff director of House Subcommittee on Communications. The Ford Foundation, New York. Contact: The World Future Society, 4916 St. Elmo Avenue, Washington 20014.

Nov. 2-3—Tenth AM directional antenna seminar, sponsored by *National Association of Broadcasters*. Carl Smith & Associates will handle program. Marriott Inn, Cleveland.

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

Nov. 3—FCC's new deadline for comments on proposal to require 45-day advance notice of intent to sell broadcast stations. Replies are now due Dec. 1 (Docket 21352). FCC, Washington.

Nov. 3-4—*Institute for Democratic Communications* "Media Ethics: Problems and Pressures" conference. Speakers will include Ron Nessen, former presidential press secretary; Anthony Lewis, *New York Times* columnist; Robert Maynard, *Washington Post* correspondent. George Sherman Union, Boston. Information: Conference coordinator, School of Public Communication, Boston University, 640 Commonwealth Avenue, Boston 02215; telephone (617) 353-3450.

Nov. 3-4—*Oregon Association of Broadcasters* fall conference. Valley River Inn, Eugene.

Nov. 4-5—*National Broadcast Editorial Association* regional seminar. Former FCC Chairman Richard Wiley will be Friday dinner speaker. Sheraton Plaza hotel, Chicago.

Nov. 4-5—Fifth annual Midwest Seminar on

Videotape and Film, sponsored by the *Chicago Film Council, Chicago Television Guild, IFPA Film and Video Communicators and Society of Motion Picture and Television Engineers*. Downtown Marriott hotel, Chicago.

Nov. 4-6—Eighth annual national radio conference of *Loyola University of Chicago*. Open to all college and high school station personnel. Downtown Lewis Towers campus, Chicago.

Nov. 5—*Mississippi Broadcasters Association* program seminar. Jacksonian Inn, Jackson, Miss.

Nov. 6-7—*National Association of Broadcasters* management seminar. Marriott hotel, Denver.

Nov. 7-8—*National Association of Broadcasters* fall regional meeting for radio, TV and engineering executives. Marriott hotel, Denver.

Nov. 8-10—Midcon electronic convention and exposition, sponsored by regional *Electronic Representatives Association*. O'Hare International Convention Center and Hyatt Regency O'Hare hotel, Chicago.

■ **Nov. 9**—*Ohio Association of Broadcasters-Ohio Retail Merchants* joint meeting. Maurie Webster, Webster Group, will be principal speaker. Sheraton-Columbus, Columbus, Ohio.

Nov. 9-10—*National Association of Broadcasters* management seminar. Sheraton Harbor Island Inn, San Diego.

Nov. 9-11—Western Cable Show, sponsored by the *Arizona Cable Television Association, California Cable Television Association and Hawaii Cable Television Association*. Town and Country hotel, San Diego.

Nov. 10—Fall meeting of *National Association of Broadcasters radio code board*. Sheraton Harbor Island Inn hotel, San Diego.

Nov. 10-11—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Sheraton Harbor Island Inn hotel, San Diego, Calif.

Nov. 10-11—Seminar on Canadian-American relations, "Accountability and Responsibility in North

American Communications System: Future Perspectives," sponsored by *University of Windsor*. Among participants in panels and discussions: Henry Geller and Ronald S. Homet, Aspen Institute; Karen Possner, House Subcommittee on Communications staff assistant; Benjamin Hooks, National Association for the Advancement of Colored People and former FCC commissioner; Hartford Gunn, Public Broadcasting Service, and Robert Lewis Shayon, Annenberg School of Communications, University of Pennsylvania. Law building, University of Windsor, Windsor, Ont.

Nov. 10-11—*Practicing Law Institute* seminar, "Communications Law 1977." Session in antitrust area will include discussion of television-newspaper crossownership. The new copyright law, access by the press to courtrooms and prisons, and recent developments in libel practice are also among topics. Bar-bizon Plaza hotel, New York.

Nov. 10-13—*National Association of Farm Broadcasters* convention. Crown Center, Kansas City, Mo.

Nov. 10-13—*American Advertising Federation* western regional conference. Newporter Inn, Newport Beach, Calif.

Nov. 11—*National Association of Broadcasters* public meeting on TV programming. San Diego.

Nov. 11-12—West Coast convention of *Intercollegiate Broadcasting System*. University of California at Berkeley's KALX-FM will be host station. Jack Tar hotel, San Francisco.

Nov. 11-20—*The Virgin Islands International Film Festival* and awards that will include TV productions as a category. St. Thomas, Virgin Islands. Information: J. Hunter Todd, Festival of the Americas, Box VIF 7789, St. Thomas USVI 00801; (808) 774-7708.

Nov. 13-14—*National Association of Broadcasters* management seminar. Fairmont hotel, Dallas.

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

Nov. 14-15—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Fairmont hotel, Dallas.

Nov. 14-16—*Television Bureau of Advertising's* annual meeting. Guest speakers will include James R. Williams, president, National Retail Merchants Association; Roy T. Bergold of McDonald's Corp.; Charles R. Stuart Jr. of Bank of America; William Wade of Alpha Beta Supermarkets, and Bill Brower of Sterling Institute, sales-training specialist. Hyatt Regency hotel, San Francisco.

Nov. 14-17—*The National Association of Regulatory Utility Commissioners* annual convention. Hyatt Regency hotel, New Orleans.

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

■ **Nov. 16-20**—*National Commission on Cooperative Arrangements* conference on community colleges and community college leadership. Washington Hilton, Washington. Contact: NCCA, 1875 Connecticut Avenue, N.W., Washington 20009; (202) 462-0505.

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

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

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

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

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

Nov. 28-29—*Gospel Music Association* meetings and seminars. GMA's annual Dove Awards ceremony will be held Tuesday night. Hyatt Regency hotel, Nashville.

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December

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

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

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

January 1978

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

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

Jan. 10—*Tennessee Association of Broadcasters* annual legislative reception. Nashville.

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

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

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

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

■ **Jan. 22-24**—*South Carolina Broadcasters Association* winter convention. Sheraton Inn I-95, Hearon Circle, Spartanburg, S.C.

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

■ **Jan. 27-18**—Annual meeting of *Northwest Broadcast News Association* in conjunction with *Radio and Television News Directors Association*. Sheraton Ritz, Minneapolis.

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

February 1978

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

■ **Feb. 16-19**—*Howard University's* seventh annual communications conference. Mayflower hotel, Washington. Information: Howard University School of Communications, Washington 20059; (202) 636-7690.

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

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

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March 1978

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

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

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

March 22-24—Indiana Broadcasters Association spring membership meeting. Marriott Inn, Indianapolis.

April 1978

April 9-12—National Association of Broadcasters annual convention. Las Vegas.

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

April 24—Twentieth annual Broadcasting Day sponsored by Florida Association of Broadcasters and University of Florida College of Journalism and Communications. FAB board will hold its spring meeting on preceding day (Sunday). Reitz Union, campus, Gainesville.

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

May 1978

May 5-6—Sixth annual Gospel Radio Seminar. Chairman of steering committee is Jim Black, director of gospel music, SESAC. Airport Hilton, Nashville. Information: Gospel Radio Seminar, P.O. Box 22912, Nashville 37202.

May 21-24—Tenth annual Southern Educational Communications Association conference. WDCN-TV Nashville will be host. Opryland hotel, Nashville.

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

Open Mike®

No magic formula

EDITOR: Under the "fairness doctrine," a response to your Sept. 26 editorial, "Presto Change-o," alluding to National Cable Television Association prestidigitations for cable deregulation, is called for.

The FCC's responsibilities do not include judging the adequacy or inadequacy of the new Copyright Act. The FCC is obligated only to respond to any regulatory challenges that new technologies might present.

Using a phrase from your editorial of last week, "those with short memories are reminded" that the very FCC rules the cable TV industry is attempting to have repealed were based on assumptions of adverse impact which to this day have no foundation in fact. If trying to get out from under onerous rules which rest on false premises is somehow wrong, we plead guilty as charged.

BROADCASTING has often editorialized on the subject of excessive and unneeded regulation of the broadcast industry, saying federal regulation should be imposed only where there is a demonstrated harm to the public interest. Then certainly the cable industry cannot be scored for demanding that that criterion be applied to it as well.—*Stuart F. Feldstein, vice president, general counsel, NCTA, Washington.*

Heard it wrong

EDITOR: The Bell System strenuously objects to two consumer groups represented by Media Access Project questioning whether two of our business-sales TV commercials pose a fairness-doctrine violation (BROADCASTING, Sept. 26). They are misinterpreting the objective of this advertising effort.

The theme being challenged—"The

system is the solution"—is a succinct statement of our marketing emphasis on developing communications systems designed to solve specific customer problems.

It is a basic expression of the Bell System's marketing philosophy and is at the heart of all our business print, exhibit and TV sales messages. It is clearly addressed, in all media, to business people. In context, in all media where it appears, the line carries the obvious meaning that the business communications system developed and provided by the Bell System can be a solution to a problem facing a manager in a customer firm. It has no relationship to any legislation or antitrust suits currently pending.—*John A. Howland, assistant vice president-advertising, AT&T, New York.*

Where's my money?

EDITOR: In reply to Alan Gottesman's allegation that the government is paying high subsidies to radio stations ("Open Mike," Sept. 12), if KLUV is receiving such subsidies, then the Post Office Department has failed to deliver our checks.—*J. P. Robillard, president, KLUV(AM) Haynesville, La.*

Page party

EDITOR: I read Hal Davis's Aug. 29 letter about the CBS pages with much interest. I too served, and spent the summers of 1943 and 1944 working on the staff at Playhouse Number Two and Three, now the Ed Sullivan Theater, as a backstage page. When I was radio vice president for the Merv Griffin Group, headquartered in Connecticut, I met many former pages. How about a CBS reunion?—*Bob Ardrey, area vice president, Pacific FM Inc., KIKI(AM) Honolulu.*

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Winfield R. Levi, general sales manager (New York).
John Andre, sales manager—equipment and engineering (Washington).
David Berlyn, Eastern sales manager (New York).
Ruth Lindstrom, account supervisor (New York).
Bill Merritt, Western sales manager (Hollywood).
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Kwentin Keenan, subscription manager.
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Harry Stevens, production manager.

ADMINISTRATION

Irving C. Miller, business manager.
Philippe E. Boucher.

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Diane Burstein, editorial assistant.

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David Berlyn, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Harriette Weinberg, Priscilla K. Johnson, advertising assistants.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Bill Merritt, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



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

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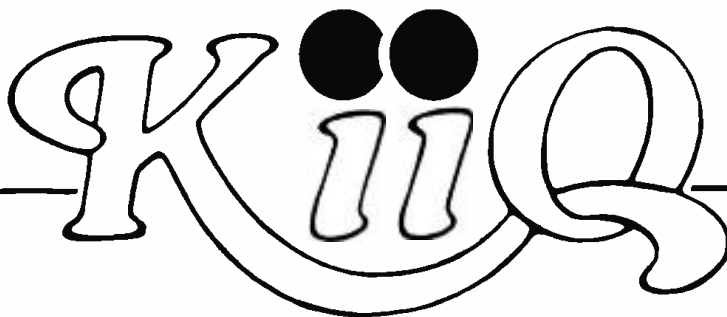
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Top of the Week

Clear sailing for first days of Ferris FCC

Senate gives one of its own an 85-to-0 send-off; Tyrone Brown nomination expected any day now; Wiley makes his final farewells

Charles D. Ferris moves into the chairmanship of the FCC tomorrow (Tuesday) under circumstances that appear auspicious. The Senate, in a roll-call vote unusual in such matters, confirmed his nomination last Monday (Oct. 10) by a vote of 85-to-0. And this afternoon, in a White House ceremony, Vice President Walter Mondale is to swear him in as a member of the commission.

And those were not the only positive signs. The White House was expected momentarily to announce the nomination of Tyrone Brown to succeed Commissioner Benjamin L. Hooks, who resigned in July to take over as executive director of the National Association for the Advancement of Colored People. Thus, it seemed likely Mr. Brown could be confirmed before Congress recesses, possibly early next month, which would bring the commission up to full strength now, rather than next January.

Mr. Ferris will be taking over the office vacated by Richard E. Wiley, who last week spent his final FCC days in farewells and at a regulatory agency management seminar sponsored by the Administrative Conference of the U.S. (in Charlottesville, Va., on Friday and Saturday).

But Thursday was his day to say goodby. About 20 minutes into the commission meeting that morning he interrupted matters to turn the gavel over to Commissioner Lee, the senior member in point of service and who served as acting chairman for the remainder of the week. "No one has waited so long for so little," was the acceptance comment of the commission's quipster.

But Mr. Wiley, who had joined the commission as general counsel in 1970 and was named a commissioner in 1972 and chairman in 1974, wasn't ready to vacate the premises just yet. On Thursday afternoon, the commission held a gathering in the meeting room for employees and others who wanted to say goodby, and the room was filled to overflowing. Among those present were two former commissioners—

Nicholas Johnson, now chairman of the National Citizens Committee for Broadcasting, and Robert Wells, vice president of Harris Enterprises Group, based in Garden City, Kan., who was at the commission "on business."

Commissioner Lee, who served as master of ceremonies, "roasted" the chairman with good-natured ribbing for about 15 minutes. "We're not losing a friend but gaining a well-heeled lobbyist," Commissioner Lee noted.

And he concluded his remarks with a bit of doggerel, which ended on the same note:

"But you'll be in town (confirming our hunches),

Sipping martinis at 50-buck lunches,
Advising your clients and leading the bar
But without us to (ahem) guide you,
You may not go far.

We know that you'll miss us,

But not all that dough

From Wiley, Kirkland, Ellis & Rowe."

Mr. Wiley is joining the Washington office of the Chicago-based firm of Kirkland & Ellis as a managing partner. (The Washington office, now known as Kirkland, Ellis & Rowe, will drop the last name from its title next Jan. 1, when Frederick M. Rowe leaves the firm, initially for a year's sabbatical in London.) Although there is no confirmation, it's believed that Mr. Wiley's initial salary will be in the \$125,000-\$150,000 range, with future escalations when he begins to participate in the firm's profits.

As a former commissioner, Mr. Wiley will be barred by conflict of interest laws from ever participating in matters—principally adjudicatory matters—in which he had a "substantial responsibility" as a commissioner. However, under the so-called "Dean Burch precedent," the firm would not be barred from participating in such matters provided Mr. Wiley is screened from involvement in the cases and from participating in the profits from them.

Mr. Wiley would also be barred for one year from appearing before the commission in any matter for which he had "official responsibility," although he would not be barred from discussing the matter with associates or a client. A one-year ban on appearing before the commission on any matter that applies to commissioners who do not complete their terms does not apply to Mr. Wiley, who completed his.

Mr. Ferris's treatment by the Senate and the administration is seen as an indication of the strength of the connections he has made in his 13 years as a top aide to then-Senate Majority Leader Mike Mansfield (D-Mont.) and, since January, as general counsel to House Speaker Thomas P. (Tip) O'Neill Jr. (D-Mass.).

Normally, a noncontroversial nomination is perfunctorily disposed of by voice vote. However, in the case of Mr. Ferris, a "hold" was placed on the nomination—thus blocking Senate action before the Oct. 8-9 weekend—by Senator William D. Hathaway (D-Me.), a friend of Mr. Fer-



All yours (for the weekend). Departing FCC Chairman Richard E. Wiley (l) passed the gavel to senior commissioner, and from that moment on the acting chairman, Robert E. Lee last Thursday morning during the FCC's regular meeting. The assignment will last until this afternoon (Monday) at 4 p.m., when Charles Ferris is sworn in (at the White House, and by Vice President Mondale) as the commission's new chairman.

ris's. It was, said a Senate source, a "joke." Then, on Monday, Senate Majority Leader Robert Byrd, reportedly at Mr. Ferris's request, asked for the voice vote—and 85 senators went on record in support of the nomination.

As for the swearing-in, Mr. Mondale, who spent 12 years in the Senate before his election as Vice President last year, knows Mr. Ferris. And an aide said the Vice President, who receives many requests to participate in swearing-in ceremonies, tries to accept those in which he has a personal interest.

The nomination of Mr. Brown, a former general counsel for Post-Newsweek Stations who is now a tax lawyer in Washington, had been an on-again, off-again thing. Long regarded as the White House's choice for one of the two seats open last summer, he asked that his name be withdrawn from consideration after Mr. Ferris was nominated to the seven-year term (BROADCASTING, Sept. 12). However, a week later, under heavy White House pressure and after talks with Mr. Ferris and members of the Congressional Black Caucus, he reconsidered and said he would accept the remaining 21 months of Mr. Hooks's term (BROADCASTING, Sept. 19). At that point, the Federal Bureau of Investigation's background check, routine in such matters, was begun.

Mr. Ferris will not have a great deal of time to ease into his new duties. Besides having to pick a personal staff of four professionals, he will be primarily responsible for filling key vacancies in the commission staff (BROADCASTING, Oct. 10). And beyond personnel matters, Mr. Ferris faces tough policy questions. One involves the inquiry into alleged network dominance over the television industry, an inquiry that was stalled last summer when Senator Ernest Hollings (D-S.C.), blocked funds for the staff the commission said it needed. Senator Hollings, chairman of the Senate Communications Subcommittee, said he felt the inquiry should be shaped by the new chairman. And Mr. Ferris promised at his confirmation hearing to be ready within 30 days of being sworn in with recommendations "for personnel and

staff" to proceed with the inquiry (BROADCASTING, Oct. 3). Mr. Ferris also faces the thorny question of how to deal with court-ordered refunds of illegally collected fees. The issue is being forced by a group of broadcasters who are among a group of 90 parties that are urging the U.S. Court of Claims to order the U.S. government to refund fees collected under schedules the courts have declared illegal.

The broadcasters told the court that a stalemate has developed over the issue: The commission says it lacks the data to determine what a legal schedule would have been in the past and therefore cannot calculate a partial refund.

Curtain is up on NAB's fall shows

First regional held last week in Chicago; broadcasters come to deal with real-world problems

The first stop on the National Association of Broadcasters regional road show (with its Radio Advertising Bureau sideshow) was Chicago last week, where separate radio and television sessions ran the gamut of concerns for the 336 broadcasters, two-thirds of them representing radio, who attended.

Returning to his native Chicago to address both the radio and television meetings was House Communications Subcommittee member Martin Russo (D-Ill.). He brought good news for radio and a warning for television.

He said that when draft legislation is written in the review of the Communications Act (he expects it to be ready in two or three months), radio would "have less to worry about than the TV people." He expects longer license terms and elimination of the fairness doctrine for radio as part of a general move towards radio deregulation.

However, during a luncheon address before television broadcasters, Mr. Russo cautioned that "Those of you in this room are viewed by some of my colleagues and by some members of the public as a dangerous element of unlimited power that must be curbed, even if that means we must seriously tamper with traditional principles of freedom that are indispensable to a democratic society," Mr. Russo added that he doesn't follow that line and stressed that any new laws affecting broadcasting must be consistent with guaranteed constitutional freedoms.

Financial projections were offered during a TV session entitled "Prosperous Days—Are They Here To Stay?" The over-all conclusion, presented to a packed house of television broadcasters, was yes. Securities analyst Ellen Berland Sachar, vice president of Mitchell Hutchins Inc., New York, warned, however, that every year may not show the record increases of 1976, when, she said, the Olympics, Bicentennial and presidential election were major factors in bringing total advertising

growth up 19.2% and television advertising up 27.7%. However, "barring exceptional governmental interference," she called the outlook "most favorable."

Since 1976, she said, television has broken away from its traditional business cycles into a pattern of "steady growth" and "unprecedented stability."

The Television Bureau of Advertising's predictions were offered by David E. Michels, vice president, sales, Midwest, who moderated the session. Citing TVB figures, he said 1977 national spot should rise 5%-6% and local 12%. For network, he expects a 22% gain over 1976. In the third quarter of 1977 he said network compensation would be up 6%, national spot up 1% and local up 9% over the same period in 1976.

Walter A. Schwartz of Blair Television, who serves on TVB's national sales advisory committee, encouraged broadcasters to pursue regional advertising dollars. In 1973, he said, \$30 million was spent in that area in television; in 1976, \$44 million and by 1980, "conceivably" \$80 million.

The growth of regional agencies' billings is up 23%, he said. Agencies in New York and Chicago have had only 59% of the over-all billings during the first nine months of this year, he said. In 1976, he continued, they had 64% and in 1970, 76%.

The range of questions went from concerns about the National Radio Broadcasters Association to new members of the FCC when the NAB's president, Vincent Wasilewski, sat down with a small group of his constituents for an informal "Ask the President" session.

Asked if attempts have been made to bring the rival NRBA into the NAB fold, Mr. Wasilewski said, "There has not been much in the way of specific discussion." However, he did add that "we're cooperating."

Regarding new FCC Chairman Charles Ferris, Mr. Wasilewski called him politically knowledgeable and said that his prior experience already has given him a chance to know people from the broadcasting as well as from the cable and common carrier fields. Of Tyrone Brown, who is expected to be nominated to fill the term vacated by Benjamin Hooks, Mr. Wasilewski said that he has heard that Mr. Brown understands broadcasters' problems. "I don't have any negative feelings at all" about him, Mr. Wasilewski said. "We would much prefer to see him there than other people we heard about," he added.

The syndication marketplace was discussed by Henry A. Gillespie of Viacom International, Richard A. Bompane of Avery-Knodel Inc., and Zvi Shoubin of WMAQ-TV Chicago on a panel, "Happy Days—Are They Here To Stay?", moderated by Jim Majors of WJBK-TV Detroit, president of the National Association of Television Progra Executives. Dominating the session was Mr. Gillespie, who was on the firing line over rising costs. "Supply and demand" and "pure psychology" were the reasons he gave. He characterized



Brown



Art imitating life, and vice versa. A television comedy became part of the legislative process—if only peripherally—last week when an episode of *All in the Family* was screened by House Judiciary Committee members as a key exhibit in arguing for rape legislation. "Rape strikes at everyone, even Edith Bunker," said Congressman Peter Rodino (D-N.J.), speaking at a congressional preview of last night's (Oct. 16) one-hour special on CBS-TV. In it, Edith was the victim of an attempted assault, which she prevented by smashing a burned birthday cake into the face of her gun-wielding assailant.

The presentation was put together by Congressman Herbert E. Harris (D-Va.), who has co-sponsored a bill now before the committee that will amend the rules of evidence. The thrust of the legislation is to protect

rape victims from unnecessary inquiries into their private lives.

"Norman Lear and *All in the Family*," said Congressman Rodino, "have shown great courage to use the television medium to sensitize the American public." Congressman Harris echoed the chairman when he called the program "a moving performance." And Virginia Carter, vice president of creative affairs at Tandem Productions, Los Angeles, told a packed Judiciary Committee hearing room that Mr. Lear and Tandem had attempted to present the problem "with sensitivity and understanding and with humor" and had tried to enhance the public's awareness of a growing criminal problem. **Pictured above.** (Left) Mr. Harris and Ms. Carter; (center) Mr. Rodino and the House hearing room audience; (right) a scene from the rape episode.

the off-network syndication marketplace as one where a broadcaster thinks "if I don't buy it" the competition will. Panelists did not see a lack of product as driving prices up.

Broadcasters also complained that they are often stuck with a product for several syndicated runs even after it hasn't done well the first time in the market. As to whether a distributor might pro-rate a price depending on how successful the first run was, Mr. Gillespie said that would be "worth talking about."

Agencies annoyed at the TV networks' schedule tactics

As pre-emptions and specials continue week of Oct. 3-9, advertising people complain that up-front buys were 'gamble'; ABC continues to dominate ratings, but its lead is not as wide

Specials and other program pre-emptions have made the difference again in the ratings race, this time for the week of Oct. 3-9, when they boosted the prime-time fortunes of CBS and NBC. But the advertising world is beginning to wonder whether it's the real loser in the networks' free-wheeling schedule warfare.

With six weeks now gone in the fall season, the networks and advertisers—not to mention the audience—still have had no opportunity to read with any consistency the performances of regularly scheduled series. It looks as if the networks may adapt to the situation as a way of life, and agencies are clearly upset about it.

"We're scheduled 'x' amount of weeks

ahead," said Robert Mulholland, president of NBC-TV, "so we know when we're going to get two, three, four weeks of a program running in its regular time slot when we see how a series is going. But it's not only a question of running your series, it's also a question of what's running opposite them . . . The business has changed, and you've got to organize yourself so you can make decisions quickly to meet changing situations."

But several advertisers said last week that they are unable to make similar adjustments because of the necessity of buying weeks and months in advance. The uncertainty of not knowing what program they will end up in and what its competition will be is, they complain, is turning their business into something of a lottery.

"I'm concerned," said Lou Dorkin, director of network programming for Dancer-Fitzgerald-Sample. "When you're buying six months up front, it's a gamble. You get a program that's doing fairly well and then, bang, you don't know what's going to happen. You pay your money and take your chances."

Mr. Dorkin gave as an example buys he made in ABC's *Redd Foxx* (Thursday, 10-11). In the two weeks it faced its regular competition, *Foxx* pulled 34 and 35 shares. The last two weeks, against the Ali-Shavers fight one night and the movie "Papillon" and the baseball playoffs the next, *Foxx* pulled 15 and 25 shares, respectively.

Of course, advertisers aren't expecting a schedule without specials, and there are times when stunts pay off for the advertiser as well as for the network. But, it is the frequency of the pre-emptions that disturbs advertisers.

"It's a serious thing," said Jack Otter, director of network programming for SSC&B and a former sales vice president of NBC. "You make all your projections based on a

regular schedule . . . This is completely disruptive of viewing habits."

Mr. Otter said that there is increasing talk within the advertising community of refusing to accept make-goods for pre-emptions. "I think you're going to be seeing a lot more of that," he said.

The two networks that are doing most of the pre-empting, CBS and NBC, are deriving the most benefits. For the week of Oct. 3-9, CBS, with two nonscheduled movies and an Elvis special, boosted its average over the previous week by 2.9 rating points and four shares, while NBC, with its down-to-the-wire baseball playoffs, edged to within a rating point of ABC-TV—the closest three-way spread of the season. The final count for Oct. 3-9: ABC, 20.6, rating/34 share; NBC, 19.8/33 and CBS, 19.4/32.

The week of Oct. 10 started out with more of the same, with specials the decisive factor in the ratings every night through Wednesday, the last national figures available. ABC joined in the pre-emption sweepstakes on Oct. 11 with its coverage of the World Series, giving the network its best showing of the year on a Tuesday, one of its strong nights for regular series, with a 28.8/45 average.

But the World Series and the playoffs did more than just win ratings for the networks carrying them. The advance scheduling of the games, plus the fact that fans watching them pushed up the number of sets in use, opened the way for some successful counterprogramming.

On Oct. 11, for example, ABC won its 45 share with the Series by pre-empting its usual Tuesday night line-up. NBC that night put in *Dick Clark's Good Old Days*, promoted it as "the real happy days" and walked away with a 36 share—giving the network its best Tuesday night of the season despite the 20 share pulled by a Richard Pryor rerun from 10-11.

Shenefield hopes for a cable world beyond the reach of the FCC

The new Antitrust Division chief indicates he will carry on work of his predecessors in many areas, but adds that his own aspirations are in the field of communications

For years now, the Department of Justice's Antitrust Division has been a source of concern for broadcasters. The division is the prime mover, for instance, behind the effort to break up co-located broadcast and newspaper holdings. And things won't be any different under John H. Shenefield, who was sworn in two weeks ago as the new antitrust chief (BROADCASTING, Oct. 10). An idea that seems to appeal to him is to move the FCC virtually all the way out of cable-TV regulation.

Mr. Shenefield discussed some of his division's plans in the communications field the day after he was sworn in by Supreme Court Justice Lewis Powell in the White House's Roosevelt Room, a setting seen by some as indicating the importance the administration attaches to antitrust work.

Mr. Shenefield, 38, made his mark in the antitrust field as a Richmond, Va., lawyer for clients needing advice, or defense,

in antitrust matters. But Mr. Shenefield, who joined the division as deputy assistant chief in April and who was named acting assistant attorney general a month later, seems to have had no problem in changing sides.

Indeed, to some extent, antitrust chiefs are borne along on the momentum they encounter on entering office. One of the biggest cases the division is prosecuting is the suit charging AT&T with monopolizing telecommunications service and equipment; it is a case Mr. Shenefield inherited—it was filed in 1974—and will almost certainly pass on to his successor. A suit charging the networks with antitrust law violations as a result of their control of prime time is another long-range project. The division's effort to break up commonly owned broadcast-newspaper properties in the same market is now one he has made his own. (He concedes that there may be some value in the local ownership that goes with common ownership of broadcast and newspapers properties in the same market. But, he says, "you lean in favor of various presumptions, of which I feel competition would be one.") And over the years, the department has urged a light regulatory hand in cable matters.

What's more, Mr. Shenefield speaks with favor of the four-point program instituted by his predecessor, Donald I. Baker, as much as anyone, to make sure that antitrust principles are not ignored by other agencies that regulate industries. The division acts as an advocate of competition whenever legislation is introduced

to expand the scope of regulation; it serves as the "voice of competition" in agency proceedings; it seeks the repeal of legislation it considers anticompetitive, and it does its normal antitrust enforcement work when a member of a regulated industry engages in anticompetitive activities. That program, Mr. Shenefield says, will continue.

But it is the cable area that the division under Mr. Shenefield seems likely to break new ground, as far as communications is concerned. His preference, Mr. Shenefield said, is "to have cable completely independent of television regulation; let it be regulated locally, if possible. Get the FCC out of the game entirely." The only exception would be in areas where regulation is "technologically necessary" to avoid interference problems.

Mr. Shenefield does not pretend to be fully informed in the field. When asked if he would wipe out the entire panoply of regulation, including such rules as those limiting the number of distant signals that systems may import, he said, "I don't know anything about distant signals."

But, he said, "I have the feeling that the FCC is just too much into it [cable regulation]. They've gotten into it with the attitude of protecting UHF and VHF channels. It has virtually—and here I'm drawing on my own very local experience—slammed the door on a lot of cable development . . . One of the things I'll suggest is that we look toward an effort to deregulate cable television, to see where we are and how much regulation could be shed."

The division would seek to get the FCC

In Brief

NFL football rights could reach \$644 million for next four years. NBC-TV announced Friday it had reached agreement with National Football League on four-year contract (1978-81) for package similar to one expiring this year: 16-week (up from 14-week) regular-season American Football Conference games, two AFC playoff games, AFC championship, two (instead of three) pre-season games, Super Bowl in January 1979 and 1981, and new element: wild-card divisional playoff qualifying game. CBS Sports sources said they had similar four-year deal for National Football Conference games and alternate-year Super Bowls, and ABC was believed at or near deal for renewal of Monday-night football plus minipackage of four to six other weeknight games per year. Officials refused to discuss prices, but estimates ranged as high as \$6 million for each Super Bowl (up from \$4 million this year) and as high as \$44 million per year for rest of NBC package (vs. \$16.6 million this year), \$48 million for CBS (vs. \$22 million) and \$46 million for ABC Monday-night package (vs. \$11.5 million) plus \$17 million for minipackage on other nights.

CBS Inc. reported record third-quarter and nine-month profits last Wednesday (story page 56) but its stock dropped next day by two points to close at 48-7/8, lowest since first quarter of 1976. Wall Streeters offered no particular reason other than that stock market had been in slide and plunged steeply on Thursday, with 1,121 New York Stock Exchange issues registering declines to 321 advances, 128 hitting new lows as opposed to six new highs.

Comsat rate case that began in 1965 isn't over yet. U.S. Court of Appeals in Washington last week returned to FCC for further proceedings decision it issued in case, in 1975, ordering across-board 37% reduction in rates. Decision, however, is not seen as major victory for

Comsat, since court affirmed commission's decision in several key areas. Meanwhile, Comsat continues escrow funds it would not be permitted to retain under commission's 1975 decision. As of August, fund totalled \$70 million.

FCC amended rules to allow unattended operation of FM translators. Action was response to petition by National Translator Association and had been opposed by National Cable Television Association.



Ball of the Belle. Belle Brooks O'Brien (l), chief of FCC's consumer assistance office, was sworn in as president of Washington chapter of American Women in Radio and Television last Wednesday night (Oct. 12) on the steps of Lincoln Memorial. FCC Commissioner Margita White (r) served as mistress of ceremonies at event, which was attended by members of House and Senate subcommittees on communications, FCC members and others of broadcast community. Also pictured: Mrs. White's husband, Stuart, partner in Washington law firm of Hamel, Park, McCabe & Saunders.



Shenefield

"out of the business" either through filings with the commission or legislation.

Mr. Shenefield said that the division has not yet moved on the matter—"this is just an idea perking in my head at the moment." And to some extent, he is anticipating the work of an antitrust study commission President Carter is expected to create to examine two problem areas of antitrust enforcement—complex litigation (how to reduce the length of time it now takes to resolve some major antitrust cases) and antitrust-law exemptions and immunities in the context of regulated industries. Mr. Shenefield said these exemptions and immunities have proliferated to

such an extent that "the free enterprise system is almost the exception rather than the rule."

Mr. Shenefield expects the study commission to deal with cable television in considering the immunities and exceptions matter. Another communications matter with which he would expect the commission to concern itself is the Newspaper Preservation Act, which permits two newspapers in a community to merge some of their functions if one would otherwise fail—and which the division has long opposed. The Antitrust Division would follow through on recommendations the commission makes.

The commission, as envisaged in the present draft, would be composed of 15 members appointed by the President. Three would represent antitrust enforcement—and would probably include Mr. Shenefield and Michael Pertschuk, chairman of the Federal Trade Commission. The group would also contain one other regulatory commission chairman, four representatives of private industry, one federal trial judge, and six members of Congress, with the three senators recommended by the president of the Senate and three House members by the Speaker. What's more, the commission would be charged with completing its work in six months. "So in the next session [of Congress] we might be thinking about this measure," Mr. Shenefield said. The division is expected to transmit a suggested executive order creating the commission to the White House for its consideration this week or next.

The study commission is the idea of Attorney General Griffin Bell. He notes that the antitrust laws were reviewed in 1955, in a wide-ranging study that included everything from the Sherman Antitrust Act to procedural matters. Now, he says, it would be appropriate to focus on the two specific areas he feels require attention.

As assistant attorney general in charge of the Antitrust Division, Mr. Shenefield has a large number of major issues confronting him in such fields as energy, insurance and shipping. Nevertheless, deregulation of cable television apparently is another matter he is interested in adding to his agenda.

Eastern Airlines is appealing \$1.6 million judgment on grounds that Miami jury returned "**newsworthy verdict in hope and expectation that they would receive further television coverage.**" Former Eastern pilot, Dan Gellert, had been awarded money after convincing jury he had been grounded because he testified about safety problems on airplanes. Eastern, however, said grounding was due to health reasons. Florida is conducting one-year experiment on broadcast coverage of trial proceedings. Mr. Gellert's attorney is **Ellis Rubin**, who two weeks ago defended "**TV addict**" Ronny Zamora by pleading "television-induced insanity" caused his client to commit murder. Zamora was found guilty.

Time Inc. reported record third-quarter and nine-month profits of \$19.4 million and \$59.5 million respectively and also disclosed that its **Home Box Office subsidiary broke into black** for first time with profits (undisclosed) for both third quarter and January-September period (see page 50).

Congress should enact "comprehensive legislation that sets **national policy**" on cable television "in much the same way as the 1934 Communications Act" charted course for broadcasting, **Everett H. Erlick**, senior VP and general counsel of ABC Inc., said in speech Thursday to New York Academy of Television Arts and Sciences. He said cable forces would like to restructure broadcasting for their own purposes and, among other targets, he called cable's copyright fees so low as to represent "**one of the largest government subsidies ever granted to any industry.**"

FCC has ordered hearing in connection with Lee Broadcasting Corp.'s application for renewal of its license for **WTUP(AM) Tupelo, Miss.** Action was triggered by petition filed by North Mississippi Coalition for Better Broadcasting and Jack Benney, officer of Pollution and Consumers Protection. FCC said "serious problems" regarding a station's management could not be resolved on basis of present record.

It looked dead for moment, but word at week's end was that **there's still life in resolution for live broadcast coverage of House proceedings** this year. House Speaker Thomas P. (Tip) O'Neill told reporters at one point last week that broadcast resolution was dead this year. On Friday, however, O'Neill lieutenants said broadcast resolution is "back on track," and is to be reported out of Rules Committee Wednesday (Oct. 19).

Harry Lillis (Bing) Crosby, 73, world-famous entertainer, **died of apparent heart attack** Oct. 14 while playing golf in Madrid. In addition to regular performances on CBS (1931-35), NBC (1936-47), ABC (1947-49) and CBS afterward, he was founder and president of Bing Crosby Enterprises, program producer-distributor, now owned by Cox Broadcasting. At ABC he broke radio network taboo against use of recorded material when he began taping weekly Wednesday-night show in fall of 1947 with equipment that led to Ampex entry into audio and video taping. Survivors include wife, Kathryn, and seven children.

Leonard H. Goldenson, board chairman of ABC Inc., said communications industry should proceed cautiously about dismantling or curtailing current TV system despite current wave of new television technologies. In accepting one of two 1977 Communications Awards of ICD Rehabilitation and Research Center in New York last Wednesday night (other went to **Pearl Bailey**, with whom he's pictured here), he said communications systems are valuable only if there "is a message to be passed through and an audience with some use for the message."



Van Deerlin wins NRBA audience with talk of total radio deregulation

He also says recent appointments in Washington should be reason for broadcasters to better appreciate his subcommittee's work

Since it undertook to review the Communications Act, the House Communications Subcommittee has been maligned—and pretty soon broadcasters, especially radio broadcasters, are going to realize that, Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) said last week.

The congressman told an applauding National Radio Broadcasters Association that in light of some recent appointments to some high government positions, "we in Congress, and especially in the Communications Subcommittee, are going to smell a lot better to you. . . . Events may even bring you around to supporting our effort."

The reason: "I see the prospect for virtually the total deregulation of radio." In his New Orleans speech last Monday, he mentioned specifically radio's license term. "There has been some talk about a five-year license-renewal period," he said. "I say why not seven? Or nine? Or 10 years? . . . The FCC doesn't have to wait until your term is up to move against you [for a rule violation]."

"While I knew you would like to hear that, believe me that is not the reason that I said it," Mr. Van Deerlin declared. "It's not for the sake of deregulation . . . or to make life pleasanter for you, but it makes more sense for the American public."

The congressman added, "I see no reason to compel you every three years or every five to prepare this mountain of material . . . which nobody down [at the commission] reads." (Applause). "I'd like to free up some of that talent down [at the commission]," he said, and if his subcommittee doesn't succeed at that, "then I'll tell you no matter what else we have done, we have failed."

Since Mr. Van Deerlin and the subcommittee's ranking Republican, Lou Frey (Fla.), announced his intended review of the 1934 Communications Act last year, the broadcasters' attitude has been one of "suspicion and distrust," Mr. Van Deerlin said. But "I think that we in Congress might look very different to you" when the subcommittee takes up proposed legislation which he expects in draft form next year.

This is particularly so in light of three recent federal appointments important to the broadcast industry—Charles Ferris to chairman of the FCC, Michael Pertschuk to chairman of the Federal Trade Commis-

sion, and Henry Geller to the newly created post, assistant secretary of commerce for communications. All are "bright and respected men"; all are men Mr. Van Deerlin said he considers friends, but all are also liberal and have identified themselves with positions "which seem to me to be at variance with what your goals appear to be," he said.

In the sum of the three, "we might see a trend toward sharper regulation of your industry," Mr. Van Deerlin said. "Our subcommittee may be the only voice left in government for deregulation."

Mr. Van Deerlin left his radio audience virtually no reason to dislike him. Because there are as many radio stations as there are daily and weekly newspapers, and because radio already accommodates most of the public's listening interests, he said, "radio is one industry where I can't think of a situation where it wouldn't be safe to turn the broadcasters loose tomorrow."

Furthermore, he told them that he recognizes that "your problems do differ from TV. That's why you organized separately, I guess."

Aside from the major issue of deregulation, Representative Van Deerlin told NRBA he is also on the association's side on the all-channel radio issue. In previous years he has sponsored legislation to require car radios to be equipped with FM as well as AM, and he told the group Monday that if the House Small Business Committee does not move against auto manufacturers for pricing FM radios out of most people's range, "it will definitely be part of our rewrite."

There are other reasons the NRBA should support the Communications Subcommittee, Mr. Van Deerlin said, notably two Supreme Court decisions: one making it possible for private telephone users to purchase all their phone receivers from sources other than AT&T; the other overturning the FCC's restrictions on payable carriage of movies and sports. In both cases the Supreme Court let stand appeals court rulings. "There will be pressure for Congress to act" in areas that affect broadcasting, Mr. Van Deerlin said. "So let's get serious with one another."

"Let's get away from fantasy and dire



Van Deerlin

warnings and let's talk about what will be best for you and more important, what will be best for the public."

He indicated that the subcommittee will take steps to remove barriers to the development of new technology—direct broadcast satellites and fiber optics, for examples. "They may change things in a significant way in signal distribution," he said, "but they're not going to be throwing people into the breadlines."

But whatever the subcommittee passes, it will never make it through the House without broadcasters behind it, he said. "If we on the committee come up with something inimical to broadcasters, we won't have a chance of passing it."

"You have clout," he said.

The NRBA luncheon audience gave Mr. Van Deerlin a standing ovation.

Wiley reviews his stewardship in farewell talk to NRBA delegates, appends some words of caution

Departing FCC chairman reiterates his desire for less regulation, cites the breaking down of walls of distrust during his regime; and a cheering audience responds to his history of help to radio

After being introduced at the National Radio Broadcasters Association convention in New Orleans last week as one of the best friends radio ever had, outgoing FCC Chairman Richard E. Wiley told the broadcasters to beware of "some tumultuous days ahead."

He said that despite a sound financial position and public acceptance, the broadcast industry faces challenges from new technologies, the House Communications Subcommittee's rewrite of the Communications Act of 1934, and government attitudes such as those expressed in the Civil Rights Commission report on minorities on TV. Last on his list but not least is the potential challenge from "a new FCC with a new regulatory philosophy."

He didn't go into much detail on the last reference, in fact mentioned the name of his successor, Charles Ferris, only once, in another part of the speech. He said he wanted to be careful not to say anything negative, but just to caution broadcasters that "all of you should be concerned about [the challenges] and watch [their] development."

He added in an aside that things may become worse for TV than radio.

It was the closest thing to a prediction in what was to be Mr. Wiley's last speech before stepping down from the commission chairmanship today (Monday). He devoted the greater part of his remarks to a review of his own efforts, which were for



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the most part in the best interests of last week's radio audience, he said. And the broadcasters in attendance demonstrated their agreement, interrupting his remarks with frequent applause, and presenting him at the end with NRBA's annual Golden Radio Award, inscribed, "in recognition and appreciation of his outstanding contributions to the radio industry."

Mr. Wiley returned their good will with his assertions that less regulation is better than more, and that government and industry don't have to be enemies. One of the accomplishments of his administration was that "we've made great strides in breaking down the walls of distrust" between the FCC and broadcasters, he said.

One of the lines evoking the heaviest applause was his assertion that "I don't think you have to apologize to the United States of America for making a profit." Without the profits, radio could not provide good service, and its "unique" service to the local community is the key to radio's future strength, he said.

He added in another aside that although

he has never taken sides with one association or another, "it's a matter of considerable pleasure to me at the FCC that I'm making my final speech to a radio audience."

Mr. Wiley summarized the philosophy of his chairmanship, citing these specifics:

- Efficiency. "The commission has to operate like you run a business," he said, with deadlines and decreased backlogs. During his administration the backlog of broadcast renewal applications was cut to zero, he said, but he added that "we haven't reached the millenium" in the AM processing area.

- Reregulation. The program to cut out or rewrite outmoded regulations which he started in 1972 resulted in about 600 policy or rule changes, prominent among them the short radio renewal form, and some minor EEO rule changes aimed at "giving small broadcasters a break."

- "A willingness to face tough issues." Among those is the commission's inquiry into clear channels and the demands of daytime radio stations for expanded hours

of broadcast time. He said he hopes the commission will take action on the clear channel docket this fall.

- Better relations with regulatees. Gone are the days when broadcasters are afraid to show their name badges when complaining to FCC personnel for fear of reprisal from the commission at renewal time, Mr. Wiley said. The regional meetings and phone-in program he initiated, he said, contributed to improved relations between the regulators and the regulatees.

- More respect at the commission for the First Amendment. Mr. Wiley said there is "an improved view at the FCC toward the importance of the First Amendment" since he took over, evidenced in the FCC's challenging a court opinion that the commission should be involved in radio format changes. The shape of formats is "better left to the marketplace," he said.

Other main tenets in the Wiley philosophy, he said, include the following:

- On program percentages: "I don't

To page 30

NRBA: still thriving after four years

Almost, it seemed, to the astonishment of many, radio association attracts record turnout in New Orleans; registrants and exhibitors share board's satisfaction with way things are going

About 2,560 radio broadcasters, exhibitors and guests swarmed to the National Radio Broadcasters Association's fourth annual convention in New Orleans last week, straining the resources of the new Hilton hotel there and putting smiles on the faces of the NRBA convention coordinators.

Memorable moments were provided by the House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), who gave the radio managers great expectations for the outcome of his subcommittee's review of the Communications Act of 1934 (see page 26); by FCC Chairman Richard Wiley, who delivered what was expected to be his last address as the industry's chief regulator (page 26), and by Radio Advertising Bureau President Miles David, who renewed his appeal for unity among industry associations (page 30).

NRBA's leaders took great comfort in the numbers of the convention. It was difficult to say how many of the 2,560 were actually radio managers, but there were 1,187 people who paid the full registration fee to participate in the three-day gathering. The volume of registrants came as something of a surprise to those who remembered the association's first convention in the same town three years ago. Lionel Van Deerlin, who recalls speaking to sparse NRBA crowds in the past, blinked at the sea of faces greeting him this time and said, "knowing your humble beginnings, it sure is a surprise to find a throng this size."

On the exhibit floor, containing what was said to be the biggest show in NRBA's brief convention history, sales people reflected uniform pleasure with the traffic of buyers. Some among the 65 exhibitors compared the show favorably with that at the National Association of Broadcasters' annual convention, and none could be found among the exhibitors who would be willing to forgo NRBA in the future.

"I wouldn't miss it," said one computer salesman. "I wouldn't do better at NAB," said a program salesman.

Upstairs at the suites, business was reportedly considerably slower, however, something NRBA's officers attributed to the lure of the nighttime entertainment of the French Quarter just a few blocks from the hotel.

As far as NRBA's leaders were concerned, the show represented another step in NRBA's evolution into a "major, serious, radio trade association," as John Richer, NRBA executive vice president-administration, phrased it.

From the registrants came occasional comparisons to the much bigger, busier and more lavish NAB show. More than one broadcaster was heard to grumble at the lunch table that NAB is too big, still

too dominated by television, despite recent additions in radio services.

"We really believe in NRBA," said one general manager, who disagrees with Miles David's call for the joining of the two radio representatives in Washington (NAB and NRBA). "I don't want them to join together," this manager said. "Having to compete to be good makes them do better."

NRBA heads tried to keep such comparisons upbeat. "I in no way want to take anything away from NAB," NRBA president Jim Gabbert said in opening remarks at the convention. "It's just that we speak with a little different voice."

At an early-morning membership meeting later in the week, Mr. Gabbert was asked what NRBA is doing to bring the networks into the fold. He replied that "that will come around by itself." He implied that he sees signs now to support that view. "The presence of Miles David I think is very significant," he said.

In informal state-of-the-association remarks to the 30 broadcasters who showed up for the membership meeting, Mr. Gabbert said NRBA currently has 1,175 members and is in good shape to deal with Washington problems which he thinks may make next year one of radio's "bumpiest." "In Washington, small is good," he said. "They tend to listen more to us because we're real. We're not just getting paid to go in and say something."

The association leaders gave themselves high marks for the New Orleans gathering, despite chronic problems with the hotel. A new structure with a lot of bugs in it yet, the Hilton turned away about 50 broadcasters who had confirmed reservations. At least one suite host, Torbet-Lasker Inc., had to find new quarters, and the FCC's Broadcast Bureau chief, Wallace Johnson, woke up one morning to find water leaking on him from the ceiling. The lesson, Mr. Richer said, was not to pick a brand new hotel as a convention site.



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Participants in the NRBA programming panel, **Taking the Market by Storm**, were (l-r): Robert Herpe, WPLR(FM) New Haven, Conn., NRBA chairman; Pam Strauss, KIKI(AM) Honolulu; Bob Henabery (despite the placard), Bob Henabery Associates, New York, and Ken Gaines, KTOK(AM) Oklahoma City.



Programming: How Many Kinds of Rock Are There? was the topic for (l-r): Lee Abrams of Burkhart, Abrams & Associates, Atlanta; Dick Drury, Bonneville Broadcast Consultants; Tenafly, N.J.; Chuck Borchard, WHND(AM) Monroe and WMJC(FM) Birmingham both Mich., and Dean Landsman, Dean Landsman Radio Services, New York.



At an NRBA session on **Sales: Answering Format Objections**, were (l-r): Jim Connor, WWSH(FM) Philadelphia; Bill Clark, KABL(AM) Oakland, Calif.; Eric Anderson, WNOE(AM) New Orleans, and Doug Brown, WHKI(AM)-WMMS(FM) Cleveland.



Talking about **Small Market Radio Sales**, another NRBA panel, were (l-r): Mel Peterson, KUBA(AM) Yuba City, Calif.; Gene Flowers, WBMB(AM) West Branch, Mich.; Paul Dunn, WTLB-AM-FM Utica, N.Y., and Chester Coleman, KGAB(FM) Camarillo, Calif.

believe it's a good idea for the government to put every broadcaster in a preconceived mold."

■ On the equal time law: "The effect has been to prevent the electronic media from doing the job as they would in the print media." Mandatory equal time should be abolished, he said.

■ "The same goes for the fairness doctrine," he said, adding that his proposal for suspending the fairness doctrine experimentally in major radio markets "is an idea whose time will eventually come."

■ On ascertainment: "I don't want to cause you to spend all your time filling out government forms . . . when you should be devoting more of your time to the bottom line—to public service."

Contained in that last remark was Mr. Wiley's final admonition for the radio: "Public service: It's the great responsibility of broadcasting in our system. You alone have the unique opportunity to provide service to them [the listeners] where they live . . . If radio continues to emphasize localism, it will continue to be a great industry."

He said broadcasters should "think about engaging in self-regulation without the government having to tell you what that self-regulation should consist of." Current problems with record lyrics, broadcast obscenity, advertising excesses, news bias, broadcast coverage of terrorism, are all situations calling for some industry self-policing, he said.

He also urged broadcasters to keep current with the issues that involve them and that may threaten their system. "Know your rights and speak up for them." Particularly be aware of the trade-offs, he said. If broadcasters win repeal of the fairness doctrine, will it be at the expense of being forced by the government to provide free access? And what is the quid pro quo for a longer license renewal period? Program percentages? he asked.

During the last seven years, he said he

has seen a constant pressure for government to solve some broadcast-related problems. He called on the broadcasters to fight against that.

When he was finished, the broadcasters gave Mr. Wiley a standing ovation, as they had at the start, when former FCC Gener-

al Counsel Ashton Hardy, now an attorney in New Orleans, had introduced Mr. Wiley as the "finest chairman to ever hold a gavel" at the FCC. "Over the next few years you're going to find out just how good a friend you had at the FCC," Mr. Hardy said.

RAB's David makes togetherness pitch

He cites success of battle against saccharin restrictions, says there's need for joint action

Radio Advertising Bureau President Miles David made a pitch for greater unity among broadcast and advertising associations in a speech to the National Radio Broadcasters Association last week in New Orleans.

It worked once, when the National Association of Broadcasters, RAB, NRBA, Television Bureau of Advertising, the Station Representatives Association and several advertising associations joined to fight proposed restrictions on advertising of saccharin products, Mr. David said. In his opinion, it will work again on future issues that are bound to arise again "in this age of total hypochondria."

It seems the government is finding health risks in all kinds of products, from butter and sugar to flame-retardant pajamas, he said. "The only thing that hasn't been found to be bad for you is sex," he added jokingly, "and I am waiting for the discovery to be announced any moment."

Mr. David called the defeat of saccharin advertising restrictions a "great victory." "I think it's exciting to win one for a change.

"But we won a battle, not a war," he said. "There's no telling what product will be banned next."

He tipped his hat to the National Association of Broadcasters for its leader-

ship in the fight against the saccharin proposal. With NAB at the head of the industry cooperative, "an unprecedented number of letters, calls and mailgrams were stimulated." And he added, "the combined effort should be a pattern in the future when major principles are at issue."

Specifically Mr. David proposed that the same communications associations that held a summit in Washington during the saccharin fight (BROADCASTING, July 18), reconvene once or twice a year, even when there is no imminent threat on Capitol Hill.

Further, "I personally hope for evolution under which the Washington representation of radio is reunited. It worries me that we have two organizations repre-



David



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Ruling class. Members of the National Radio Broadcasters Association board of directors, assembled during the association's convention in New Orleans last week: First row (l to r), Loring Fisher, Bonneville Broadcasting, Tenafly, N.J.; Eric Hauenstein, KDKB-AM-FM Mesa, Ariz.; Robert Herpe, WPLR(FM) New Haven, Conn., chairman; James Gabbert, KIOI(AM)-KIOI(FM) San Francisco; Bernie Mann, WGLD-AM-FM High Point, N.C., and Steve Trivers, WOLR(FM) Kalamazoo, Mich. Second row: Chester Coleman, KGAB(FM) Camarillo, Calif.; Paul Lange, KDLR(AM) Devils Lake, N.D.; Charles Boman, WJBY(AM) Gadsden, Ala.; Dave Raven, WSAU(AM)-WFC(FM) Wausau, Wis.; Stephen Heater, KSPN(FM) Aspen, Colo.; Jack Gennaro, WFHR(AM) Wisconsin Rapids, Wis.; Abe Voron, NRBA executive vice president-government relations, and John Richer, NRBA executive vice president-administration. Third row: Ken Mellgren, WJIB(FM) Boston; Jim Connor, WWSH(FM) Philadelphia; Thurman Worthington, WKEZ(FM) Norfolk, Va. Lynn Christian, Century Broadcasting Corp., Chicago. Not shown: Bob Duffy, Christal Co., New York; Don Nelson, WIRE(AM)-WXTZ(FM) Indianapolis, and Gary Worth, Mutual Broadcasting System, Arlington, Va.

Going its own way: NRBA board looks into code possibilities, other means for moving minorities into ownership. Meeting during its annual convention in New Orleans last week, the NRBA board created a committee to survey all radio stations to find out if there is demand for an NRBA "standards of practice and performance." Abe Voron, executive vice president-government relations for NRBA, said the move was not spurred by dissatisfaction with the industry's existing code, that of the National Association of Broadcasters. "It may be that the NAB's is probably as good as anybody can make it," he said. "We just want to look at it."

On another issue, the NRBA board established a committee to work out a program to help minorities move into station ownership. The board took exception to NAB's proposal for giving broadcasters tax credits as incentive to sell stations to minorities, Mr. Voron said, because it is implicit in "the NAB proposal that broadcasters need a reward to sell to minorities. "That whole concept is absolutely erroneous." He said NRBA feels the solution lies in finding sources of funding for minority interests and in providing minority owners assistance where they lack expertise in running broadcast stations. In other actions the NRBA:

- Increased the government affairs budget to \$25,000-\$30,000 next year.
- Made its temporary goals committee a standing committee. "A constant analysis and probing of our goals is necessary because of our rapid growth," Mr. Voron said.
- Voted to urge the Small Business Administration to repeal its policy against lending money to radio stations.
- Re-elected all of its officers. Jim Gabbert of KIOI(AM)-KIOI(FM) San Francisco, begins his fourth term as president of the association, and Robert Herpe of WPLR(FM) New Haven, Conn., begins his fifth as chairman. The other officers are: Eric Hauenstein, KDKB-AM-FM Mesa, Ariz., NRBA vice president-West; Steven Trivers, WOLR(FM) Kalamazoo, Mich., vice president-East; Bernie Mann, WGLD-AM-FM High Point, N.C., secretary; Loring Fisher, Bonneville Consultants, Tenafly, N.J. treasurer.

senting radio, particularly, when we see how many potential economic problem areas we face."

He said the same pitch applies to radio sales; in fact, government crises and sales are "really two sides of the same coin." Radio has to begin going after the larger advertisers, and that is "best done when radio stations work together." He said stations especially have to stop putting down other stations in front of advertisers. Rather than other stations, the competition should be "other media."

NRBA President James Gabbert, who introduced Mr. David, said after the latter's speech that he endorses the idea of

annual or semiannual cross-industry meetings. But he was hesitant about backing up Mr. David's statement that "there are relatively few philosophical differences dividing radio."

In his own opening remarks to the convention, Mr. Gabbert said that although he does not want to detract from or compete with NAB, he and NRBA nevertheless have substantial differences with the larger association, notably with NAB's espousal of expanding the AM band to 1800 khz. "No way am I going to say that's good for radio," he said. Although the differences between NRBA and NAB are few, they are significant, he said.

FCC feels a bit of nosiness makes broadcasters more aware of their EEO obligations

Commission, commenting to court in review of its methods of dealing in such employment matters, cites case histories to show how stations were motivated to improve own work situations

The FCC's specific requirements for broadcasters to report how they are implementing their equal-employment-opportunity programs is proving a valuable tool in improving the broadcasters' performance in EEO matters, according to the commission. It also said that, since it seeks to encourage licensees to improve their affirmative efforts in the EEO area, only in "egregious cases" does it call for evidentiary hearings.

The commission made those comments in responding to questions asked by the U.S. Court of Appeals in Washington in a proceeding in which it has opened a major review of the manner in which the commission deals with EEO in matters (BROADCASTING, July 4). The court granted the commission's request for rehearing—by the full nine-member bench—of a decision by a panel reversing commission decisions renewing the licenses of KONO(AM) San Antonio, Tex., and KCBS(AM) San Francisco (BROADCASTING, April 25).

But then, since the question of whether citizen groups should be authorized to obtain information from broadcasters to support a petition to deny, the court asked the commission a number of questions to determine how the commission develops and uses the information citizen groups need in filing those actions. It also invited a number of parties—among them, citizen groups and broadcast industry representatives, including broadcasters likely to be affected by the outcome of the case—to file friend-of-the-court briefs. These are due Oct. 31.

The commission, in its response, stressed that, in dealing with "literally thousands of contested and noncontested EEO cases in the past six years," it has found it impossible to establish hard and fast dividing lines governing the kind of sanctions to be applied in a particular case. Instead, it said, it has attempted to deal "with a specific case, while fitting into a pattern of remedies consistent over the whole range of cases" presented to it.

The value of the sanction of conditioning a renewal on the licensee reporting on actions to deal with what appear to be weaknesses in the implementation of his EEO program, and the reason for its "more frequent" use than any other, the commission said, is shown by the results.

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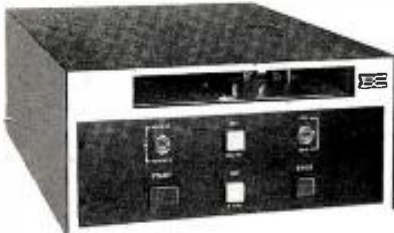
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KONO, one of the two stations whose license is at stake in the case. After reporting conditions were attached to the station's renewal, in 1975, the percentage of minorities employed increased from 22%, in 1974, to 38% this year and the number of women, from 24% to 34%. As for employment in the top-four job categories, the percentages increased, for minorities, from 13.2% to 27.3%, and for women, from 5.3% to 18.2%.

The designation of an employment issue for hearing, the commission indicated, is a reluctant last step. The commission's aim, it said, "is to foster licensee self-help through appropriate sanctions designed not only to eliminate the negative aspects of a licensee's employment practices and policies but also to encourage affirmative efforts."

The commission noted it designated the renewal applications of Rust Communication Group's WHAM(AM)-WHFM(FM) Rochester, N.Y., after a review of the record showed that for three years the work-force of 40 persons included no minority group members. Furthermore, the commission said, the licensee's EEO program indicated some positions were

"suitable" or "feasible" for minority applicants, while others were not.

The commission also cited the designation order in the case of WSAY(AM) Rochester. The station not only failed to show any minority employment since adoption of the commission's EEO rules, in 1969, but it also failed to reveal any type of affirmative action program.

Thus far, only one renewal case involving an EEO issue has reached the commission. The station is WSWG(AM) Greenwood, Miss., and the commission denied renewal (BROADCASTING, Aug. 1).

The report to the court also indicated that the commission's new EEO guidelines may be causing broadcasters problems. Texas stations that filed for renewal on April 1 were the first to file under the new program, and of the 225 stations involved, 128 "technically fell below" the criteria established for staff processing. Of those, 64 reported "mitigating circumstances" which served to resolve, "questionable employment profiles." But the remaining 64, the commission said, "may be the subject of further administrative inquiry and/or sanction."

Carter pledges that USAIC will be independent

New agency will combine USIA and State Department bureau under reorganization proposal sent last week to Congress; President promises that it will be nonpolitical outfit

President Carter moved last week to reorganize the nation's machinery for disseminating information about the U.S. abroad and for engaging in cultural exchange activities with foreign nations. The result would be the creation of the U.S. Agency for International Communication, which would incorporate the functions of the U.S. Information Agency, including the Voice of America, and the activities now conducted by the State Department Bureau of Educational and Cultural Affairs.

The proposal, the product of months of study by groups inside and outside government, is designed, the President said, to promote "a more effective dialogue among peoples of the earth." He said that "Americans—mostly immigrants or the descendants of immigrants—are particularly well suited to enter into such an undertaking."

The new agency, he said in a message to Congress describing his plan, will "tell the world about our society and policies—in particular our commitment to cultural diversity and individual liberty." And, he added, it will "tell ourselves about the world, so as to enrich our own culture as well as to give us the understanding to deal effectively with problems among nations."

And for those concerned about the in-

dependence of the VOA and the integrity of the government's total output of information for foreign consumption, President Carter made these commitments:

"Under this administration, VOA will be solely responsible for the content of news broadcasts—for there is no more valued coin than candor in the international marketplace of ideas . . .

"The new agency's activities must be straightforward, open, candid, balanced and representative. They will not be given over to the advancement of the views of any one group, any one party or any one administration. The agency must not operate in a covert, manipulative or propagandistic way.

"Maintaining the integrity of the educational and cultural exchange programs is imperative."

Under the plan, which was anticipated by a statement issued by officials of the State Department and USIA in September (BROADCASTING, Sept. 5), the new agency would have ties both to the White House and the State Department. The agency's director will be the principal adviser to the President, as well as to the National Security Council and the secretary of state, on international information and exchange activities. And under the secretary's direction, the director would have primary responsibility within the government for the conduct of such activities.

The plan also envisages the consolidation into a single seven-member commission of the two commissions that now advise the USIA and the Bureau of Educational and Cultural Affairs. Members of

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the new nonpartisan commission—to be known as the United States Advisory Commission on International Communication, Cultural and Educational Affairs,—will be appointed by the President and confirmed by the Senate.

The President's message contained no cost figures. But officials said the new agency would require about the total amount now spent on USIA—\$270 million—and the cultural affairs unit—about \$70 million.

The reorganization plan becomes effective unless vetoed by either the Senate or House within 60 legislative days—that is, days on which Congress is in session. Since Congress is expected to recess later this month until January, the plan could not become effective until next year.

The plan is the second reorganization measure submitted by the President. The first, transmitted to Congress in July, provides for the transfer of Office of Telecommunications Policy functions to the Department of Commerce, and is expected to clear the 60-day waiting period this week.

Changing Hands

Announced

■ **KBUK(AM)** Baytown, Tex.: Sold by Bay Radio Inc. to G&K Broadcasters Inc. for \$950,000. Seller is owned by Wayne E. Marcy, David E. Perkins Jr. and J. Edward

Martin. Mr. Marcy has interest in KISO(AM)-KLOZ(FM) El Paso and Brazoria county, Tex., cable system. Neither Mr. Perkins nor Mr. Martin has other broadcast interests. Buyer is owned by Lawrence Gross (71%) and his minor nephew, Joshua Gross (29%). Mr. Gross is air personality with KSDO(AM) San Diego and son of long-time California broadcaster, Jack O. Gross. Gail Keeble, former employe of WRNL(AM)-WRXL(FM) Richmond, Va., is president of buyer. KBUK operates on 1360 khz with 1 kw full time. Brokers: Robert O. Magruder for sellers, Dan Hayslett & Associates for buyers.

■ **KILJ(FM)** Mount Pleasant, Iowa: Sold by Pleasant Broadcasting Co. to KILJ Inc. for \$400,000, plus \$148,000 covenant not to compete. Seller is principally owned by Forrest J. Mitchell, 55.2% owner of KGRN(AM) Grinnell, Iowa. Buyer is owned by Paul L. Dennison, general manager of station. He has no other broadcast interests. KILJ is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WKLH(FM)** Montgomery, Ala.: Sold by Griffin Broadcasting Co. to Colonial Broadcasting Co. for \$500,000. Sellers are Gillis, Lloyd and Sidney Griffin, brothers (one-third each). They have no other broadcast interests. Buyer is owned equally by three brothers, Robert, James and Thomas Lowder, owners of Montgomery insurance agency, mortgage company and construction firm. They have no other

broadcast interests. WKLH is on 92.3 mhz with 50 kw and antenna 409 feet above average terrain.

■ **KNIT-AM-FM** Abilene, Tex.: Sold by West Texas Media Inc. to Taylor County Broadcasting Inc. for \$400,000. Sellers are Page W. Nelson, Joe Glenn Thompson, Raymond Reid and Frank J. Gerow, owners of 95% of KZFM(FM) Corpus Christi. Buyer is owned by J.D. Osburn and Kenneth R. Reynolds (50% each), owners of KYKX(AM) Longview, Tex. Mr. Osburn also owns KAMC(AM) Arlington, and Mr. Reynolds owns 20% of KMCO(AM) Conroe, both Texas. KNIT is 500 w daytimer on 1280 khz. KNIT-FM is on 105.1 mhz with 49 kw and antenna 154 feet above average terrain.

■ **KZIP-AM-FM** Amarillo, Tex.: Sold by Panhandle Broadcasting Co. to Denning Broadcasting Group for \$275,000. Seller is owned by David P. Pinkston, 50% owner of KDAV(AM) Lubbock, Tex., and of applicant for new FM there. Buyer is owned by Danna Lou Denning (70%) and her three children (10% each). Mrs. Denning has various real estate investments in Kansas and Oklahoma and no other broadcast holdings. KZIP is 1 kw daytimer on 1310 khz. KZIP-FM is on 98.7 mhz with 100 kw and antenna 800 feet above average terrain.

■ **WECQ(FM)** Geneva, N.Y.: Sold by Buccaneer Broadcasting Co. to Aquarius Radio Communications Ltd. for \$155,000. Seller is principally owned by Frank Shoupe, who has no other broadcast interests. Buyer is principally owned by Joseph Weinfeld, Newton, Mass., manufacturer's representative, and his son, David, who is general manager of WKST(AM) New Castle, Pa. Buyers have no other broadcast interests. WECQ is on 101.7 mhz with 3 kw and antenna 125 feet above average terrain. Broker: Keith W. Horton Co.

Approved

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

■ **KBEQ(FM)** Kansas City, Mo.: Sold by Mark and Connie Wodlinger to Mariner Communications for \$5.1 million. Sellers have no other broadcast interests but will remain as consultants to station. Buyer is owned by L. Joe Scallan and Elmer Ward Jr. Mr. Scallan is also president of Riverbend Group, media broker based in Cincinnati. Mr. Ward is chief executive officer of Palm Beach Corp., manufacturer of men's clothing. Mariner has also bought, subject to FCC approval, WMEX(AM) Boston, for \$2,640,000 (BROADCASTING, May 30). KBEQ is on 104.3 mhz with 50 kw and antenna 953 feet above average terrain.

■ **WAVA-AM-FM** Arlington, Va. (Washington): Sold by U.S. Transdynamics Corp. to WAVA Limited Partnership for \$2,500,000, plus \$50,000 covenant not to compete and \$760,000 consulting agreement. Seller is owned by Arthur W. Arundel, owner of weekly *Loudon Times-Mirror*; Leesburg, *Reston Times*, Reston,

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10/17

and *Fauquier Democrat*, Warrenton, all Virginia. Mr. Arundel has no other broadcast interests. WAVA Partnership is headed by four general partners: Alex Sheftell (13%), Melvin Lenkin and his son, Edward (11% each), and JU Investments Associates Inc. (9%). Mr. Sheftell is former part-owner of WLMD(AM) Laurel, Md., and was president of Washington-area excursion boat line. Messrs. Lenkins own Washington construction firm. JU Associates is investment firm owned by Robert Understein, Washington accountant. WAVA Partnership has 10 limited partners. FCC has also approved spin-off of WAVA(AM) by WAVA Partnership to 780 Inc. for \$665,000, plus \$100,000 covenant not to compete. 780 Inc. is owned equally by Edwin Tornberg, Edward Welter and Douglas D. Kahle, who also own WFIA-AM-FM Louisville, Ky., and WBRI(AM) Indianapolis. Mr. Tornberg and Mr. Kahle are also owners of KBND(AM) Bend, Ore. Mr. Tornberg is Washington media broker. WAVA is 1 kw daytimer on 780 khz. WAVA-FM operates on 105.1 mhz with 50 kw and antenna 500 feet above average terrain.

■ WENO(AM) Madison, Tenn. (Nashville): Sold by H. Calvin Young Jr. to Mack Sanders for \$750,000. Mr. Young also owns WGUS-AM-FM Augusta, Ga., and WSHO(AM) New Orleans. Mr. Sanders is also owner of KFRM(AM) Salina and KICT(FM) Wichita, both Kansas; KBIL-AM-FM Liberty, Mo.; KECK(AM)-KHAT(FM) Lincoln, Neb., and KTOW(AM)-KGOW(FM) Tulsa, Okla., and has sold, subject to FCC approval, KOOO-AM-FM Omaha for \$1.2 million (BROADCASTING, July 4). WENO is on 1430 khz with 5 kw day and 1 kw night.

■ Other station sales approved last week by the FCC include: wvxx-FM Highland Park, Ill.; KKAN(AM) Phillipsburg, Kan.; WESO-AM-FM Southbridge, Mass.; WGON(AM)-WQXO(FM) Munising, Mich.; WFLB(AM) Fayetteville, N.C.; WURL(AM) Winston-Salem, N.C.; and KEAN(AM) Brownwood, Tex. (See page 66).

Orlando ch. 9 in-fighting resumes at original front

Remanded again to FCC by courts, contenders battle on such issues as a demerit for a former principal, and whether an applicant should be given merit for minority participants

The Orlando, Fla., channel 9 case, one of the oldest continuing adjudicatory proceedings on the FCC's books, has taken another step in its journey through the commission and the courts—the filing by the parties of another round of proposed findings and conclusions as the result of the latest of a series of court remands to the commission.

One principal issue in the new round in the case is whether the indictment, on gambling charges, of a former officer,

director and 1.54% stockholder of Mid-Florida reflects adversely on Mid-Florida's character qualifications.

Another—and one that is of greater concern to the industry generally—involves the court's ruling that minority ownership should be accorded a merit, in comparative hearings, when "it is likely to increase diversity of content, especially of opinion and viewpoint." The ruling resulted from the commission's failure to give any special weight to the presence of two blacks—owning a total of 14% of the stock—in the application of the Comint Corp.

The former Mid-Florida official involved in the remand order is Martin Segal, an Orlando attorney. His indictment grew out of substantial loans he made to a man reputed to be "the kingpin" of organized gambling in Florida, Harlan Blackburn. However, Mr. Segal, who resigned his post with Mid-Florida in November 1971 after he was indicted, was never brought to trial; the charges were dismissed because of his health.

Mid-Florida, whose principal owners are Joseph Brechner and his wife, Marion, contended in its proposed findings that the record is "devoid of probative evidence" showing that Mr. Segal's activities had an adverse effect on the applicant.

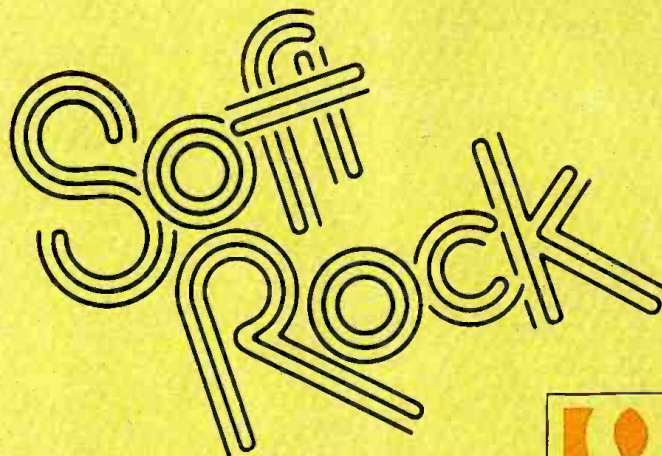
And the commission's Broadcast Bureau and the United Church of Christ, which has been granted permission to participate in the proceeding, took similar

positions on that point. The Broadcast Bureau concluded that "Segal's wrongful conduct never affected his participation in Mid-Florida or the operations of the station" and that there had been no reason for Mid-Florida to "suspect any wrongdoing" on Mr. Segal's part. Furthermore, the bureau said, Mr. Segal's role in the applicant company "was very limited," in terms of his ownership and his authority as an officer and director.

However, some of the four competing applicants were not as generous. TV 9 Inc., for instance, said the evidence indicates that disqualification of Mid-Florida—or at least a "substantial comparative demerit—would be "appropriate." And Comint Corp. said the only conclusion possible is that the record "is insufficient to support an affirmative finding that Mid-Florida possesses the high character qualifications to be a licensee."

As for the minority ownership question, Comint and the United Church stressed the importance of the black ownership in the Comint application. (The Broadcast Bureau, in line with its policy, did not comment on that or other comparative aspects of the case.)

"This case is distinguished by a unique and important factor—the promise of substantial black participation in the ownership and operation of an important facility serving Orlando and the Central Florida area," Comint said. It noted that although



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blacks make up 25% of the city's population and 17% of Central Florida's, they have no role in owning or operating any of the means of mass communications in the area. "The substantial minority ownership embodied in Comint's proposal ... is responsive to a fundamental need of the Orlando area," Comint said.

The United Church of Christ said the grant should go to Comint because of the presence of two local blacks. (One is the widow of one of the two black men who were original members of the applicant company. UCC said that because of the black participation, Comint would be more sensitive to the entire community's needs and interests.)

Mid-Florida's answer was to stress the importance of the participation of women in broadcast ownership and management. And Mrs. Brechner, Mid-Florida said, not only owns 11% of the applicant company and would help her husband run the television station as a full-time vice president for community affairs and promotion, but also is a veteran broadcaster in her own right. Before moving to Florida, she helped operate W_{GAY}(AM) Silver Spring, Md., in which her husband had been a part owner. Thus, Mid-Florida said, it is entitled to "a clear preference" in the contest for the grant.

The case is before the commission for the third time since the 1950's. Three times Mid-Florida was awarded the grant,

and three times the U.S. Court of Appeals reversed the commission and sent the case back to it. The Brechners in 1957 put WFTV(TV) on the air. But in 1969, as the result of one of the many court decisions in the case, the commission granted joint interim operating authority to the five competing applicants—Central Nine Corp. and Florida Heartland Television, as well as Mid-Florida, Comint and TV Nine.

Rockefeller, Sorenson breeze through hearing on nominations to CPB

President Carter's two nominees to the board of the Corporation for Public Broadcasting, Sharon Percy Rockefeller and Gillian Sorensen, appeared before the Senate Commerce Committee last Wednesday. Although the committee is not expected to vote on the nominees until sometime this week, the tone of the hearings indicated that the two women would have little difficulty with the senators.

Mrs. Rockefeller, wife of West Virginia Governor John D. Rockefeller IV, told the senators that her particular interests were in "public affairs programing and children's programing." On the latter subject, she said she was interested in "superior" programing for children. "I care about public broadcasting as a con-

cerned mother. My children are as mesmerized by commercial television as most American children," she said.


Mrs. Sorensen likewise is no stranger to politics. Her husband, Theodore, was an adviser to President Kennedy and was also President Carter's original nominee for the top post at the Central Intelligence Agency. In response to a question on the right of public broadcasters to editorialize, Mrs. Sorensen, was adamant that "a station must take a side." The alternative, she said, would be "pablum."

Both women have long been active in broadcasting. Mrs. Rockefeller is a trustee of WETA-TV Washington and has been active in the West Virginia Broadcasting Authority. Mrs. Sorensen is a former production assistant with CBS and an assistant producer for Teleprompter Corp.

Media Briefs

Shooshan in the future. House Communications Subcommittee Counsel Harry M. (Chip) Shooshan III is scheduled keynote speaker at World Future Society's conference, "Communications and Society: Policies for the Plannable Future," Nov. 2, at Ford Foundation in New York. One-day conference also features discussion panels on communications, business, arts and social services.

File stays shut. FCC has reversed July 20




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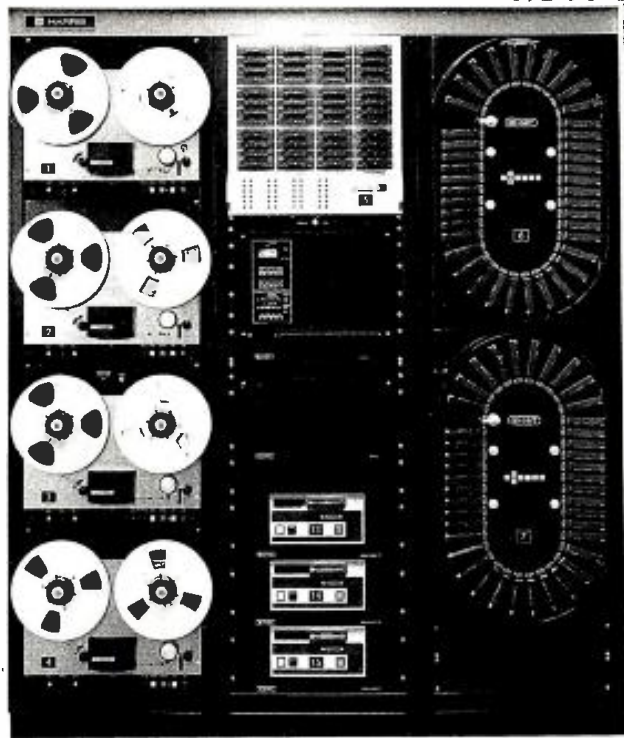


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KFRY-FM Fresno	WFKY-AM Frankfort	WBIG-AM Greensboro
KFIV-FM Modesto	WKYW-FM Frankfort	WHSL-FM Wilmington
KCTC-FM Sacramento	KEZM-AM Sulphur	WHBC-FM Canton
KGMS-AM Sacramento	KSNS-FM, Lake Charles	KTJS-AM Hobart
KUBC-FM Montrose	WOXO-FM Norway	KFJL-AM Oklahoma City
WFYN-FM Key West	WXIV-AM Norway	WMYB-FM Myrtle Beach
WAJB-FM Pensacola	WMNB-FM North Adams	WASC-AM Spartanburg
WBBQ-FM Augusta	WNCR-AM Worcester	KWMJ-FM Midland
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WVLD-AM Valdosta	KTIS-FM Minneapolis	WXRO-FM Beaver Dam
WBNQ-FM Bloomington	KWWR-FM Mexico	WPDR-FM Portage
WRMN-AM Elgin	KXEO-AM Mexico	KOVE-AM Lander
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staff ruling and denied Pullman TV Cable Co. and Moscow TV Cable Co., operators of systems at Pullman, Wash., and Moscow, Idaho, access to 1973-76 financial reports of KIMA-TV Yakima and KEPR-TV Pasco, both Washington. Requests were made after licensee, NWG Broadcasting Co., had voluntarily submitted report on satellite KLEW-TV Lewiston, Idaho, in nonduplication proceeding. Cablecasters said that introduction "necessarily" placed finances of NWG's other stations in question. But commission ruled NWG could withdraw KLEW-TV's reports and denied requests to open files of other stations.

Second try. Attorney of convicted murderer Ronny Zamora, whose defense argued he was "TV addict" and "intoxicated" by television violence (BROADCASTING, Oct. 10), has filed for new trial on grounds that judge "cut heart out" of defense. Ellis Rubin, based request on Judge Paul Baker's rulings against allowing testimony on general effects of television violence on young. Judge also banned questioning of jurors about their own television experiences.

Hispanic help. Spanish International Network (SIN) is offering free consulting program to Hispanic groups seeking to own and operate Spanish-language TV stations in U.S. Reno Anselmo, president, said SIN will make available without charge advice and assistance on application and

licensing procedures, engineering and construction requirements and financing, programming, operations and sales development information. He said program is an outgrowth of assistance provided to KORO-TV Corpus-Christi, Tex., first U.S. TV station to be wholly owned by Hispanic Americans, and to group which recently filed for channel 31 in Denver.

PSA petition denied. FCC turned down request by Public Media Center, 65 citizen groups and five members of Congress asking that broadcasters be required to air public service announcements during more "desirable" time periods. They also sought limitation on number of PSA's broadcasters could accept from single source and requirement that they carry certain percentage of locally originated PSA's. Commission said adoption of such rules would be "inappropriate intrusion" in programming.

Corrections. In story dealing with settlement of National Association of Broadcast Employees and Technician's strike against ABC (BROADCASTING, Oct. 10), weekly salary of experienced technicians in fourth year of new pact was given as \$585. Correct figure is \$535.

Right man, wrong pew. BROADCASTING's Oct. 10 story (page 53) concerning possible staff changes at the FCC identified James Hobson as chief of Common Carrier Bureau. Mr. Hobson is chief of Cable Television Bureau. Walter R. Hinchman is chief of Common Carrier.

FTC's Pertschuk wants to mute the piped pipers of TV selling

Chairman uses AAF roundtable to express anger about ways ads are being directed at children

The chairman of the Federal Trade Commission had some choice words for advertisers last week. And he expects some of his views to be backed up "within a month" when his staff may be finished with some new proposals on the way products can be advertised.

"I'm pretty damn well convinced," said Chairman Michael Pertschuk, "that a three-year-old ought not be the subject of messages." He said "the protection of children receives special attention" from the FTC, and that, among other questions the commission would be looking into would be "whether an ad directed at three-year-olds" should be on television.

Mr. Pertschuk was speaking to the board of the American Advertising Federation at a Tuesday roundtable discussion at the FTC in Washington.

Adding illustration to his language, Mr. Pertschuk showed the advertisers a copy of an advertisement that appeared in the Aug. 29 issue of BROADCASTING that promoted the potential market of a Boston television station by saying that advertisers could reach children whose "buying power is an American phenomenon." (The advertisement, headlined "Kid Power is Coming to Boston," announced the debut of Christian Broadcasting Network's channel 25 WXNE-TV.)

The chairman said the FTC was concerned that advertisers are trying to turn children into "guided missiles" aimed at their parents' pocketbooks. Mr. Pertschuk also said the commission was still interested in the "advertising of highly sugared products to young children." In answering questions by the advertisers, Mr. Pertschuk said he did not believe the FTC "should substitute its judgment" for that of individuals in its rulemaking proceedings, but he added that he felt consumer laws "basically do reflect the desires of the public." He postulated, as an example, that few consumers would be inclined to want seat belts removed from automobiles although initial public reaction to legislation requiring their installation had not been overwhelmingly favorable.

He also said the commission has "tried to strike a balance" in opening itself to business groups as well as to consumer groups. "We've probably been meeting more with business than with consumer groups," he said, and the commission "had no intention" of excluding business access to it.

#1

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WRTV: Indianapolis, Ind

KMBC-TV: Kansas City, Mo.

WXIX-TV: Cincinnati, Oh.

KOIN: Portland, Ore.

KMGH: Denver, Colo.

WTVN-TV: Columbus, Oh.

KGTV: San Diego, Cal.

WHAS: Louisville, Ky.

KTAR-TV: Phoenix, Ariz.

KOCO-TV: Oklahoma City, Okla.

KENS-TV: San Antonio, Tex.

WFMY-TV: Greensboro, N.C.

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CBS loses case on sole liability

Judge won't make Stokely pay what Lennen & Newell didn't

A federal district judge has ruled that CBS cannot collect from Stokely-Van Camp the \$390,382.48 that Lennen & Newell should have paid it on Stokely's account before the agency went bankrupt in 1972.

Judge Inzer B. Wyatt of the U.S. Southern District of New York ruled that Stokely had paid the money to Lennen & Newell, and that CBS, although it knew the agency was in financial trouble, made no claim on Stokely—did not even mention the subject to Stokely—until after L&N's collapse.

The decision resolves, subject to appeal, the largest single case centering on the insistence of major agencies that they, rather than their clients, are solely liable for payments to media. It does so, however, only in the context of the CBS suit, without addressing the general question of whether advertisers should share liability. But if allowed to stand or upheld on appeal it presumably would serve as precedent in other cases in which media made no move against advertisers until agencies had failed.

The issue became a stormy one in the years immediately following Lennen & Newell's bankruptcy in 1972 and that of U.S. Media International a few months earlier. More recently it has become less turbulent following the development of a recommended standard form, by Broadcast Financial Management Association and others, specifying that the agency is solely liable up to a point but spelling out conditions under which the client becomes liable.

That form is used by a growing number of stations, currently estimated at about 150, including those of many large group owners, but is not used by networks. It was developed as a compromise between the sole-liability and advertiser-liability extremes, and is accepted by some agencies but rejected by others.

CBS filed its suit against Stokely in 1972. Judge Wyatt subsequently issued a summary judgment in favor of the advertiser, but on appeal by CBS the case was remanded to him for trial last January.

In his decision Judge Wyatt traced the history of agency sole liability, saying it went unchallenged from the earliest agency days until the early 1950's, when TV billings were growing large and CBS "and no doubt other networks" revised their contract forms to identify the advertiser and to show that the agency was "acting as agent" for him.

CBS sent these bills

is due in part to "selfish reasons." For one thing, direct dealings between media and advertisers might lead to "elimination of the agencies." For another, payment through the agencies increases their cash flow "and is believed by them to improve the standing of the agencies with their banks." For still another reason, this position "makes it easier [for agencies] to collect from the advertisers."

Though CBS disputed the agency position, Judge Wyatt continued, "CBS did nothing to inform the advertisers of this difference of position." And it had its reasons for not informing them:

"CBS wanted to be able in an emergency, as in the case at bar, to assert its legal position that the advertiser was liable on the contract; at the same time, CBS wanted to retain the good will of the agencies who placed 75% of the advertising with CBS; CBS did not want to antagonize the agencies, whose good will CBS was constantly seeking, by informing their advertiser clients of the legal position CBS was taking with the agencies."

Thus, the decision continued, Lennen & Newell was late in its payments to CBS as early as 1968, and in 1970 "fell seriously behind," but CBS continued to push the agency for collections rather than turn to Stokely. CBS, Judge Wyatt ruled, knew in 1970 that "Stokely and the other advertisers" were paying the agency promptly but that the agency "was diverting the payments elsewhere." In contrast, he said, Stokely was not aware of L&N's financial problems until January 1972, a month before the bankruptcy.

Judge Wyatt contrasted the Stokely case with that of the Florida Citrus Commission, another L&N client buying time on CBS. In 1970, he said, the citrus commission learned, apparently from an audit, that the agency was late in making payments in its behalf. The commission asked whether CBS would look only to L&N for payment, CBS said in writing that it would not, and "Citrus at some point in 1970 or early 1971 began to pay directly to CBS rather than to Lennen."

The Citrus incident, Judge Wyatt continued, showed that CBS knew L&N was in "substantial financial difficulty."

"Substantial financial difficulty," he said, "is not taken by me to mean so bad that collapse is imminent or even probable. Doubtless CBS hoped until the end that Lennen, a major customer, would survive, but it certainly knew at the end of 1970 that financial collapse was a possibility. Yet CBS had no contact with Stokely until after the bankruptcy when its first demand on Stokely for payment was made."

No hang-up about print. Radio and television stations boosted their advertising in daily newspapers during the first half of 1977 by 50% over last year, according to the Newspaper Advertising Bureau. The bureau noted that in the full year of 1976, stations spent \$65 million in newspapers and said this figure topped 1975 by 35%.

Stock analyst says spot TV won't be so soft after all

Hoffman of Bache Halsey predicts eventual growth of 10%-11% over last year, contends summer wasn't as bad as was thought

A Wall Street specialist with an independent streak, who predicted a year ago that spot-TV business in 1977 wouldn't live up to then-current expectations, thinks now that in 1978 it will be a good bit better than many expect.

He also thinks this year's fourth quarter will be stronger than a lot of people had thought during spot's long summer slowdown.

The specialist is Anthony M. Hoffman, vice president of Bache Halsey Stuart Shields Inc. He figures the 1977 fourth-quarter growth for spot TV at about 8% over last year's fourth, and thinks 1978 will be 10%-11% better than 1977.

A year ago Mr. Hoffman advised Bache clients that 1977, compared with record-setting 1976, was apt to be a disappointing year for spot. Others were projecting growth of 12% or more, but Mr. Hoffman noted that 1976 had a lot going for it that wouldn't recur in 1977, including the Bicentennial celebrations, the Olympics and the presidential elections. In addition, he pointed out, 1976 had been an unprecedentedly big year for new-product introductions, another boon to spot.

Over-all, he estimated a year ago that spot-TV growth for 1977 would be in the neighborhood of 5.6%—a neighborhood to which industry forecasters have much more recently retreated (BROADCASTING, Aug. 8).

Now, in his latest advisory to clients, Mr. Hoffman says a lot of forecasters seem to have overreacted the other way as a result of spot's summer slump:

"As demand began to soften in the second quarter, forecasts of annual growth were trimmed and analysts' profit estimates adjusted. Further softness in the third quarter gave rise to contentions that the fourth quarter would also fail to equal the year-earlier period. In the minds of some, the decline in the fourth quarter was expected to be even more severe than the third, suggesting a very poor year in 1978."

His analysis continues:

"For some time we have been at odds with those holding this bearish outlook for the final 1977 quarter and the year 1978. We have been advising clients to take advantage of any unusual dips in the price of the group broadcasters that result from these dire predictions.

"We now have definitive data from the FCC for 1976 and from other sources for the first half of 1977 that fully document our position.

"The same type of analysis we did last

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President Carter has called for an increase in coal production averaging 8 percent per year over current levels. For the railroads, such increases would mean only a 3 percent annual increase in their total traffic—no strain for an industry that easily handled 15 percent traffic growth during the 1972-73 period.

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year to arrive at our estimate of 5.6% growth for the entire 1977 year indicates it will finish with a relatively strong fourth quarter, about 8% above the comparable 1976 period. In addition, our analysis finds no disruption of the medium's long-term growth patterns and we estimate spot television will grow 10% to 11% in 1978.

"This performance, combined with a comparable level of growth for local television expenditures, suggests that total revenue growth for the industry in 1978 should be about 10%, more than enough to offset the expected 8%-9% escalation in costs. This will allow an increase in margins after a decline in 1977. This scenario augurs well for the profits of the group broadcasters and, to a lesser extent, the owned stations of the major networks."

Mr. Hoffman's advisory anticipates "a change in investor psychology regarding these [group broadcasting] stocks" and recommends "selective accumulation of positions" in them.

He lists his preferences among seven broadcasting issues and one station-rep stock in descending order: Metromedia, Storer, Taft, Cox, Combined Communications, LIN Broadcasting, Capital Cities Communications and John Blair & Co. But he adds, "Despite the fact that we have ranked these stocks, we feel that all names on this list offer the potential for near-term price appreciation from current price levels."

Spector: Legal expenses are inflating ad costs

The legal cost of commercial clearance is likely to become a regular part of many clients' advertising budgets, Larry Spector, president of DKG Advertising Inc., New York, stated.

In a speech to the Grand Rapids (Mich.) Advertising Club, Mr. Spector pointed out that in recent years consumer protectionists and government regulators "have added a new dimension to the advertising business—the legal cost of doing business." He noted that in setting up a staff recently for a new toy account DKG had to add a broadcast clearance person.

"And we have to figure that cost in our fee arrangement," Mr. Spector remarked.

He said the problem with industry self-regulation is "not the fact that the regulation exists; the problem is the caliber and attitude of the people who administer the regulations—they tend to be people who are very narrow and literal-minded, and their rulings too often are ludicrous."

Korvettes buys Big Apple

In its first regular use of television this fall, Korvettes Inc., New York, is investing approximately \$500,000 for three flights in

New York, the first running for one month through Nov. 5; the second between Nov. 6 and 23 and the third from Nov. 24 through Dec. 17.

A spokesman for Korvettes said in the past the retailing chain has restricted its TV activity to occasional weekend and holiday advertising. The New York area campaign, created by Grey Advertising, New York, is aimed at stimulating business in 31 stores, particularly for its soft goods. The theme is, "For fashion, shop 'The Other Korvettes' at Korvettes." Reinforcing the TV splurge will be radio and print advertising.

David Brous, president, said the thrust of this program is to strengthen the message that over the past few years Korvettes has "substantially increased the quality and fashion orientation of its messages and still retains its competitive prices."

CBBB onto business ethics

The Council of Better Business Bureaus is convinced that business ethics are slipping and has announced a series of panel discussions on the subject, including one entitled "Responsibilities of Advertisers to Society."

CBBB President William H. Tankersley, in a speech last week to the Detroit Economic Club, reported on the project. The first panel discussion will be held in Dallas

Did you call State Farm last year for help on a story? 441 other reporters did.

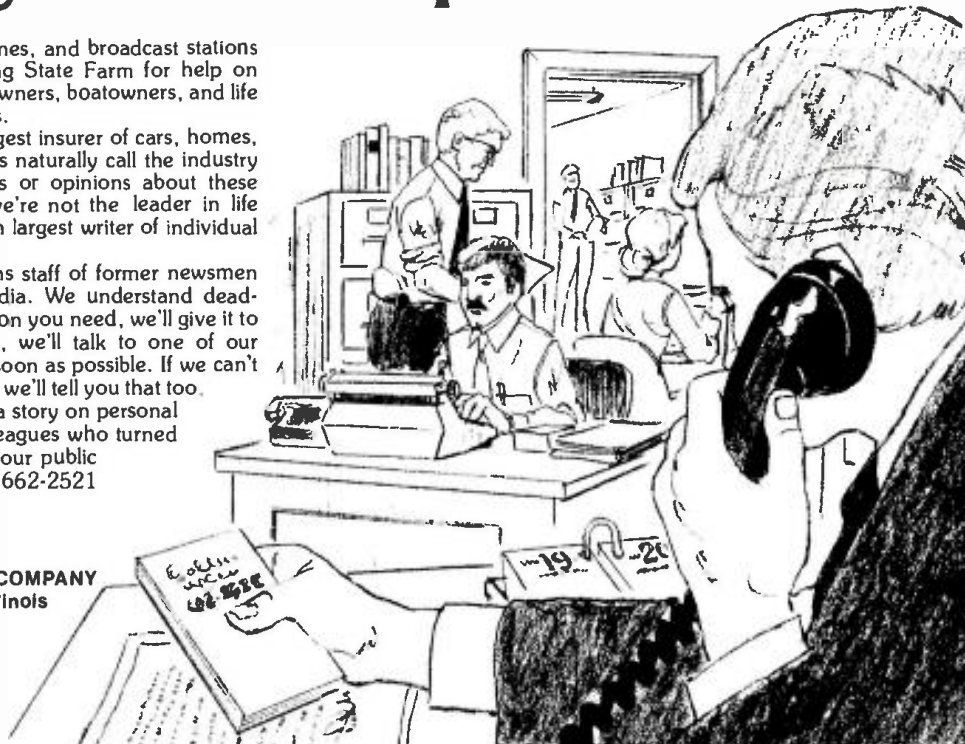
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Purpose:

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

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

Awards:

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

Eligibility:

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

Judges:

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

Alexander Calder, Jr.
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University of Missouri*

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Irving S. Shapiro
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Study of American Business
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Administration:

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

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

Deadline for Entries:
January 15, 1978

in February. Dates and locations for the other four sessions have not been set yet.

Mr. Tankersley, in referring to weakened principles in business practices, cited comparative advertising which he called the practice of "knocking competitors in advertising." Mr. Tankersley said the "plethora of such ads has further damaged the credibility of advertising with equal negative effect on the mores of civilized business behavior."

He put the blame on the Federal Trade Commission for the practice, which had "little standing," he said, "until the FTC began to urge the broadcasting networks, the National Association of Broadcasters and other associations including ours to abandon their prohibition against the naming of competitors in advertising."

'Time' study says TV outdone by print for corporate images

The results of a study commissioned by *Time* magazine claim corporate-image advertisements are more believable in print than on TV.

The study, which cost \$70,000, was conducted for *Time* by Yankelovich, Skelly & White, New York, which interviewed 700 business executives in the 25 largest metropolitan areas. The research firm questioned respondents basically on their opinions of the corporate advertising of five firms—AMF, IBM, St. Regis Paper, Texaco and U.S. Steel—and of five companies that do no corporate advertising—Burroughs, Armstrong Cork, Champion International, General Foods and Gulf & Western.

The executives in the study, by a margin of 58% to 38%, felt that companies active in corporate advertising—irrespective of media—have a significantly better image than those that do not.

In comparing media, YS&W said that businessmen found advertisements in magazines to be more believable than commercials on television by a 39% to

22% margin. Similarly, in judging the believability of the editorial contents of magazines with that of selected TV programs, publications edged out television by a 71% to 67% ratio.

Regarding advertising recall, both magazines and TV scored 50%, but since the 10 corporations under study spent about \$245 million in TV and \$47 million in magazines, publications would seem to have an edge in this area, according to a spokesman for *Time*.

To effect the comparison between magazines and television, YS&W chose 14 publications and 16 television programs. The magazines were *Business Week*, *Dun's Review*, *Forbes*, *Fortune*, *National Geographic*, *Nation's Business*, *Newsweek*, *New Yorker*, *Reader's Digest*, *Scientific American*, *Sports Illustrated*, *Time*, *U.S. News & World Report* and the *Wall Street Journal*. The national television programs were *ABC Evening News*, *CBS Evening News*, *NBC Evening News*, *Meet the Press*, *Face the Nation*, *Issues and Answers*, *Wide World of Sports*, *CBS Sports Spectacular*, *60 Minutes*, *Tonight Show*, *Today Show*, *AM America*, *CBS Morning News* and the late news shows of the three networks.

Advertising Briefs

It's up at WRG. Wells, Rich, Greene Inc., New York, reports billings for nine months ended last June 30 rose to \$170,578,000 from \$142,356,000 in like period last year. Net income virtually doubled to \$1,206,997 (\$2.62 per share), as compared with \$625,508 (\$1.37 per share) last year.

Angel. CBS Inc. has made \$2,045,000 in cultural grants to seven institutions in New York City: Cultural Affairs Commission (\$150,000); New York Public Library (\$330,000); American Academy of Dramatic Arts (\$260,000); Brooklyn Children's Museum (\$345,000); Municipal Art Society of New York (\$200,000); Bedford-Stuyvesant Restoration Corp. (\$460,000); Harlem School of Arts (\$300,000).

This announcement appears as a matter of record only.

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EZ Communications, Inc.

Senior Notes Due 1989

The undersigned acted as financial advisor to EZ Communications, Inc. and placed the above Notes privately with an institutional investor.

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Chicago**

October 17, 1977

Congressional wives enlist in crusade against TV violence

Group produces report that says it's 'secondary form of child abuse'; makes long list of corrective recommendations

"The heavy reliance of American television broadcasters on violence in entertainment programming is an outrage against the young people of America," says a report filed by a group of some 50 wives of U.S. senators and congressmen.

The Congressional Wives' Task Force produced a seven-page report on "television programming in general and violence in particular," according to Tipper (Mrs. Albert A.) Gore Jr., chairman of the group. The report says television violence has become a "disruptive and negative influence" on society and "could well be defined as a secondary form of child abuse."

The task force made several recommendations including: devoting a "larger share of network profits to the development and purchase of quality programs"; "stricter control of advertising directed at children"; a Children's Television Network, funded either with federal money or by a combination of public and private funds; more prescreening time for affiliates; FCC commissioners "who will represent the interests of viewers rather than those of broadcasters"; a private rating system; network-produced after-school programming; "explicitly limited antitrust exemption" for networks to provide children's programs, and viewer participation in expressing their views "directly to the networks, the advertisers and the FCC."

Mrs. Gore, whose husband, a Tennessee Democrat, is a member of the House Communications Subcommittee, said she and the other members of the task force were acting as "wives and mothers" in presenting their "concern" to broadcasters. "I see no conflict of interest," she said, in offering her views on a subject her husband oversees in Congress. Kathy (Mrs. John M.) Murphy, whose husband also sits on the Communications Subcommittee, is a member of the task force, too.

Although the task force will now look at another issue of national importance, Mrs. Gore said a "continuing subcommittee on television" has been established to carry on the task force's work.

Eastern front revisited

Twenty one-hour documentary films depicting battles in World War II on the Eastern European front are now in production for syndication in the U.S. and throughout the world in the fall of 1978.

Burt Lancaster will be host of the series,

The Unknown War, which will include film footage from Soviet archives and from U.S. and British sources as well as original production. Mr. Lancaster recently returned from a two-week trip to eight Russian cities for location filming. The series is being produced by Air Time Inc., New York, a media buying and planning firm, in cooperation with Sovinfil of the USSR. Script consultant is Harrison Salisbury, former Moscow correspondent for the *New York Times* and a specialist on Soviet affairs.

More critics' fodder

Latest new-season premieres draw opinions on the upbeat side

With the bulk of the new television series properly premiered and reviewed, the nation's television critics seemed to be breathing a distinct sigh of relief last week—although many wearily noted that the replacements are already coming in.

Two CBS comedies, *We've Got Each Other* (Saturday, 8:30-9 p.m.) and *On Our Own* (Sunday, 8:30-9 p.m.), were the last new series to premiere on the three commercial networks except for NBC's *Mulligan's Stew* (Tuesday, 9-10 p.m.) which comes aboard Oct. 25.

Reviews for *We've Got Each Other* and *On Our Own* were mixed, leaning toward the positive, but individual critics usually displayed strong feelings one way or the other. Following are some sample comments:

We've Got Each Other (CBS, Saturday (8:30-9 p.m.)—

"Joe Average Viewer finally has a relatable television show to watch. Maybe not to embrace, but at least to relate to ... a delightfully workable concept, a solid cast and a slew of talented backstage people. Its simplicity is its weak point." Bud Wilkinson, *Columbus (Ohio) Dispatch*.

... debuts as an also-ran, rather than the winner one has come to expect from the MTM stables ... everything is played full throttle and there is no subtlety in any of the humor ... can't be written off immediately, but it will have to show spectacular improvement or *Each Other* is all the show will have." Bob Brock, *Dallas Times Herald*.

"As in most MTM efforts, the situations are simple and the comedy is inspired ... the new season's most promising entry." John O'Connor, *New York Times*.

On Our Own (CBS, Sunday, 8:30-9 p.m.)—

"... pleasant, cute and fairly entertaining ... a far cry from a powerhouse ... [but] I'm rooting for *On Our Own*." Bob Goodman, *Atlanta Journal and Constitution*.

"... one-trait characters and mechanical gag lines ... the moral ... appears to be that only plain people have any decency ... Plain people can be rotters too ... perky, jerky, winsome and tiresome

bores." Tom Shales, *Washington Post*.

"The comedy is cute and most of it is based on youthful freshness confronting experienced cynicism ... a gentle look and sound." Steve Hoffman, *Cincinnati Enquirer*.

One step beyond 'One Step Beyond'

Worldvision does pilot of show that picks up where old network program left off; it and P&G hope to barter

A January 1978 telecast is planned for *The Next Step Beyond*, a half-hour prime-time access special that Worldvision Enterprises Inc. and Procter & Gamble anticipate will become a barter series beginning next fall.

A sequel to *One Step Beyond*, which ended a three-year run on ABC-TV more than a decade ago and continues to be distributed internationally by Worldvision, *The Next Step Beyond* delves into extrasensory perception, parapsychology and other phenomena, subjects that Kevin O'Sullivan, Worldvision president and chief executive officer, says are "of even more interest today" than when its predecessor was offered by the network.

Production costs, paid by Worldvision and Procter & Gamble, are to be \$140,000 for the pilot. If the pilot is successful, according to Mr. O'Sullivan, the same investment will be made for each of the 24

half-hours that are expected to make up the series. Procter & Gamble will take opening and closing billboards and two commercial minutes; in return for clearance, stations will receive three commercial minutes.

With the investment—and the return of the same production team of Factor-Newland Productions and director/host, John Newland, that handled *One Step Beyond*—Mr. O'Sullivan claims that the critics of present prime-time access programming will be shown that a "program of network quality" can be placed there.

Mr. O'Sullivan says that some 50 markets already have cleared the pilot and anticipates no problem getting more than 100. Those already on board for the pilot are ABC's five owned-and-operated TV's, as well as WTVJ Miami; WJLA-TV Washington; WTVH-TV Syracuse, N.Y.; KHOU-TV Houston; KXTV Sacramento, Calif., and WCPO-TV Cincinnati.

Sequel-time doctrine used by 'Donahue'

When syndicated series segment on WTOP-TV Washington evokes response from Catholics, Multimedia bends over backwards to let them have their say

A potential fairness doctrine complaint was avoided last month when the producers of the syndicated *Phil Donahue*

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Show agreed to produce a second show on the book, "Human Sexuality, New Directions in American Catholic Thought."

The Rev. Maurice Fox, director of radio and television for the Catholic Archdiocese of Washington, wrote a letter to Post-Newseer-owned WTOP-TV there after it aired the first program on the book, asking for a second show to air other opinions on what he considered to be a controversial subject. The station contacted the show's producer, Multimedia Program Productions, which agreed. Father Fox was told to select the people he wanted to appear and Multimedia paid their transportation to Chicago where the show was taped.

Father Fox later commented on the broadcasters' response: "The people of the Phil Donahue Show were most responsive to our letter. The executive producer, Richard Mincer, in particular wanted me to have equal time . . . They could not be criticized in any way in their responsiveness to my initial letter."

The second show began airing on the 120 or so stations that carry *Donahue* about two weeks after the original.

Program Briefs

Rising tally. Metromedia Producers Corp., distributor of *Merv Griffin Show*, reports "best sales record" during summer months, with 15 stations adding show and 10 renewals. New count puts *Merv* in 90 markets. On another distribution front, MPC has renewed *Cross-Wits* with Ralph Edwards's Gemini Productions for third year. Daily game show is said to have been sold in more than 80 markets.

Skiling sheriff. Pilot episode of possible new NBC-TV series for 1977-78 season, *Stedman*, is in production in Sun Valley, Idaho. Barry Weitz Productions, in association with Columbia Pictures Television, is shooting two one-hour segments about ski racer who becomes sheriff of resort town.

Money's all in. With \$250,000 grant from Gulf & Western Industries, Public Broadcasting Service and WNET(TV) New York have finished fund-raising for this year's nightly *Dick Cavett Show*. Other major contributors to \$1.8 million budget are PBS stations, \$1 million; The Chubb Corp., \$250,000, and PBS general fund (with money given by National Endowment for the Humanities), \$235,000.

Navajo roots. NBC-TV will produce 16-hour miniseries from "The Yazzies," an account of 100-year history of fictional Navajo Indian family. Executive producer will be David Sontag, who researched project five years, according to NBC. Co-writer will be Budd Schulberg. Mr. Sontag and 20th Century-Fox will co-produce for airing in 1978-79 season as eight two-hour movies.

Gets rights. Ed Friendly Productions, Los Angeles, said it has acquired television and motion picture rights to all romantic novels of British writer Barbara Cartland. They are said to number more than 200.

Broadcast Journalism®

Senate ponders possibility of opening chamber to TV for debate on Panama treaty

Rules committee undecided, but some members are for it

The Senate Rules and Administration Committee met last week to consider allowing broadcast coverage of upcoming debate on the new Panama Canal treaty. The committee members were a bit leary of opening their floor proceedings to television and radio coverage, but Senator James B. Allen (D-Ala.) spoke for more than just himself when he said, "We might well make an exception in this case."

The resolution, which must be approved by the full Senate after the committee makes its recommendation, was introduced by Majority Leader Robert C. Byrd of West Virginia and by Minority Leader Howard H. Baker of Tennessee. Senator Mark O. Hatfield (R-Ore.) voiced the only strong opposition to the proposal.

Senator Byrd called the canal treaty debate "a fitting occasion for the first televised proceedings in the Senate chamber" and said it would be an "important step" in increasing the public's understanding of how the body conducts its business. Senator Baker said, "The public is clearly focusing on this issue," and "the very nature" of democratic government "requires" that the public be allowed to observe its representatives at work.

Both men hinted, however, that they were inclined to place responsibility for the operation of the equipment in the hands of the Senate. "It's essential that the television coverage not be intrusive or obstructive," said Senator Byrd. And Senator Baker added that the coverage should be "carefully attuned and adjusted" to the ways of the Senate.

They offered no hard-and-fast rules for the coverage, but Chairman Howard W. Cannon (D-Nev.) instructed the committee staff to consult with the major networks to get their views on how the coverage could best be handled.

Opposing the resolution, however, was Senator Hatfield, who called the treaty debate the "poorest time" to open the floor to broadcast. The Senate "can't assume," he said, that television cameras will provide the people with an "accurate presentation" of itself. "People do not understand" how the Senate operates, the senator said, and televising the proceedings could "convey more disillusion" than enlightenment. Speaking of the apparent disorderliness that takes place on the floor, the senator asked, "Do we want to televise

that to the public?"

Senator Allen, who said he had previously opposed broadcast coverage, suggested a system whereby the "entire picture ought to be shown." He was insistent, too, that "the media shouldn't have the right" to select portions of the coverage for airing.

Senator Dick Clark (D-Iowa) poked fun at that argument saying, "We ought to impose the same restrictions on print media and require them to print only the *Congressional Record* every day."

The committee gave no indication of when it would vote on the resolution and send it to the full Senate. Staff members have indicated, however, that it is unlikely that there will be a vote before the end of this week.

Montana may ease Canon 35 restrictions

Special committee, set up to study courtroom access, expected to come up with proposal by Dec. 1

Montana may be the sixth state caught up in an accelerating momentum to permit broadcast access to courtrooms. The Montana supreme court has named a committee to study the issue. Comprising three media representatives, three Montana bar members and the president of the Montana League of Women Voters, it is charged to make a recommendation by Dec. 1.

The court's action was in response to resolutions passed last summer by the Montana Broadcasters Association and the Montana Press Association—and presented to the Montana Bar Association—according to the panel's chairman, W.C. (Bud) Blanchette, executive vice president of Western Broadcasting (the Dale Moore station group), Missoula.

Montana's judicial Canon 35, identical to the American Bar Association's Canon 35, forbids cameras and other broadcast equipment in the courtroom. The Montana news groups argued in their resolutions that the canon is outdated because it "presupposes that the presence of news cameras and microphones . . . must in every case interfere with the administration of justice."

The committee's vice chairman, George D. Remington, publisher of the *Billings Gazette*, said he is confident the group will recommend a change in the canon. "I wouldn't serve on a committee I thought would not go for a change," he said. Mr. Blanchette agreed: "The predominant sentiment is for change. There is strong support for change among the press and I think most of the bar also favors it."

Fund set up for children, schools of ABC's Jayne

The David W. Jayne III Memorial Trust has been established to honor the ABC News senior producer who was killed on

assignment on Sept. 23 when his chartered jet crashed in Amman, Jordan (BROADCASTING, Sept. 26).

Serving as co-chairmen of the executive committee of the trust are Harry Reasoner and Barbara Walters of ABC News, others on the executive committee are Howard K. Smith, ABC News; Walter Cronkite and Dan Rather, CBS News; John Chancellor, NBC News; Elie Abel, dean of the Columbia Graduate School of Journalism, and John W. Chandler, president of Williams College.

The trust has these objectives: to provide for the college education of Mr. Jayne's four children and to establish a memorial in his name at Williams College and the Columbia Graduate School of Journalism, two institutions Mr. Jayne attended. Donations may be made to the David W. Jayne III Memorial Trust, c/o Walter Porges of ABC News, 7 West 66th Street, New York 10023. Donors are asked to designate which of the three purposes they want their contributions to serve.

News from Britain to Brazil

A daily 15-minute news feed via satellite from London to Rio de Janeiro, said to be the first of its kind, has been initiated by UPITN under a contract with TV Globo, a Brazilian television network.

Service via the Intelsat IV satellite is provided seven nights a week and consists of 10 minutes of news from UPITN, an in-

ternational news-gathering organization, and at least five minutes from TV Globo's European correspondents, according to an announcement by UPITN.

The agreement was said to have been reached by Kenneth A. Coyte, UPITN executive vice president, and Armando Noguiera, TV Globo news director, after trial runs in June, July and August. UPITN said the range of Intelsat IV makes it possible for other networks on both sides of the Atlantic to participate.

A companion news feed is provided by UPITN from New York to the Far East via a Pacific ocean satellite.

Journalism Brief

Three's a crowd? Alabama Information (radio) Network, Montgomery, has filed friend-of-court brief to be named party in divorce proceedings between Governor and Mrs. George Wallace. Filing is attempt to circumvent judge's order under Alabama law that allows for closing hearings of cases that "could tend to debauch morals of young." LIN President Jay Lewis said intention of plea is "to provide different avenue" for news organizations to gain access to courtrooms other than on standard First Amendment grounds. Mr. Lewis said he expects eventual outcome of filing will be decision "to open up" case to all news organizations. No other state news organizations have yet joined effort.

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HBO: point man for an industry makes it into the clear

Pay cable's predominant firm turns its first profit in five years; indications are that the foundation is solid and there's nowhere to build but up

This month marks a watershed for the medium of pay cable in general and the pay-cable company, HBO Inc., in particular. The Supreme Court, on Oct. 3, refused to review an appeals court decision overturning the FCC's restrictions on pay-cable use of movies and sports. And just last Thursday, HBO parent Time Inc. announced in a third-quarter report that the pay-cable subsidiary was itself paying—turning its first profit after nearly five years of operation.

The news was a double shot in the arm for HBO, which almost is the pay-cable industry; it controls 80% of the business. HBO's satellite and terrestrial network has a lock on 60% and its Telemation Program Services subsidiary has another 20%. The remaining piece of the pay-cable pie is shared by some half-dozen others. HBO has 800,000 (up from 600,000 in 1976) subscribers in 46 states who shell out \$8 to \$10 monthly—of which HBO's take is \$3.50 to \$4—for movies, entertainment specials and sports. From this base will grow HBO, and from the territory explored by this company will grow HBO's direct competition.

As the child of Time Inc. and currently the only pay service using satellite transmission, HBO's grip on the industry is not surprising. And in the view of at least one multiple system operator, it may be a blessing—having one company explore the way without it being eaten alive by competition.

Nick Nicholas, HBO president, who watches over day-to-day operations, rejected the idea that his service hasn't had to compete. "In my year and a half at HBO, I cannot recollect one new affiliate of significance that has joined us that hasn't also had several other pitches made at the same time," he said.

Whatever level of competition HBO now faces, it is being stepped up, rapidly. RCA currently has 12 of its 24 satellite transponders allocated to cable, and according to one industry source, has been "talking to more people than there is space."

This should come as no shock to HBO. Two months before HBO began programming to its first satellite affiliates in Fort Pierce and Vero Beach, Fla., and Jackson, Miss., Sept. 30, 1975, HBO Chairman Gerald Levin told a CATV analysts group in New York:

"When I first announced our satellite

networking plan in April, I made it clear that, yes, we did recognize that it would be competitive. In dealing with a terrestrial network, I pointed out, once we leased a frequency from a common carrier, it became rather difficult for anyone else to duplicate it. The satellite system, on the other hand, does lend itself to a multiplicity of services . . .

"We are not so naive as to believe that we are acquiring automatic squatter's rights. We do, however, believe there is an important advantage. . . ." The advantage he was speaking of is HBO's head start.

Just how far ahead HBO is in the satellite pay networking market may soon begin to come to light. While Viacom International apparently isn't ready for an announcement yet, its Showtime service is expected to be up next on the bird. The company admitted to talks with both RCA and Western Union. Showtime's fare—also movies, specials and sports—currently services about 80,000 subscribers. And although programming is delivered by cassette, it follows the network approach, with one set of shows and set times to run them.

Another company showing considerable interest in the field is Walt Disney Productions, said to have the largest inventory of

as having "not developed to a profitable stage.")

It's likely that many boardroom discussions have been held in Time Inc.'s midtown Manhattan headquarters about where HBO will be next year, in five years, and beyond. But it's hard not to believe Mr. Nicholas when he claims: "We can't tell you what we're going to have in 1982, we can't begin to tell you. It gets very difficult and hazy when you begin postulating about who's going to be up on the bird and who isn't."

■ Listening to those who have nurtured HBO from day one, it seems that the venture always has been somewhat hazy although obviously a project with enough potential to warrant risking stockholders' dollars.

Richard Munro, Time Inc. Video Group, vice president responsible for HBO as well as Manhattan Cable, Time-Life Films and WOTV(TV) Grand Rapids, Mich., recalled the beginnings: "We all sat in this room and Jerry [Levin] and Chuck [Dolan] put on a presentation that outlined what this was all about." Mr. Munro said he and the other Time Inc. executives left that 1972 meeting "scratching our heads."

"The basic theory was very simple," said Mr. Levin, who was hired to see if an idea of then Sterling Manhattan Cable President Charles Dolan (now heading Cablevision of Nassau county, N.Y.) would work. Time Inc.'s New York City cable system needed more than just the promise of clear reception to attract subscribers. The competitive edge was to be additional programming and "the only way that could be amortized," said Mr. Levin, "was not just to put it on in Manhattan but to send it out to other systems."

There were doubts from the start—fundamentally, whether consumers would open their wallets for more than what was already available. "Just to indicate the dark ages," said Mr. Levin, "we had various attitudinal surveys that essentially told us there was no inherent demand for the kind of pay television we were modeling. We kept hammering away at more particularized kinds of research."

Ironically, the persistence of Mr. Levin and the others was the result of the example set by the industry that has become HBO's arch enemy: conventional television. "I think we felt justified," he said, "by virtue of the fact that some 30 to 40 years earlier, if you had asked people during the radio era if they would be interested in *watching* radio—calling it television—most people would have said no. So we had realized very early then that the demand, if it was there, was latent and not explicit and really needed to be brought to the surface and scratched."

The Sterling Cable Network, later to become known as HBO, kept scratching. Paperwork became reality on Nov. 8, 1972, when HBO microwaved programming to about 365 homes hooked into Service Electric's Wilkes-Barre, Pa., system. Initial offerings were a National Hockey League game from Madison Square Garden followed by a Paul Newman-Henry Fonda



Levin:

“We are not so naive as to believe that we are acquiring automatic squatter's rights.”

G-rated films available. Although it has made no formal commitment, it already has a nontheatrical and pay-TV division.

HBO executives are reticent about projecting where their business will be down the road. And, with Time Inc. in registration with the Securities and Exchange Commission pending its merger with the Book-of-the-Month Club, they are cautiously following attorneys' orders not to predict anything beyond that written in the SEC filing. (Based on the facts and figures of 1976, it still characterizes HBO

film, "Sometimes a Great Notion." HBO's first feed was, literally, almost a washout. The microwave line fell victim to heavy rains and was repaired only seconds before the scheduled sign on.

At the time, Mr. Levin said, his thoughts didn't extend too far beyond a successful microwave network in the Northeast. If viable there, the game plan was to follow the pattern in other regions and "maybe," he said, "ultimately use satellite transmission to reach those parts of the country that wouldn't lend themselves to regional networking. There was no domestic satellite activity we could even plan for. It seemed very much a distant thing for us."

Especially during the early going, Time Inc. probably had good reason to be nervous. HBO was far from an overnight success. The pay-cable service ended 1972 with 1,395 subscribers, all in Wilkes-Barre, only to confront what Mr. Munro characterized as the "doldrums of that summer of 1973."

Mr. Munro told the story in terms of a promotional concept with "a very low profile" HBO had planned for the 1973 National Cable Television Association convention. "We were going to have a little stand . . . We wanted to get a clock that would show maybe every hour there was a new subscriber. We jettisoned the idea when we realized the subscribership was beginning to decline."

Business crept back, however, and by October 1973, HBO was serving its second



Nick Nicholas:

“In my year and a half at HBO, I cannot recollect one new affiliate of significance that has joined us that hasn't also had several other pitches made at the same time.”

state, with affiliate systems in Mount Vernon, Babylon and Ithaca, N.Y. It ended 1973 with 8,622 subscribers on 14 systems and ended 1974 with 57,715 on 42 systems including HBO's largest affiliate, Time Inc.'s own Manhattan Cable, for which it was planned.

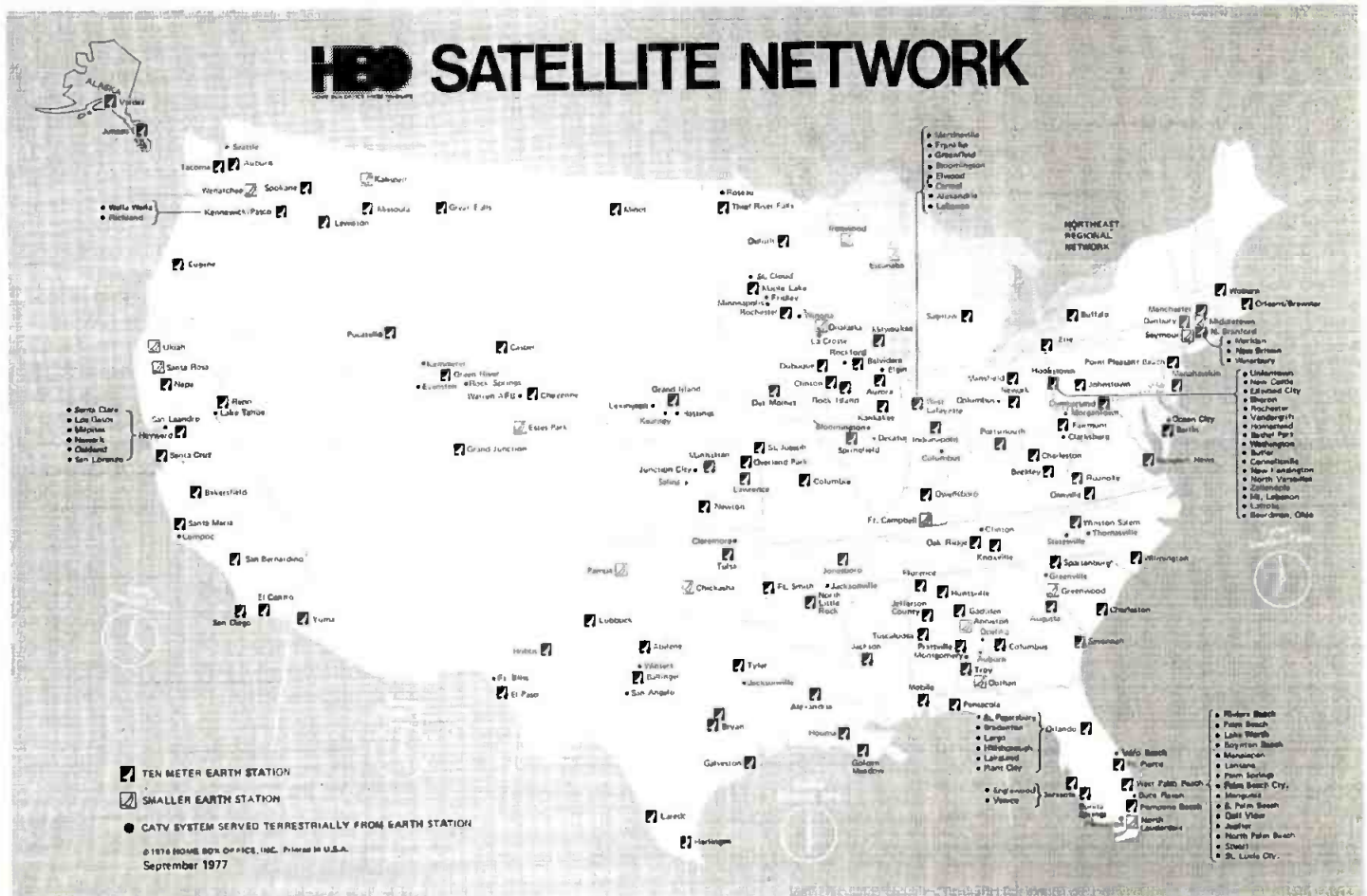
The major question among prospective affiliates was Time Inc.'s commitment to the fledgling service. Mr. Munro recalled the question—"Are you going to be here next year?"

"That was probably the single largest hurdle in terms of growth in those days. . . . I remember Jerry Levin would go down and make the sale. Then [the affiliates] would all march up here to see me and they'd look me in the eye and say, 'Now I've just talked to this guy Levin. But you're Time Inc. Are you going to . . . ?'"

"And I had my fingers crossed [and would say] 'You betcha, we're going to be here to stay.' It was fun. We had a tiny group of people and we were all just chewing the hell out of our fingernails."

Time Inc. silenced the doubters in April 1975 with the announcement of the satellite network plans. From Mr. Levin: "That was the clearest sign to us internally and I think publicly of what kind of company we've got. In retrospect, I think it was a daring thing for the company to do because we were on the hook for that satellite time whether there was going to be one earth station or a thousand."

Time Inc.'s commitment was enough to sell Teleprompter on using the service on a



nationwide scale. Among the first multiple system operators to throw their weight behind HBO, Teleprompter had been testing HBO since 1973, but didn't fully sign on until 1975. According to Teleprompter President William Bresnan, the company was satisfied with the programming, impressed by Time Inc. resources ("We're not dealing with some fly-by-night.") and encouraged by satellite transmission.

The last published Teleprompter pay-cable subscriber count shows about 150,000 homes, and the figure is understood to be substantially higher now. Over-all, Teleprompter, the largest MSO in the country, serves about 1.1-million basic cable subscribers, more than 950,000 of which are offered HBO. Thirty-eight earth stations are now in place at Teleprompter systems, with another six expected to be added by year's end.

In growth terms, HBO might be best to celebrate its anniversary not from 1972, but from Sept. 30, 1975, when satellite programming began.

At the time of the first feed—an Ali-Frazier fight brought on a 12,500 mile path from the Philippines—HBO could count about 200,000 subscribers. It ended that year with more than 250,000 which rose to nearly 600,000 by Dec. 31, 1976.

Currently, some 48% of HBO's subscribers are served by satellite, the remainder through microwave or multipoint distribution. The ratio seems certain to swing in favor of satellite. By the end of last year when the FCC brought down the decision permitting the cheaper, more portable 4.5-meter satellite receiving dishes, 77 earth stations were tuned to HBO. Today HBO claims 131.

And the figure looks as if it's going to double, if only from one new deal with Tele-Communications Inc., which has a commitment to install 60 earth stations in the near future and later go up to about 130. "We can go into systems we never thought we could," says Graham Moore, president of TCI Cable Theater, adding that a satellite can economically serve as few as 2,800 subscribers. With 600,000 TCI basic cable subscribers, HBO has much to gain.

■ If the small-dish earth station decision provided a boost to the technological side of pay cable, the U.S. Court of Appeals decision on the FCC's pay cable regulations (and this month's refusal to review it by the Supreme Court) did the same for pay-cable programming.

Congress could step in and pass laws limiting programming access, but in the meantime, HBO and the pay industry at large have defeated rules that, among other things, generally limited pay's chances at films between three and 10 years old; denied pay specific sporting events such as the Super Bowl and the World Series; prohibited commercials; barred systems from devoting more than 90% of their time to sports and films, and limited the carriage of regularly scheduled sports.

The HBO network is a formatted package of movies, entertainment specials and sports, without commercials. From an

original programming concept based on sports and movies, HBO now is moving toward a predominantly movie/entertainment special mix.

In fact when asked to provide ballpark estimates as to the 1978 schedule being drawn up, Austin Furst, HBO's vice president, programming, said he expects a breakdown of 75% films, 20% entertainment specials and only 5% sports. "Sports have been de-emphasized," he said, explaining that they generally have regional appeal, "don't repeat" and are abundant on commercial television. (It could be argued that the move toward national distribution through satellite precludes a heavy sports schedule. As Robert Stice, marketing director for the pay-cable competitor, Prism, put it: "Who wants to see the L.A. Kings play hockey, in Philadelphia?") HBO however will continue with some sports, namely top-ranked college basketball teams as well as tennis, boxing, track and gymnastics and its *Inside the NFL*.

The mainstay of the HBO network re-



Richard Munro:

“Are you going to be here next year?”

mains films, and Mr. Furst added that 60% of everything coming down from the network will be first-television-run movies. This year, he said, more than 100 will be shown. Of the remaining films next year, about 10% will be “segmented appeal” such as the French “Cousin, Cousine” and about 5% movies that have already shown up on the commercial networks.

If the pay-cable rules remain off the books, HBO could have an easier time acquiring product. But the next regulatory hurdle it is looking for would prohibit what pay cable alleges is “warehousing”—that broadcasters have contractual exclusivity arrangements with distributors that deny pay cable a wealth of films.

The FCC last month closed its inquiry into that charge without action. The National Cable Television Association has now turned to the U.S. Court of Appeals in Washington.

HBO already has taken steps to guarantee itself product. In May 1976, it announced a multimillion-dollar deal with

Columbia Pictures whereby HBO, in return for an investment, secures license for pay-cable showings of 20 releases through 1978. And although funding is “tricky,” Mr. Furst admitted that HBO currently is reading the script of what could become a made-for-pay-TV movie.

The area which Mr. Furst said “is going to go through the roof” is entertainment specials. HBO currently has its *On Location* and *Standing Room Only* series that spotlight big-name talent. Mr. Furst claims that “the average special outperforms the average movie,” a conclusion based on HBO's regular random mail samplings of more than 1,000 subscribers, as well as telephone surveys.

■ Even before the announcement of HBO going into the black, financial consultants were discussing an improved picture for pay cable. Loren Young, vice president of Heller-Oak Communications Finance Corp., said that the “lenders’ attitude toward pay has improved considerably over the past two years,” particularly because earth stations have allowed smaller systems to amortize the software from a broader base. He cited two basic advantages to taking on pay: “increased cash flow” and “stabilization of basic subscribers.”

Phillip Thoben, division manager and assistant vice president of Firstmark Financial Corp., claimed that while HBO “really hasn't been around long enough to put a lot of weight on it,” he is optimistic that it will become a lending factor “once the pay market firms up.” CATV consultant Elmer W. Metz of Metz & Jarvis said his clients last year gave “no credence” to projected pay cable revenues and now there's at least “discounted credence.”

More positive on the pay front is David O. Wicks, vice president of Warburg Paribus Becker, who said the lenders he deals with are “not ignoring pay TV revenues.” He said that for those systems that have had pay cable for a while, lenders “don't distinguish cash flow” as coming from either basic or pay revenues. Specifically addressing the HBO package, he said “lenders are seeing that there's stability.” Mr. Wicks, like others, is uncertain what competition will bring but he believes HBO will remain in the forefront because “they're so solidly entrenched with the knowledge of the consumer.”

The industry had expected Optical Systems Corp. to be the first challenger on a satellite but now the talk from Tom Zimmerman, Optical vice president, operations, is that “there are no satellite plans that relate to pay cable.” (Optical now has a new name, Home Premiere Cinema, and a new direction: over-the-air subscription TV). Optical's change-of-heart, however, left no vacuum. Cable operators now are waiting for Viacom's Showtime to make its move.

HBO claims no plans on the pay-viewing basis but the concept is being developed by Warner Cable, which expects to open its Qube two-way system in Columbus, Ohio, Dec. 1. And outside Philadelphia, one of the few areas where HBO faces direct competition within the

same cable system, Hollywood Home Theater and 20th Century-Fox's Prism claim to be racking up considerable numbers. Using multipoint distribution, Prism offers local sports events and six current motion pictures per month.

In the Audubon, N.J., system HBO is said to have 1,436 subscribers and Prism, 2,335. Mr. Levin speaks of Audubon as a "chaotic marketing situation," where Prism has its own sales staff working locally and HBO doesn't (and mentions that HBO may have to do something about that).

As Mr. Levin points out—and Robert Stice, Prism marketing director who worked at HBO early on seconds—the Prism concept was one that Time Inc. originally had thought it would go with. Prism has its deal with the Philadelphia Spectrum; HBO had its deal with Madison Square Garden. However, Mr. Levin says that when concentrating on local sports teams, a service "draws a narrower compass" regarding its potential subscriber universe. Nevertheless, Prism picked up where HBO left off. Still other services are vying for their share elsewhere.

As Mr. Levin told the CATV analysts two years ago, HBO has never expected to have a monopoly. He says that "there is room for a lot of program services." What HBO is banking on as its competitive edge is the foundation that's been laid and the lessons that have been learned in the past five years. But as to how the marketplace will develop, said Mr. Levin, "It's just too early to tell."

Fogarty says FCC has no right to ride herd on cable franchise fees

Commission action easing standards for local communities draws support of the commissioner, but he contends that the FCC lacks authority to set a limit on charges assessed systems

When it comes to cable television regulation, at least, FCC Commissioner Joseph Fogarty believes in a strict construction of commission authority, the kind of construction he says is required by court decisions.

Commissioner Fogarty made that clear in an opinion concurring in part and dissenting in part on the commission's action following a review of the standards it had required local communities to follow in granting cable franchises. The commission, in action taken on July 22 (BROADCASTING, July 25), but not reported in a published order until Sept. 30, repealed five standards but retained the 3%-to-5% limit on franchise fees that local authorities may impose.

Commissioner Fogarty, in the opinion released with the text, endorses the deletion of the five standards. The action, he said, indicates the commission is beginning to recognize the limits of its authority

to regulate a "dynamic" technology without the benefit of "a more specific congressional mandate."

But, he added, retention of the fee limitation—normally 3% of gross revenues, but 5% if the community can demonstrate that would be reasonable—"fails again to recognize the limited nature of the commission's jurisdiction over cable and fails, I believe, to meet judicially established standards for the valid assertion and exercise of our limited jurisdiction in this area."

The courts have held that the commission regulation of cable must be justified as "reasonably ancillary to the commission's power over broadcasting." And the commission supported its retention of the fee limitation with the argument that, "since the promise of cable's abundance and diversity of services is integrally linked to its financial viability . . . the fee limitation serves the goal of diversity and thus is within the scope of our authority."

Commissioner Fogarty, however, said that even assuming a reasonable connection between "the established objective of diversity in broadcasting and cable's financial viability," the commission has not presented any evidence to support the contention that the lack of a franchise-fee limit will frustrate the industry's development or "impair the ability of cable systems to provide a full panoply of services."

He noted that the commission's action suggests that local authorities are competent to assure due process in the award of franchises, set construction timetables, provide complaint procedures, and establish the duration of the franchises they award, and that they need not be required to state in their franchises that commission rules will be complied with when compliance is compulsory. But, he added, it also reflects the view that local authorities are "either incompetent or untrustworthy when it comes to the imposition of franchise fees."

Commissioner Fogarty was not the only commissioner not entirely satisfied with the commission's action. Commissioner Abbott Washburn dissented because of the deletion of the standard requiring the holding of proceedings in connection with franchise awards. "Events of the past several years have revealed, again and again, the danger of favoritism in proceedings involving public officials," Commissioner Washburn said, adding, "mere guidelines are not enough." The rule requiring "a full public proceeding affording due process was a good rule which served a useful purpose," he said.

A voice from the past was also heard last week on the franchise issue. Benjamin L. Hooks, who had been a member of the commission when it acted on the matter, concurred in part, dissented in part and issued a statement, which was released on Tuesday. Mr. Hooks, who resigned from the commission to become executive director of the National Association for the Advancement of Colored People, objected to the commission's deletion of the requirements for a public-hearing, due-

process proceeding, for construction timetables and for establishing procedures for handling subscriber complaints. Those deletions, he said, leave "unprotected" those persons the commission's rules are designed to protect.

Pole bills moving through Congress

Senate committee votes out one with forfeiture provision; House subcommittee approves one without that feature

Pole attachment legislation took a step closer to law in both the House and Senate last week, but not in the same form.

The Senate Commerce Committee made no changes in its bill, which had been introduced by Communications Subcommittee Chairman Ernest Hollings (D-S.C.). That bill contains two elements—one favored by broadcasters, the other by cable interests.

The pole attachment section supported by the National Cable Television Association and the National Association of Regulatory Utility Commissioners authorizes the FCC regulation of pole-attachment rates or allows state regulation within federally defined areas.

The National Association of Broadcasters is supporting the Senate version because it contains a section allowing FCC fines of cable systems that violate its rules. "The forfeiture provision is very important," said Donald Zeifang, NAB's senior vice president of government relations. "It was included in the version of the bill that passed the Senate last year," he added. NCTA is also supporting the Senate version, but only for the pole attachment provision. If it had its way, NCTA would prefer the House pole bill—that one is almost identical to the Senate's in terms of the pole area, but contains no mention of forfeitures.

The House Communications Subcommittee met last Wednesday and quickly approved that version with some amendments. One was introduced by Representative W. Henson Moore (R-La.) and stated that while the federal government may regulate pole attachment rates, "at any time the state may act and set rates," much the same language as contained in the Senate's version.

The House version will now be voted upon by the full Commerce Committee, possibly as soon as tomorrow (Oct. 18). The Senate bill will have to come before the full Senate, with no date scheduled yet.

At the state level, California Governor Jerry Brown signed a bill (it becomes effective Jan. 2) that gives the California Public Utilities Commission the authority to establish the terms and conditions of pole attachment agreements when the cable industry and pole owners are unable to agree on terms, conditions and price. The bill also specifies that cable firms only pay for that portion of usable space they occupy on the poles.

RCA chalks up best quarter in its 58 years

Report notes record sales from strong advertiser demand for time on NBC-TV network

RCA Corp. achieved an 88% increase in net income on a sales boost of 19% in the third quarter of 1977.

The company noted that on an operational basis, excluding a \$20-million reserve provided in last year's third quarter to reflect the reduced value of the company's United Kingdom food subsidiary, the profit gain was 18%.

By either yardstick, RCA said, the 1977 period was the best in the company's 58-year history; the third record quarter in a row, and the ninth consecutive period of improved year-to-year earnings.

Net income for the three months ended Sept. 30 amounted to \$62.9 million, equal to 82 cents per share, compared with \$33.4 million, or 43 cents per share, a year ago. The 1976 figure included a charge of 27 cents per share representing the \$20-million reserve provision for the Oriel Foods Group. Revenues for the third quarter swelled to \$1.46 billion from the previous record high of \$1.33 billion in the 1976 period.

RCA said that for the first nine months of 1977, net income was \$181.5 million, or \$2.37 per share, an increase of 50% over the \$121.4 million, or \$1.57 a share, in the corresponding period last year. That result is only two cents per share less than RCA's full-year record earnings of \$2.39 in 1973. Excluding the Oriel provision, the nine-month net income gain was 28%. Sales for the nine months climbed to \$4.27 billion from \$3.91 billion in the 1976 period.

Edgar H. Griffiths, RCA's president and chief executive officer, said "these results reflect gains in RCA's traditional electronics sector as well as its diversified businesses" and "place the company on target in building the record year we have been projecting for 1977."

NBC achieved "record sales as a result of strong advertiser demand for time on the NBC television network," RCA reported. It said although earnings reflected the effects of increased costs resulting from an early start in the fall television season, they were well ahead of 1976 for the nine-month period.

New records in both sales and net income were reported during the third quarter for these major operating units: the Hertz Corp., RCA Records, Coronet Industries, Solid State, the RCA Service Co. and Random House.

Oriel Foods Group in the United Kingdom reported lower revenues, reflecting divestment of marginal operations, but earnings more than tripled to a new high.

Borrowing and paying. Outlet Co., group broadcasting and retailing firm based in Providence R.I., has announced negotiation of \$40 million in bank financing to provide for four retail acquisitions. Total of \$22 million of financing would be used for acquisition of Hughes & Hatcher Inc., men's clothing chain (to become Outlet's men's clothing division), and to cover previously made down payments on three other retail acquisitions. Outlet plans to repay \$22 million of loan later this year by \$10-million, 20-year, 9¼ percent financing from insurance companies plus part of proceeds from pending \$11-million sale of WNYS-TV Syracuse, N.Y., to group headed by Larry H. Israel, in which Coca-Cola Bottling is major stockholder (BROADCASTING, Aug. 29).

Teleprompter loan. Teleprompter Corp. has agreed in principle with bank group led by First National Bank of Boston and including Bank of America, Manufacturers Hanover Trust Co., Continental Illinois, Wells Fargo Bank, Chemical Bank and Bank of New York for \$136.5 million loan maturing in installments through June 30, 1985. Loan would replace another loan for same amount. Teleprompter said that under terms of proposed refunding loan, its principal amortization over next four years would be dramatically reduced.

Settled, finally. Chris-Craft Industries, group broadcaster and boat manufacturer, has announced settlement of nine-year controversy with Bangor Punta Corp. over control of Piper Aircraft Corp. Proposed agreement includes sale by Chris-Craft to Bangor Punta of all of Chris-Craft's interest in Piper, consisting of 711,000 shares of common stock, for \$70 per share or \$49,777,000. Chris-Craft intends to use proceeds to repay all amounts outstanding under its \$15,000,000 bank credit agreement and to expand activities in broadcasting and entertainment fields. Settlement is subject to approval by boards of both companies.

Another one. Multimedia Inc., Greenville, S. C., has bought Ohio Valley Publishing Co., publisher of *Gallipolis Tribune*, and Pomeroy-Middleport *Sentinel* and *Times-Sentinel*, all Ohio. Seller is Point Pleasant Register Co., publisher of *Point Pleasant* (W.Va.) *Register*. Multimedia publishes seven dailies in Southeast and owns five TV's, seven AM's and five FM's. It has bought, subject to FCC approval, WQH(FM) Jeffersonville, Ind., and WEZW(FM) Milwaukee.

Field names. Field Enterprises, Chicago-based newspaper publisher and owner of five UHF TV stations (formerly Kaiser Broadcasting) named seven outside directors to its board. Included are: Robert Lemon, broadcasting consultant and former NBC Radio president, and Newton

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Cox pays more. Cox Broadcasting Corp., Atlanta, has declared 18% increase in quarterly cash dividend from 13 3/4 to 16 1/4 cents per share on common stock. First dividend at new rate is payable Oct. 18 to shareholders of record Sept. 30.

Increases continue at H-H. Harte-Hanks Communications, San Antonio, Tex., reports 23d consecutive quarter of earnings improvement over comparable period in previous year. Net income for third quarter ended Sept. 30 was \$2,895,000 on revenues of \$36,429,000, earnings increase of 22% over previous third quarter income of \$2,730,000 on revenues of \$30,011,000. Earnings per share rose from 54 cents to 65 cents.

CBS revenues, profits set new records

Nine-month report shows sales up 23%, net income rising 13%

CBS Inc. set new sales and earnings records for both the third quarter and first nine months of 1977, Chairman William S. Paley and President John D. Backe reported last week.

All four CBS operating groups increased their sales in the third quarter, with the CBS/Broadcast Group up 13%. Gains by the others "more than offset the impact on CBS/Broadcast Group earnings of unusually high costs for new and special programming in September on the CBS-TV network," Mr. Paley and Mr. Backe said in an allusion to the "stunting" with which the networks opened the new season.

For the nine months, CBS Inc. net income rose 13.4% to \$131.7 million on a 23.6% increase in sales to \$1.94 billion. Earnings per share were \$4.68, up 15% from the \$4.07 reported for the 1976 period.

For the third quarter, net income was put at \$43.8 million, up 7.4% from the same period of 1976, on sales of \$655.4 million, up 24.9%. Earnings per share were \$1.57, up 10% from a year earlier.

Mr. Paley and Mr. Backe said CBS-TV and the CBS Radio division again set the sales pace for the broadcast group in the third quarter, while the CBS Television Stations division "continued to feel the effects of the weak national spot advertising marketplace."

The CBS/Records Group showed a third-quarter sales gain of 23% over the 1976 period, the CBS/Columbia Group was up 21% and the CBS/Publishing Group was up 63%, with "a significant portion" of that increase attributed to Fawcett Publications, which CBS acquired in January. Due to sizable amortization values assigned, however, Fawcett was said to have made "an insignificant contribution to pretax profits in the quarter."

Equipment & Engineering

SMPTE beefs up sessions on TV

Agenda for Los Angeles convention this week has much to interest television engineers; real action, however takes place in meetings of committees; 134 exhibitors on hand

A very specialized group is gathering today (Oct. 17) at the Century Plaza hotel in Los Angeles for the 119th Technical Conference and Equipment Exhibit of the Society of Motion Picture and Television Engineers.

An expected attendance in excess of 5,000 engineers from the television and film worlds will listen to five days of technical presentations and review the wares of 134 exhibitors in 220 booths. "Exhibitors can reach a very important kind of person," said SMPTE Advertising Manager Jeff Friedman. "All the major technical people in television will be there. We pinpoint that group."

Past SMPTE conventions have leaned toward the film side, but Mr. Friedman said there is an upswing this year of television-oriented registrants and exhibitors. "We're very interested in the television field," he said. "People are just getting to know us."

Frank Flemming, vice president, engineering, for NBC-TV and a television affairs official for SMPTE, said he doesn't expect startling revelations to surface at either the exhibits or the technical presentations this year. But he said the convention will provide an opportunity for full attendance at meetings of a number of SMPTE working committees, and it is at those meetings that some of the more important progress is likely to be made.

One particularly interesting session, in the mind of Mr. Flemming and others, is the meeting on Thursday of the working group assigned to devise technical standards for one-inch nonsegmented helical scan video tape recorders. Other committee meetings, "some of them very secretive," according to Mr. Friedman, include those on new television technology and video disks.

Technical presentations on film and television subjects will run concurrently throughout the week. Morning and afternoon television sessions will be held across the street from the Century Plaza in the ABC Entertainment Center. Mr. Friedman said the network has provided two movie theaters within the center for the convention's meetings, in which the audience will be able to listen to all the various papers in each session without moving from one room to the next.

The exhibits are to be located in four large, interconnecting rooms on the lower level of the Century Plaza. They will be open on Monday from 5 p.m. to 8 p.m., on Tuesday from 11 a.m. to 8 p.m., on Wednesday from 9:30 a.m. to 4 p.m. and

on Thursday from 11 a.m. to 6 p.m.

Following is an excerpted SMPTE agenda, including sessions primarily of interest to TV engineers. Exhibitor listings begin on page 57.

Monday, Oct. 17

Interfaces. 9 a.m. Century Plaza Theater Two. Conference opening address: Robert M. Smith, executive vice president, SMPTE. "Technology and the Consumer," Sir Charles Curran, director general, BBC, London. "The Film-Television Interface: a Long Look," Daan M. Zwick, Eastman Kodak, Rochester, N.Y. "Image Transform: A System for the Reproduction of Video Images on Motion-Picture Film," Peter Comandini and Toni Roth, Image Transform Inc., North Hollywood, Calif. "Masking in the Film/Television System," Dr. Karel Staes, Afga-Gevaert, Mortsel, Belgium. "Trends in Motion-Picture Exhibition," Spero Kontos, The Filbert Company, Glendale, Calif.

Luncheon. 12 noon. Los Angeles Room. Luncheon speaker: George Stevens Jr., director, American Film Institute. Awards speaker: William Friedkin, producer-director, Universal Pictures.

New products in television. 2:30 p.m. Century Plaza Theater One. "A Digital Noise Reducer for Encoded NTSC Signals," R. H. McMann and S. Kreinik, Thomson-CSF Laboratories and J. K. Moore, A. Kaiser and J. Rossi, CBS Technology Center, Stamford, Conn. "Saticon: the New Color TV Camera Tube," R. G. Neuhauser, RCA, Lancaster, Penn. "The Digital Special Effects Generator," Robert Cobler, Grass Valley Corp., Grass Valley, Calif. "Automatic Microprocessor Color Camera Set-Up Unit," Kiyoshi Inoue, Ikegami Tsushinki Co., Long Island City, N.Y. Presented by Herman Schkolnick. "Design Concepts in the Development of a Lighter, More Efficient, Portable VTR," M. Morizono, T. Chimura and K. Koguma, Sony Corp., Tokyo. Presented by J. McGinty.

Tuesday, Oct. 18

Television post production. 9 a.m. Century Plaza Theater One. "Post Production at the Societe de Production," C. Coulet and Michel Oudin, Societe Francaise de Production, Paris. "Television Post Production: the Small End of the Funnel," Arthur Schneider, consultant, Agoura, Calif. "A Unified Videotape Editing System," Sterling E. Davis, Metro Tape West, Los Angeles. "The Development of a Quadruplex Videotape Facility," J. Calloway, Vidtronics Inc., Hollywood, and John Streets, Lerlin Engineering, Palo Alto, Calif. "SMPTE Time Code Sparks Small-Market Creativity," Gary William Jones, Faulkner & Associates, Little Rock, Ark.

Panel session. Authors will be joined by Marty Erwin, EUE Screen Gems; Len Lauk, Canadian Broadcasting Corp., and Phil Arenson, A & G.

Television post-production. 2 p.m. Century Plaza Theater One. "The Hollywood Editors Guild Looks at Tomorrow," B. Laramée, Milestone Productions Inc., Los Angeles. "Video Post-Production Systems," George Gould, Teletronics International, New York. "Future of Audio in Post Production," Tom Keller, WGBH-TV Boston. "Television Post Production Demand," Robert B. Pfannkuch, Bell & Howell, Chicago.

Panel session. Authors will be joined by Joseph Roizen, Telegen, Al Malang, TAV, and Arthur Schneider, consultant.

Wednesday, Oct. 19

Television sound. 9 a.m. Century Plaza Theater One. "Modern Television Stages," John Studwell, ABC, and Michael Rettinger, consultant, Encino, Calif. "Audio Recorders in Television Post Production," Samuel L. Keiser, Ampex Corp., Redwood City, Calif. "Applying SMPTE Time and Control Code to TV Audio Post Production," George R. Swetland, Electronic Engineering Co. of California, Santa Ana. "Post Production Videotape Audio," Emory M. Cohen, Glen Glenn Sound Co., Hollywood.

Television production. 1:45 p.m. Century Plaza Theater One. "Videotape at Studio Center—a Progress Report," Joseph A. Flaherty, CBS-TV, New York. "New Techniques in Television Drama Productions," James Redmond, BBC, London. "Electronic Program Production in the SFP, Michel Oudin, Societe Francaise de Production, Paris. "BCN Format Update: New Products, New Applications in Production and Post Production," Hans Groll and Henry Zahn, Robert Bosch GmbH, Fernseh Group, Darmstadt, West Germany. "Cost-Effective Planning, Operation and Evaluation in Electronic Outdoor Program Production Facilities," Junnosuke Wakabayashi, Naokata Madarame and Shuichi Morikawa, NHK, Tokyo. "Program and Commercial Production Using ENG Equipment," Scott Gibbs and Steven Smith, KPIX-TV San Francisco. "Latest Portable EFP Equipment Makes Possible Television Series," Ray Piper, Unlimited Productions Inc., Hollywood.

Friday, Oct. 21

New television technology. "Optical-Fiber Video Transmission Using Analog Baseband Modulation," Andrew U. Tenne-Sens and Derwyn C. Johnson, Communications Research Center, Ottawa. "The Current State of International Teletext Technology," Joseph Roizen, Telegen, Palo Alto, Calif. "Hilbert Transform Chroma Processing in the Electronic Still Store," Robert MacKenzie, Ampex Corp., Redwood City, Calif. "Adaptive Digital Filters for Separating NTSC Signals Into Components," N. F. Maxemchuk and D. K. Sharma, Bell Laboratories, Holmdel, N.J. "Considerations Regarding the Use of Digital Data to Generate Video Backgrounds," E. Leonard, DaVinci Systems Group, Port Washington, N.Y. "Digitalized Process Amplifier and Color Encoder," Yoshizuma Eto, Kazuyuki Matsui, Shizuka Ishibashi and Hiroyuki Terui, Central Research Laboratory, Hitachi Ltd., Tokyo.

Television technology. 2 p.m. Century Plaza Theater One. "Microprocessor Stabilization of Picture Monitors," Benson Ackerman, Corporate Technology Center, CBS, Inc., Stamford, Conn. "A New Digital Video Special Effects Equipment," Reginald F. H. McCoy, Vital Industries, Inc., Gainesville, Fla. "WBBM-TV, a New Technology Station," David Horowitz, CBS-TV, New York. "Operational Experience with an Electronic Still Store," Raymond D. Schneider, CBS-TV, New York. "UltiMatte: a Video Blue-Screen Matting Device," Petro Vlahos, Vlahos-Gottschalk Research Corp., Reseda, Calif.

Where the wares are: the SMPTE exhibitors

The following equipment and service firms will be displaying and selling their products in the several exhibit rooms of the Century Plaza. Listings contain booth locator numbers for each firm. New products are indicated by an asterisk (*).

Adda 110
1671 Dell Avenue, Campbell, Calif. 95008
Product: ESP-750 digital frame storage system*. *Personnel:* Jesse Blount, William B. Hendershot, Sheila Holmes, Michael Tallent, Ronald Long.

Allen Products 220-221
180 Wampus Lane, Milford, Conn. 06460

Ampex 126-129
401 Broadway, Redwood City, Calif. 94063
Product: Quadruplex and helical videotape recorders, time base correctors, EECO synchronizing equipment. *Personnel:* Charles A. Steinberg, Donald V. Kleffman, C. Anderson, C. Kennedy, J. Diermann, R. Sirinsky, M. Sanders, A. Taylor, B. Carpenter, C. Crum, H. Lilley, B. Park, P. Hansil, L. Hase, F. Nault, T. Nielson, A. Slater, D. Carlsen, R. Ide, M. Wachtel, B. Williams, R. Williams.

Arriflex 34-36
25-20 Brooklyn-Queens Expressway West, Woodside, N.Y. 11377
Product: Arri 35BL camera with video adapter and zoom housing accessories, Arri 16SR camera with video adapter and time code accessories, Zeiss super speed lenses, Arri HMI lights. *Personnel:* Volker W. Bahnemann, Richard B. Schreiber, K. Ferrell Forehand.

Arvin/Echo Science 107
485 East Middlefield Road, Mountain View, California 94043

Belden Corp. 321
Box 1327, Richmond, Ind. 47374

Bell & Howell 1-3
7100 McCormick Road, Chicago 60645

Berkey Colortran 204-205
1015 Chestnut Street, Burbank, Calif. 91502

Product: Lighting kit packages for U.S. and foreign applications*, Gelatron color control media*, 1,000, 2,000 and 5,000 watt Fresnels*, lighting control packages (6 and 12 channel)*, Memory 2 computerized lighting control system*, Pantographs suspension hardware systems*, 1,200 follow spot*, hard edge spotlights*, dimmer packs, portable lighting fixtures, key lights, fill lights, cyclorama lighting, softlights, special lighting, mounting hardware, accessories. *Personnel:* Peter Coe, Moe Tawil, Marion Rimmer, Thomas Pincu, Joe Byron, Jeff Sessler, Abbott Sydney, John Gresch, Jack Leonard.

Birns & Sawyer 104-105
1026 Highland Avenue, Los Angeles 90038
Product: Tripods, telezoom extenders, director's finders, scriptotes, stopwatches, hi-hats, underwater lights, motion picture and television books. *Personnel:* Marvin Stern, Jack Birns, Bill Sutphin, Audrey Stern.

Bosch Fernseh 26-27
279 Midland Avenue, Saddle Brook, N.J. 07662
Product: BCN-50 one-inch reel video tape recorder with frame store and new jogging feature, BCN-5 compatible one-inch portable cassette recorder*, portable cameras, BCN recorder variations. *Personnel:* Fred Bundesmann, Mike Clayton, Hans Groll, John Webb, Henry Zahn, Ditmar Zieger.

Brumac Industries 53
7511 Clay, Huntington Beach, Calif. 92648
Product: Motion picture and sound track densitometers. *Personnel:* Roger Clough, Roger Imbt, Jay McGarrigle.

Canon USA 91-92
10 Nevada Drive, Lake Success, N.Y. 11040

Carter Equipment Co. 201-203
15430 Condon Avenue, Lawndale, Calif. 90260
Product: Total immersion continuous contact wetprinter, computerized tape punching system, frame count cuer. *Personnel:* W. D. Carter, W. C. Ogletree, Martin Mueller, Wallace I. Vance, Sybil Lani, Cheryl Haigwood.

Century Precision Cine/Optics 58
10661 Burbank Boulevard, North Hollywood, Calif. 91601
Product: Photographic lenses, Duplikin copy devices, motion picture production accesso-

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580 Walnut Street, 45202, phone (513) 381-7775

TUCSON—

Edwin G. Richter Jr., Frank Kalil
POB 4008, 85717, phone (602) 795-1050

ries. *Personnel:* Bill Turner, Steve Manios, John Manios, Nancy Horowitz, Elisa Charouchas, Teo Sandoval.

W. A. Charnstrom 309
8127 Pleasant Avenue South, Minneapolis 55420

Product: Editing consoles, storage systems. *Personnel:* Gerald Hoska, Charles Johnson, Greg Hudlund.

Christy's Editorial Film Supply 57
212 West Magnolia Boulevard, Burbank, Calif. 91502

Product: Moviolas, flatbeds, synchronizers, butt splicers, Perf-fix machine, rewinds, motion picture supplies. *Personnel:* Dick Christy, Dan Christy, Jitoo Devani, Jim Bost.

Cinema Products 41-43

2037 Granville Avenue, Los Angeles 90025
Product: GSMO compact 16mm film camera*, NEC ENG video camera*, Stedicam camera stabilizing system, CP-16 reflex and nonreflex film cameras, location lighting equipment. *Personnel:* Ed DiGiulio, Gary Gross, Ed Clare, Peter Waldeck, Susan Lewis, Ray Tamba, Charles Lipow.

Cinematics 216

Box 16045, Baltimore 21218
Product: Flatbed editor for super-8 or 16mm picture or sound stock. *Personnel:* Carl Schultz, Bill Farmer, Tim Huntley.

Cine Pro 90
1037 North Sycamore Avenue, Hollywood, Calif. 90038

Cine 60 75

630 9th Avenue, New York 10036
Product: Battery belts and packs*, shoulder pods*, Snaplok camera mount system, 115 volt blower-cooled quartz light system. *Personnel:* Don F. Civitillo, Robert Kabo, Paul Wildum.

CMX Systems 14

3303 Scott Boulevard, Santa Clara, Calif. 95050

Coherent Communications 106

13733 Glenoaks Boulevard, Sylmar, Calif. 91342

Cohu 29-30

Box 623, 5725 Kearny Villa Road, San Diego 92112

Commercial Electronics 311-312

880 Maude Avenue, Mountain View, Calif. 94043

Consolidated Video 222-223

3300 Edward Avenue, Santa Clara, Calif. 95050

Continental Camera Systems 79

16800 Roscoe Boulevard, Van Nuys, Calif. 91406

Convergence 230-231

17953 Park Circle, Irvine, Calif. 92714

Cine/Precision Engineering 307

1038 North Highland Avenue, Hollywood 90038

Dolby Laboratories 32-33

731 Sansome Street, San Francisco 94111

Durafilm 344

137 North LaBrea Avenue, Hollywood 90036

Dynair Electronics 28

5275 Market Street, San Diego 92114
Product: Video switching equipment, distribution amplifiers, blackburst generator, audio and video switch modules*. *Personnel:* Doug Buterbaugh, E. G. Gramman, Julian Hansen, Bob Jacobs, Phyllis Lynch, Hank Maynard, Tom Meyer, Alex Sibbald, Bob Vendeland.

Eastman Kodak 44-45

343 State Street, Rochester, N.Y. 14650
Product: Low cost tape-to-film transfer examples, low cost super-8 duplication examples, refurbished quad heads warranted for 1,000 hours of compatible broadcast-quality picture. *Personnel:* G. L. Boyd, J. C. Norris, G. L. Borton, J. F. Teahan, R. F. Grant, J. R. Knaus, K. R. Knaus.

Ehrenreich Photo Optical 72-73

101 Crossways Park West, Woodbury, N.Y. 11797

Eigen Video 228-229

Box 1027, Grass Valley, Calif. 95945
Product: Model 15 color slow motion disk recorder*, flexible disk recorders. *Personnel:*

Jim Hebb, George Foster, Bob Bowes, Jerry Warner, Bob Sand.

Elki 217-219

27882 Camino Capistrano, Laguna Niguel, Calif. 92677

Electro-Voice 335-336

600 Cecil Street, Department 77BY, Buchanan, Mich. 49107

Elmo Manufacturing 77

32-10 57th Street, Woodside, N.Y. 11377
Product: 8mm sound projectors and cameras, 16mm optical and magnetic sound projectors, overhead projectors, 8mm editors. *Personnel:* Hachiro Nagao, Vincent G. Marotti, Milton Gould, Eddie Suzuki, Daniel Miller.

Farinon Electric 212-213

1691 Bayport Avenue, San Carlos, Calif. 94070
Personnel: Jim Hurd, Cliff Fields, Joe Baker.

F&B/Ceco 120-121

315 West 43d Street, New York 10036

Ferco 80-81

419 West 54th Street, New York 10019

Frezzolini Electronics 4-5

7 Valley Street, Hawthorne, N.J. 07506
Personnel: Jim Crawford, James Frezzolini, Lina Frezzolini, Jack Frezzolini.

Adolph Gasser 359

5733 Geary Boulevard, San Francisco 94121
Product: Acmade photographic equipment and supplies. *Personnel:* Adolph Gasser, Frank Lowe, Mike Fennell.

General Electric 22

NELA Park 4455, Cleveland 44112

Goldberg Brothers 14-16

Box 5345TA, Denver 80217

Alan Gordon Enterprises 63-66

1430 North Cahunga Boulevard, Hollywood 90028

Gould Inc. 345

340 Fordham Road, Wilmington, Mass. 01887

GTE/Sylvania 13

114 South Orange Street, El Paso, Tex. 79901

Hammond Industries 342

155 Michael Drive, Syosset, N.Y. 11791

Hazeltine 17-18

Pulaski Road, Greentown, N.Y. 11740

Karl Heitz 100

979 Third Avenue, New York 10022
Product: Gitzo tripods and heads, Pathe electronic double super-8 and 16mm motion picture cameras, Kinoptik apochromatic lenses, Gitzo projector stands and platforms*, levelling ball for cine or fluid heads*. *Personnel:* Karl Heitz, Auke Venema, Dora Delph.

Hitachi-Denshi 214, 215, 224, 225

48-25 Brooklyn-Queens Expressway, Woodside, N.Y. 11377



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- Hologon Optical Systems** 76
225 Park Avenue South, New York 10003
Product: Shutterless super-8 cartridge film projection system, 35mm dubbing projector with variable speeds from zero to 500 frames per second*. Personnel: Ulrich Fritzler, Alexander Neel, David Coker.
- Hollywood Associates** 207
18607 Topham Street, Reseda, Calif. 91335
- Hollywood Film** 96-98
956 Seward Street, Hollywood 90038
- Houston-Fearless** 339-340
833 East Walnut Street, Carson, Calif. 90746
- Houston Photo** 71
655 East 20th Street, Yuma, Ariz. 85364
Product: Continuous film processing equipment, conditioned air control device for processing laboratories* Personnel: John Houston, Edward Tait, Barry Henshaw, Rick Arlen, Wendell Lewis.
- Ikegami Electronics USA** 117-118
29-19 39th Avenue, Long Island City, N.Y. 11101
- Image Devices** 19
1825 N.E. 149th Street, Miami 33181
- Infotechnics** 210
15730 Stagg Street, Van Nuys, Calif. 91406
- Jamleson Film** 23
6911 Forest Park Road, Dallas 75235
- J-K Camera Engineering** 51
5101 San Leandro Street, Oakland, Calif. 94601
Product: Animation stand, computerized optical printer and stop-motion motor*. Personnel: Jaakko Kurhi, Pirkko Kurhi, Stephen Weinberg, Michael R. Hinton, Gary Richardson.
- JVC Industries** 362-363
58-75 Queens-Midtown Expressway, Maspeth, N.Y. 11378
- Kilegi Brothers Lighting** 52
32-32 48th Avenue, Long Island City, N.Y. 11101
- KLM Associates** 6-8
Box 34102, Bethesda, Md. 20034
Product: Cinemonta horizontal film editor, digital counter for editor*, single channel 16mm recorder*. Personnel: Desmond McElroy, M. Ten Wolde, Glyn Powell Evans, William McKee.
- Lab Methods** 310
7645 Densmore Avenue, Van Nuys, Calif. 91406
- La Vezzi Machine Works** 89
900 North Larch Avenue, Elmhurst, Ill. 60126
Product: Film sprockets, Geneva intermittent movement starwheels and drivers, film rollers, film gate parts, gears, shafts. Personnel: Dick Horak, Worth Baird.
- Lenco Electronics Division** 343
319 West Main Street, Jackson, Mo. 63755
- Lipsner-Smith** 367-368
6735 North Honore Street, Chicago 60626
- Listec Television Equipment** 108
39 Cain Drive, Plainview, N.Y. 11803
- Lowel-Light** 93-94
241 West 54th Street, New York 10019
- LTM** 84-86
21200 Nordhoff, Chatsworth, Calif. 91311
- L-W International** 123
6416 Variel Avenue, Woodland Hills, Calif. 91367
Product: Athena film projectors, digitizing system. Personnel: R. H. Lawrence, Pat Smith, David Stern.
- Magnasync/Moviola** 37-40
5539 Riverton Avenue, North Hollywood, Calif. 91601
- Magna-Tech Electronics** 67-69
630 9th Avenue, New York 11036
- Matthews Studio Equipment** 111-113
2405 Empire Avenue, Burbank, Calif. 91504
- MBI** 314-316
9025 Eton Avenue, Suite B, Canoga Park, Calif. 91304
- Product: Stellavox SP-8 quarter-inch portable tape recorder*, Steenbeck film and sound editing equipment, Film-O-Hand film and sound post production facilities. Personnel: Garey Lundberg, H. McCall, Winnie Bass, Mac McCall, Georges Quellett, Hans Kuyper, Linda Mills, Elemer Nyiry.
- Merlin Engineering Works** 318
1880 Embarcadero Road, Palo Alto, Calif. 94303
- Micro Consultants** 9-10
Box 10057, Palo Alto, Calif. 94303
- Microtime** 119
1290 Blue Hills Avenue, Bloomfield, Conn. 06002
- Microwave Associates** 364
63 Third Avenue, Burlington, Mass. 01803
- Miller Equipment** 319
6500 Santa Monica Boulevard, Hollywood 90038
- Mitchell** 62
11630 Tuxford Street, Sun Valley, Calif. 91352
- Mole-Richardson** 101-103
937 North Sycamore Avenue, Hollywood 90038
Product: HMI Mole Solar-Arc (575, 1,200, 2,500, 4,000 watt), 1,800 watt Teenie-Weenie Molekit, 30 volt Molepower battery pack, 500 watt Molite with barn door and diffuser holder, 500 watt Gator Grip, Teenie Molefay. Personnel: Larry Mole Parker, Mike Parker, Dennis Parker, Paul Boziger, Howard R. Bell.
- Motion Picture Enterprises** 70
Tarrytown, N.Y. 10591
- Motorola** 116
2333 Utah Avenue, El Segundo, Calif. 90245
- Multi-Track Magnetics** 103-131
One Ruckman Road, Closter, N.J. 07624
Product: High speed Avex mixing system, holoscope projector, dubber rack, three track master pick-up recorder. Personnel: Stephen Talian, Nancy C. Salvatore, Vincent Mosdar.
- Nagra Magnetics** 83
19 West 44th Street, Room 715, New York 10036
- NEC** 317
130 Martin Street, Elk Grove Village, Ill. 60007
- Neumade Products** 209
720 White Plains Road, Scarsdale, N.Y. 10583
Product: Neutaper film splicer using non-perforated splicing tape*, Neuvator II automatic film cleaning machine *, Black Fiesta short pitch leader for A & B editing*, complete line of film handling equipment, storage facilities for film slides, audio and video tape. Personnel: Lee Jones, Ron Jones, Warren Clements, Bob Hempel, Lew Grofsik.
- Peterson Enterprises** 360-361
1840 Pickwick Avenue, Glenview, Ill. 60025
Products: COR super-8 reduction printer, loop cabinet, frame count cueing system*, super-8 light probe*. Personnel: Walter Peterson,

SEEKING RADIO ENGINEERING FIRM OR CONSULTANT

The Los Angeles Department of Airports is seeking a qualified radio broadcast engineering firm or consultant to analyze the recent FCC Travelers Information Service (TIS—Docket 20509) rulemaking and to prepare alternatives for the extension of the Los Angeles Airport service on 530 kHz. Consideration is being given to extending this service to include the major access routes to Los Angeles International Airport.

The firm will be required to prepare detailed specifications and plans for the installation of the chosen alternative and will be required to prepare and submit all applications, reports, maps and forms as required by the FCC. The firm will also be required to review the bids and supervise the installation. The firm must have several years experience in the engineering of radio station installations and must demonstrate proficiency in this area. If further information is required, write or call the Los Angeles Department of Airports, No. 1 World Way, Los Angeles International Airport, Los Angeles, CA 90009, (213) 646-9290, c/o Karl Rach. Resumes must be received by November 30, 1977.

Chuck Zichterman, William Pfeifer, Hjalmar Kallman, William Bachmann.

Pioneer Marketing 313
1021 North Lake Street, Burbank, Calif. 91502
Product: Liquid gates*, film gate photometer, instrumentation film transports, Chromolog additive lamphouse*, Focatron, animation equipment, 35mm random access, variable speed flickerless projector*. Personnel: Donald E. Stults, L. Ron Schmidt, Bill Richardson, James Martin.

Plastic Reel 20-21
7165 Willoughby Avenue, Hollywood 90046
Product: Plio reels, cans, cases, cores, laboratory processing supplies, film editing supplies, PRC film leader, Moduline storage systems. Personnel: Bob Miller, Milt Blutter, Pat Baccarella, Jerry Friedman, Gene Stroud, Bob Toltz, Chuck Gillen, Carole Pinker.

Quick-Set 74
3650 Woodhead Dr., Northbrook, Ill. 60062

Norton Associates 206
10 Di Tomas Court, Copiague, N.Y. 11726
Product: Magnetic heads for motion picture sound recording. Personnel: R. S. Norton.

Nurad 365
2165 Druid Park Drive, Baltimore 21211
Product: Superquad ENG antenna system*, Goldenrod with pan/tilt mounting pedestal, 7 and 2 ghz helicopter antennas, 7 and 2 ghz quad ENG antennas, 13 ghz window link antennas (both fixed circular and selectable polarizations). Personnel: Les Lear, Harry Rutschein.

O'Connor Engineering 234
100 Kalmus Drive, Costa Mesa, Calif. 92626
Personnel: Chad O'Connor, Cary Clayton, Bob Lowe, Jim Steinmeyer, Joel Johnson.

Oxberry inc. 24-25
180 Broad Street, Carlstadt, N.J. 07072

Perf-Fix 211
Box 3208, Santa Monica, Calif. 90403

Rank Precision Industries 58
411 East Jarvis Avenue, Des Plaines, Ill. 60018
Product: 16mm zoom lens*, 25-250mm zoom lens for 35mm cinematography, motion picture lenses, matte boxes, support cradles.

RCA Broadcast Systems 48-49
Front and Cooper Streets, Camden, N.J. 08102

Recortec 11-12
777 Palomar Avenue, Sunnyvale, Calif. 94086
Product: Video cassette evaluator*, R-Mod quadruplex video tape recorder modification kit. Personnel: R. R. Troxell.

Rosco Laboratories 99
36 Bush Avenue, Port Chester, N.Y. 10573

Skirpan Lighting Control 50
61-03 32d Avenue, Woodside, N.Y. 11377

Smith-Victor 369
301 North Colfax Street, Griffith, Ind. 46319
Product: Quartz lighting equipment, lighting

kits. Personnel: Ronald H. Smith, Durward D. Carson, Richard Arnold.

Sony Corp. 232-233
9 West 57th Street, New York 10019

Soremec-Eclair 55-56
905 North Cole Avenue, Hollywood 90038

Strand Century 114,115,124,125
20 Bushes Lane, Elmwood Park, N.J. 07407
Product: MMS, Multi-Q and Micro-Q memory lighting control systems, Quartzcolor HMI and laniro Quartzcolor lighting fixtures. Personnel: Wallace A. Russell, William Liento, Larry E. Nelson, Robert Schiller, Edward Gallagher, Keith Gillum, Marvin Wolf, Betty Schneider.

Soremec-Eclair 55-56
905 North Cole Avenue, Hollywood 90038

Super 8 Sound 59-60
95 Harvey Street, Cambridge, Mass. 02140

Tele-Cine 109
5434 Merrick Road, Massapequa, N.Y. 11758
Product: 10X ENG lens, 20X ENG lens (12-24Omm, f/1.4)*, field lens (33-1000mm)*. Personnel: Donald R. Collins, Craig Marcin, Bob Jones.

Telemation 337-338
Box 15068, Salt Lake City 84115
Product: Compositor I-graphics system with off-line page storage*, TCF-3000 color film camera. Personnel: Dave Clayton, Jim Kubit, Don Rhodes, George Elsaesser, Dennis Shelton.

Telescript 226
20 Inasley Street, Demarest, N.J. 07627
Product: Monitor prompting system, remote area prompting package*. Personnel: Bob Swanson, George Parodi, Ron Wilson.

Tentel 366
50 Curtner Avenue, Campbell, Calif. 95008
Product: Tentelometer audio and video tape transport tension gauges. Personnel: Wayne Graham, Joan Kaye.

Television Equipment Associates 301
Box 260, South Salem, N.Y. 10590

Thomson-CSF Laboratories 341
37 Brownhouse Road, Stamford, Conn. 06902
Product: Model 9000 digital noise reducer. Personnel: John Camarda, Langdon A. Cook, Robert J. Estony, Renville H. McMann, James A. Smith, Steve Kreinik.

Unimedia 227
22525 Kingston Lane, Auburn, Calif. 95603
Product: Color TV monitors, receivers, tuner, amplifier. Personnel: Bill McLaughlin, Keith Reynolds, Karol Freed, Lloyd Dawson.

Vega Microphones 78
9900 Baldwin Place, El Monte, Calif. 91731

Videomagnetics 334
155 San Lázaro Avenue, Sunnyvale, Calif. 94086
Product: Video tape head refurbishment, conversion of head assemblies from low to high-band. Personnel: Ted W. Barger, R. Roger Watson, Dean C. Leeson, Jack Tolvanen, Richard Reilly.

Video Systems 358
12530 Beatrice Street, Los Angeles 90046

Vital Industries 346
3700 N.E. 53d Avenue, Gainesville, Fla. 32601

Vlahos-Gottschalk Research 208
18607 Topham Street, Reseda, Calif. 91335
Product: Ultimatte blue screen video matting system*. Personnel: Petro Vlahos, William Gottschalk, William Bauerle, Paul Vlahos.

Westrex 61
390 North Alpine Drive, Beverly Hills, Calif. 90210

Wide Range Electronics 31
2119 Schuetz Road, St. Louis 63141
Product: High speed super-8 transfer system, super-8 playback system, 16mm record/playback unit, optical sound recorder system, bulk degaussers. Personnel: Otto Rauhut, Al Russell, Charlie Fox.

Winsted Corp. 309
8127 Pleasant Avenue South, Minneapolis 55420
Product: Editing consoles, storage systems. Personnel: Gerald Hoska, Charles Johnson, Greg Hedlund.

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The Broadcasting Playlist Oct 17

Contemporary

<i>Last This week</i>	<i>This week</i>	Title □ Artist	Label
2	1	<i>You Light Up My Life</i> □ Debby Boone	Warner Bros.
1	2	<i>Theme from "Star Wars"</i> □ Meco	Millennium
3	3	<i>Keep It Comin' Love</i> □ K.C./Sunshine Band	TK
4	4	<i>Nobody Does It Better</i> □ Carly Simon	Elektra/Asylum
9	5	<i>Boogie Nights</i> □ Heatwave	Epic
5	6	<i>That's Rock 'n' Roll</i> □ Shaun Cassidy	Warner Bros.
7	7	<i>I Feel Love</i> □ Donna Summer	Casablanca
8	8	<i>On and On</i> □ Stephen Bishop	ABC
17	9	<i>Cold as Ice</i> □ Foreigner	Atlantic
6	10	<i>I Just Wanna Be Your Everything</i> □ Andy Gibb	RSO
15	11	<i>Brick House</i> □ Commodores	Motown
11	12	<i>Strawberry Letter 23</i> □ Bros. Johnson	A&M
14	13	<i>Telephone Line</i> □ Electric Light Orchestra	United Artists
18	14	<i>Baby, What a Big Surprise</i> □ Chicago	Columbia
20	15	<i>It's Ecstasy</i> □ Barry White	20th Century
10	16	<i>Don't Stop</i> □ Fleetwood Mac	Warner Bros.
22	17	<i>Just Remember I Love You</i> □ Firefall	Atlantic
13	18	<i>Swaying to the Music</i> □ Johnny Rivers	Big Tree
16	19	<i>Signed, Sealed and Delivered</i> □ Peter Frampton	A&M
32	20	<i>You Make Lovin' Fun</i> □ Fleetwood Mac	Warner Bros.
30	21	<i>Don't It Make My Brown Eyes Blue</i> □ C.Gayle	United Artists
23	22	<i>She Did It</i> □ Eric Carmen	Arista
21	23	<i>Don't Worry Baby</i> □ B.J. Thomas	MCA
28	24	<i>We're All Alone</i> □ Rita Coolidge	A&M
26	25	<i>Heaven on the Seventh Floor</i> □ Paul Nicholas	RSO
24	26	<i>It's So Easy</i> □ Linda Ronstadt	Asylum
12	27	<i>Best of My Love</i> □ Emotions	Columbia
27	28	<i>How Deep Is Your Love</i> □ Bee Gees	RSO
43	29	<i>Blue Bayou</i> □ Linda Ronstadt	Asylum
29	30	<i>Float On</i> □ Floaters	ABC
38	31	<i>Isn't It Time</i> □ The Babys	Chrysalis
19	32	<i>Higher and Higher</i> □ Rita Coolidge	A&M
25	33	<i>Handy Man</i> □ James Taylor	Columbia
33	34	<i>It Was Almost Like a Song</i> □ Ronnie Milsap	RCA
35	35	<i>We Just Disagree</i> □ Dave Mason	Columbia
31	36	<i>Cat Scratch Fever</i> □ Ted Nugent	Epic
36	37	<i>Jungle Love</i> □ Steve Miller Band	Capitol
45	38	<i>Do You Wanna Get Funky With Me</i> □ Peter Brown	Drive/TK
46	39	<i>Daybreak</i> □ Barry Manilow	Arista
39	40	<i>Smoke from a Distant Fire</i> □ S. Townsend	Warner Bros.
42	41	<i>The Greatest Love of All</i> □ George Benson	Arista
—	42	<i>Send in the Clowns</i> □ Judy Collins	Elektra
44	43	<i>Help Is on the Way</i> □ Little River Band	Capitol
50	44	<i>Slip Sliding Away</i> □ Paul Simon	Columbia
—	45	<i>You're Moving Out Today</i> □ Carole Bayer Sager	Elektra
41	46	<i>Barracuda</i> □ Heart	Portrait/CBS
—	47	<i>We're the Champions</i> □ Queen	Elektra
—	48	<i>Thunder in My Heart</i> □ Leo Sayer	Warner Bros.
37	49	<i>Easy</i> □ Commodores	Motown
34	50	<i>How Much Love</i> □ Leo Sayer	Warner Bros.

Playback

Slice of Sayer. *Thunder in My Heart* (Warner Bros.), debuting at 48 on "Playlist" this week, provides a preview for top 40 listeners of Leo Sayer's latest album of the same name. It's a disco-beat tune that follows *How Much Love*, the last Sayer single that's almost off "Playlist" now (it peaked at 14, is at 50 this week). Says Terry Long of WJW(FM) Orlando, Fla., "it will sell better than *How Much Love*. I'd pick it as a top song." **Swinging single.** Steve Miller Band, whose *Jungle Love* isn't yet off the "Playlist" (37 this week), is already back with a third single from its *Book of Dreams* LP (the first was *Jet Airliner*). *Swingtown* (Capitol) is an upbeat dance tune that WJW's Long calls "Jamaican reggae. Out of all the records we've added, this is one of the best sounding songs. I personally like it." **A double for Dolly.** *Here You Come Again* (RCA) is proving to be a double hit for Dolly Parton: Both country and contemporary stations are picking up on this one. But it "doesn't even sound country. It's good," says Andy Szulinski of WFBR(AM) Baltimore. And Greg McClure of WFOM(AM) Marietta, Ga., says he's "looking for it to be big . . . I don't think it will hurt the sound of any Atlanta [contemporary] radio station—or any radio station, for that matter." **Watch this space.** *Closer to the Heart* (Mercury) by Rush is at least a local hit in Columbus, Ohio, reports Chris Edmonds of WNCI(FM). "We have a tight playlist but we added it on the impact of the album [*Farewell to Kings*]. It's very strong locally. It's very easy and very pretty. Not like their usual."

Country

<i>Last This week</i>	<i>This week</i>	Title □ Artist	Label
2	1	<i>Heaven is Just a Sin Away</i> □ Kendalls	Ovation
5	2	<i>Daytime Friend</i> □ Kenny Rogers	United Artists
1	3	<i>Y'all Come Back Saloon</i> □ Oak Ridge Boys	ABC/Dot
15	4	<i>Once in a Lifetime Thing</i> □ John Wesley Ryles	ABC/Dot
8	5	<i>I'm Just a Country Boy</i> □ Don Williams	ABC/Dot
9	6	<i>Eastbound and Down</i> □ Jerry Reed	RCA
4	7	<i>Don't It Make My Brown Eyes Blue</i> □ C.Gayle	United Artists
7	8	<i>We Can't Go on Living Like This</i> □ Eddie Rabbitt	Elektra
24	9	<i>The Old Man and His Horn</i> □ Gene Watson	Capitol
—	10	<i>What a Way to Go</i> □ Bobby Borchers	Playboy
12	11	<i>Why Can't He Be You</i> □ Loretta Lynn	MCA
—	12	<i>Too Much Is Not Enough</i> □ Billie Jo Spears	United Artists
3	13	<i>I Got the Hoss</i> □ Mel Tillie	MCA
10	14	<i>It's All in the Game</i> □ Tom T. Hall	Mercury
—	15	<i>Love Is Just a Game</i> □ Larry Gatlin	Monument
18	16	<i>Dancing the Night Away</i> □ Tanya Tucker	MCA
21	17	<i>More to Me</i> □ Charley Pride	RCA
13	18	<i>If It Ain't Love</i> □ Jim Ed Brown & Helen Cornelius	RCA
22	19	<i>Eres Tu</i> □ Johnny Rodriguez	Mercury
14	20	<i>Danger of a Stranger</i> □ Stella Parton	Elektra
6	21	<i>I've Already Loved You in My Mind</i> □ Conway Twitty	MCA
—	22	<i>The Wurlitzer Prize</i> □ Waylon Jennings	RCA
17	23	<i>I Love You a Thousand Ways</i> □ Willie Nelson	Columbia
—	24	<i>Little Ole' Dime</i> □ Jim Reeves	RCA
23	25	<i>Blue Bayou</i> □ Linda Ronstadt	Elektra

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

Terrell Metheny, VP-general manager, KJET(AM)-KWIC(FM) Beaumont, Tex., appointed president-general manager, WRIT(AM)-WBCS(FM) Milwaukee.

John A. Tagliaferro, director of broadcast services, Western Union, named vice president, communications services, Hughes Television Network.

Frank Nicholson, local sales coordinator, WSHH(FM) Pittsburgh, joins WJOL(FM) there as general manager.

John Basset, general manager, WBBX(AM) Portsmouth, N.H., named to same post, WCCM(AM)-WCGY(FM) Lawrence, Mass. All are Curt Gowdy Broadcasting stations.

Robert F. Goodwin, special assistant to President during Ford administration and former owner-operator of KCFI(AM) Cedar Falls, Iowa, named director of governmental affairs, Meredith Corp., Washington.

Morton J. Pollack, director of promotion, *The Washington Post*, joins CBS Television Network, Hollywood, in same capacity.

William A. Mason, former director of urban

and metropolitan affairs, noncommercial WCET(TV) Cincinnati, joins Public Broadcasting Service, Washington, as assistant director of station relations on Nov. 14.

Carolyn Jenkins, continuity director, KOTV(TV) Tulsa, Okla., promoted to community affairs director.

Susan Powell, data processing coordinator and traffic supervisor, wxEX-TV Petersburg, Va., named manager of sales and program traffic, WTVR-TV Richmond, Va.

Wayne Mansfield, consultant in advertising and marketing, Boulder, Colo., joins noncommercial KCET(TV) Los Angeles as associate director of program underwriting.

Nancy Fletcher, project coordinator, summer arts festival, Hartford, Conn., joins Connecticut Public Television there as development associate-auction manager. **Alexander Wiggin**, associate director of development, Hartman Theater, Stamford, Conn., joins CPT as development associate. **Gerald Leonard**, director of local government, Connecticut department of community affairs, named CPT development associate.

Newly elected officers, Missouri Broadcasters Association: **Charles McAbee Jr.**, Meredith Broadcasting, Kansas City, president; **Curtis**

Brown, general manager, KTTS-AM-FM Springfield, president-elect, and **Jay Smith**, KBTC(AM)-KSCM(FM) Houston, Mo., secretary-treasurer.

Newly elected officers, Greater St. Louis Radio Broadcasters Association: **Wally Clark**, WIL-AM-FM, president; **Ed Newsome**, KSD(AM), VP, and **Ted Smith**, KSLQ(FM), secretary-treasurer.

Broadcast Advertising

Harry N.D. Fisher, secretary, treasurer and public relations director, Stemmler, Fisher, Waltke & Hagen advertising, St. Louis, appointed president and chairman, replacing **George L. Stemmler Jr.**, who is on leave to pursue other business interests. **James J. Waltke**, from Imperial Oil Co., Los Angeles, joins agency as treasurer, director of development and member of board of directors.

Paul Brickman, president, Creamer/FSR Inc., Chicago, joins Clinton E. Frank there as executive VP-client services and chairman of strategy review committee. He had been with Creamer agency 27 years. **Donald E. Rutz**, CEF president, elected chairman of agency's executive committee.



Brickman



Nicolo

Frank Nicolo, VP/creative supervisor, J. Walter Thompson, New York, named senior VP. **Ted Baseler**, staff intern, Chuck Snyder Advertising, Seattle, joins JWT, Chicago, as associate representative and account coordinator.

Susanne Grayson Townsend, VP and creative director of Foote, Cone & Belding, New York, and **Peter W. Yoars**, VP and group management supervisor, named senior VP's. Appointed VP's: **Sue Brown**, associate media director; **Libby Daniell**, executive copywriter; **Anna May Jones**, associate media director; **Jeff Manoff**, director of broadcasting; **Anne Powell**, director of personnel; **Robert Tore**, executive art director, and **Aldo Traina**, associate media director.

Named to new posts of creative group heads and senior VP's at Benton & Bowles, New York: **Loretta Wayuka**, formerly senior VP and associate creative director; **Donn Resnick**, who was VP and creative director, and **John La Pick**, senior VP and creative director, B&B, Los Angeles. Succeeding Mr. La Pick in Los Angeles is **Chet Lane**, VP and associate creative director in New York.

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Cecil

William G. Cecil, director of daytime television, BBDO, New York, named director of sales planning, CBS-TV network sales, New York.

Norm Stahl, VP-senior creative supervisor, Ted Bates & Co., New York, appointed creative director.

Jane Brite, Richard Kebbon Jr., and Connie Sartain, account supervisors, Young & Rubicam USA, New York, elected VP's.

Norman Trell, media VP, Diener/Hauser/Greenthal, New York, named senior VP, **David Rosenfelt**, account executive, appointed VP.

Richard Barry, executive, retail division; **Bruce Beach**, account supervisor; and **William Cowie**, account supervisor, Compton Advertising, New York, named VP's.

Gerda Paulsen, associate media director and media planner-buyer, AC&R Advertising, New York, named media VP.

Ken Bernhardt, VP-creative director, Louis Benito Advertising, Tampa, Fla., elected to board of directors.

Edmond H. May, sales manager, Petry Television, Atlanta, appointed VP.

Sid Roberts, account executive, Bernard Howard, Chicago, named VP, R. A. Lazar & Co., national black consumer market radio representative and consultant firm there.

William A. Oswald, VP-general manager, Oswald Ford, dealership in Dannemora, N.Y. rejoins Kenyon & Eckhardt, Detroit, as account supervisor on Ford corporate account.

Stephen Bunyard, project manager, Advanswers Media/Programming, media services organization, St. Louis, joins Kenrick Advertising there as account supervisor and director of media planning.

Marge Navolio, planner/buyer, Kelly, Scott & Madison, media services firm, Chicago, named VP-associate media director. **Dianne Dodds**, administrative assistant, named VP-station relations.

Robert S. Zach, media planning group head, Independent Media Services, media sales development firm, New York, elected VP.

Murray Gross, communications VP, Television Bureau of Advertising, retires for health reasons, effective Nov. 1, after nearly 19 years with TVB plus earlier career in station and station rep field and as associate editor of *Television* magazine. His responsibilities will be divided between **Barbara Zeiger**, communications manager, and public relations director to be named.

Marilyn Kwasniak, senior broadcast media buyer, McCann Erickson, Detroit, joins Parker, Wilcox, Fairchild & Campbell Advertising, Saginaw, Mich., as broadcast media buyer.

Dan Sesiar, sales manager, RKO Radio Representatives, New York, joins CBS Radio Spot Sales, New York, as account executive.

Mark Braunstein, account executive at McGavren-Guild, New York, appointed to same post at Eastman Radio, New York.

Robert W. Motl, account executive, Jaqua Co., Grand Rapids, Mich., joins J. I. Scott Co., advertising/marketing agency there, in same capacity.

Charles Dent, general manager, WCCM(AM)-WCGY(FM) Lawrence, Mass., named general sales manager of licensee, Curt Gowdy Broadcasting.

Kenlyn Wells Zschunke, national sales manager of WTQV-TV Lexington, Ky., assumes additional duties as general sales manager.

Jack Perk, from KRRX(AM) and KEZR(FM) San Jose, Calif., joins WDAE(AM)-WJYW(FM) Tampa, Fla., as sales manager.

Barty W. Bryant, account executive, WCHV(AM) Charlottesville, Va., promoted to sales manager.

Earl Jones, account executive, Telerep, New York, joins WDCA-TV Washington as national sales manager.

Paul Siracuse, national-regional sales manager, WIS-TV Columbia, S.C., named national sales manager, KHOU-TV Houston.

Roger H. King Jr., account executive, WTEV(TV) New Bedford, Mass., named regional sales manager.

John Caldwell, retail sales manager, WCAU-TV Philadelphia, named national sales manager.

Carol Quereau, director of new business development, promoted to manager of retail and developmental sales.

John Dew, general manager, Greater Media Service, Philadelphia, joins KENR(AM) Houston as sales manager.

Andie McCullars, sales representative, Sentinel Newspapers, Rockville, Md., joins WGMS-AM-FM Washington in same capacity.

Mary Lou Smiley, research and print media director, Carlson Advertising, Indianapolis, joins WXTZ(FM) there as account executive.

Elizabeth Mayo, sales representative, KSON(AM) San Diego, and **Ron Cheswick**, sales representative for Major Market Radio, New York, join KSDO(AM) San Diego as account executives.

Melvin A. Jones, in TV sales positions Pittsburgh and Atlanta, rejoins WFTV(TV) Orlando, Fla., as local sales account executive.

Jim Gnau, local sales manager, WMGC(AM) Cleveland, joins sales staff of WGAR(AM) there.

Programing

Barry Lowen, VP, program development, MGM Television, Los Angeles, named VP, program development, Columbia Pictures Television, Burbank, Calif. **Christine Foster**, manager of film program operations, NBC-TV, Burbank, joins CPT as director of movies and long form development.

J. Nicoll Durrie Jr., treasurer, Time-Life Films, named vice president for finance and administration there.

Gary Firth, assistant program director, KRIZ(AM) Phoenix, appointed program director.

Barry (Michaels) Howard, program director, WRAN(AM) Dover, N.J., named to same post, KSEI(AM)-KBRU(FM) Pocatello, Idaho. **Ron Watson**, KSEI announcer, named music-production director.

Jim Forest, sportscaster-radio sports director,

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TvAC operates under a contract from the U.S. Office of Education awarded to KWSU-TV, Washington State University, Pullman, Washington. These series have been funded under the Emergency School Aid Act through the U.S. Office of Education, Department of Health, Education and Welfare.

TvAC stands for Television for All Children

WIS-AM-TV Columbia, S.C., joins WJR(AM) Detroit as sports director.

Lynn Waggoner, production-continuity director and assistant music director, KEBC(FM) Oklahoma City, promoted to music director.

Gary L. Grenier, development specialist, Great Plains National Instructional Television Library, Lincoln, Neb., named programing counselor, responsible for coordination of library's sales and rental activities in central states and assisting ETV stations and educational institutions in selecting recorded visual programs for instruction.

Warren Nelson, freelance film maker, joins staff of *It's Written*, syndicated religious program, Thousand Oaks, Calif., as assistant director of program production, replacing **Larry Arany**, resigned.

Broadcast Journalism

Mark G. O'Connell, reporter, KFMJ(AM)-KRAV(FM) Tulsa, Okla. named news director. **Brent Clanton**, anchorman, KODA-AM-FM Houston, joins KFMJ-KRAV in same post., **Ann Robinson**, intern, *St. Louis Post-Dispatch*, joins KFMJ-KRAV as reporter.

Howard M. Modell, community affairs director, WSAC-AM-FM Fort Knox, Ky., named news and public affairs director.

Larry W. Price, executive news producer, WCMH-TV Columbus, Ohio, joins KHOU-TV Houston in same capacity.

Meredith Lewis, reporter, NBC's WKYC-TV Cleveland, named NBC News correspondent there.

Robin Wright, freelance reporter, named CBS News staff reporter, Johannesburg, South Africa.

Michele L. Cooke, production assistant, WJZ-TV Baltimore, named news producer. **Paul Malkie Jr.**, news producer-writer, WJLA-TV Washington, joins WJZ-TV as assignment editor. **Martin H. Bass**, reporter, KENS-TV San Antonio, Tex., named WJZ-TV weathercaster-environmental reporter.

Ray Thompson, anchorman, KTAR-TV Phoenix, joins KTVK(TV) there in same capacity. News staff appointments, KETV(TV) Omaha:

Marcia Ladendorff, from WNDU-TV South Bend, Ind., named co-anchor; **Peter Van Sant**, from KCRG-TV Cedar Rapids, Iowa, joins as reporter/anchor, and **Mike Gleason**, reporter, appointed assignment editor.

Hal Brown, air personality-desk assistant, KSDO(AM) San Diego, appointed senior editor.

Clyde S. Conangia, announcer-public affairs assistant, WJIB(FM) Boston, joins WSMW-TV Worcester, Mass., as anchorman.

Mike Barry, sports director, WDBO-TV Orlando, Fla., joins WFLA-TV Tampa, Fla., as sports director-anchor.

Tom Kelly, sports reporter, WLWT(TV) Cincinnati, named sports director.

Sylvan Rodriguez, reporter-anchor, KENS-TV San Antonio, Tex., joins KTRK-TV Houston as reporter.

Dave Miller, graduate of public affairs reporting program at Sangamon State University, Springfield, Ill., named sports director, WICS(TV) there.

Joan Mack, public service director, WCSC-TV Charleston, S.C., joins WCBD-TV there as reporter. **Dallas D. Raines**, weathercaster, WBRZ-TV Baton Rouge, joins WCBD-TV in same capacity.

Debbie Warshawski, reporter-anchor, KOMU-TV Columbia, Mo., joins WICD(TV) Champaign, Ill., as reporter-photographer.

Michael T. Gorman, sportscaster, WPRO(AM) Providence, R.I., joins WPRI-TV there as sports director-anchorman.

Roger Helmick, announcer, WILE(AM) Cambridge, Ohio, joins WOMP-AM-FM Bellaire, Ohio, as reporter.

Diane Cummings, reporter, noncommercial KPFK(FM) Los Angeles, joins news staff at KNX(AM) there as writer-broadcaster.

Storm Field, weathercaster, WABC-TV New York, assumes additional weather reporting duties at co-owned WPL(FM) there.

Bruce A. Williams, news director, WENZ(AM) Highland Springs, Va., joins WTVR-TV Richmond, Va., as weather reporter.

Roger Field, science editor, WPIX(TV) New York, joins WBBM-TV Chicago as health and science editor.

Dean Sorenson, president, Sorenson Broadcasting, Pierre, S. D., elected president, South Dakota Associated Press Broadcasters. **David Law**, news director, KSDR(AM) Watertown, elected VP.

Jill Swenson, director of news graphic art, WTHR(TV) Indianapolis, joins WCCO-TV Minneapolis as graphic artist.

Cable

Dr. William D. Petty, operations VP, Eprad Inc., manufacturer of motion picture theater equipment, Toledo, Ohio, joins Cablecom-General, Denver, as director of engineering.

William H. Grumbles, Southeast regional salesman for Teleprompter Corp., named manager of company's South Central cable TV district in Galveston, Tex.

Robert Mann, newscaster-reporter, WOBM(FM) Toms River, N.J., joins UA-Columbia Cablevision, Oakland, N.J., as *Bergen County Newswatch* correspondent, responsible for writing, producing and anchoring weeknightly news program.

Equipment & Engineering

Arthur J. Barrett, Camden, N.J., plant manager, RCA's government systems division, appointed division VP-manufacturing, commercial communications systems division there. **Leo Slutzky**, finance manager, RCA commercial communications systems division, Camden, appointed finance VP for division. **Frank O'Donnell**, Eastern regional manager, RCA, New York, named national sales operations manager there. **Kenneth J. Rice**, sales manager, Fujinon Optical, Scarsdale, N.Y., joins RCA Broadcast Systems, Dallas, as equipment sales representative. **Howard R. Hawkins**, executive VP, RCA Corp., New York, is retiring after 31 years of service but will continue as consultant to RCA and to other companies.

Edward W. Watts, Western regional manager, John M. Fluke Manufacturing Co., Seattle, re-joins Cetec Corp., El Monte, Calif., as corporate VP.



Schkolnick

joins Donrey Media Group there as engineering director, broadcast division.

Herman Schkolnick, manager-professional color products, Philips Broadcast Equipment, Mahwah, N.J., joins Ikegami Electronics USA, Long Island City, N.Y., as sales VP-broadcast television products.

Ward E. Bledsoe, director of engineering, Network One pay-cable network, Las Vegas,



Hudspeth



Beakley

Mickey L. Hudspeth, senior marketing manager for satellite communications, Scientific-Atlanta, appointed sales manager, satellite communications division. **Dr. Guy Beakley**, head of image processing research for RCA Laboratories, Princeton, N.J., joins S-A as man-

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ager of engineering, satellite communications division. **Julian W. Eldson**, corporate assistant controller, named controller.

John M. Zrno, VP, MCI Telecommunications, Washington, joins American Satellite Corp., Germantown, Md., as service development VP.

George F. Benton, broadband communications consultant, joins Jerrold Electronics, Hatboro, Pa., as Eastern regional sales manager.

Steve Ballard, process equipment engineer, Raychem Corp., Menlo Park, Calif., joins IGM, division of Northwestern Technology, Bellingham, Wash., as mechanical design engineer.

Arne M. Dahl, involved in Air Force/General Dynamics F-16 weapon system development, joins Leasametric, division of Metric Resources Corp., Burlingame, Calif., as manager of Dallas rental inventory center. Metric Resources rents, leases and sells test instruments and communications equipment.

Allied Fields

Alexander Buchan, European operations VP, Radio Free Europe/Radio Liberty, based in Munich, named RFE/RL president and chief executive officer in administrative reorganization. **Sig Mickelson**, president, appointed vice chairman, based in Washington.

Karen Layland, director of marketing, ABC Record and Tape Sales, Hackensack N.J.,

named marketing VP.

Larry Gallagher, North Central regional sales manager, RCA Records Sales department Chicago, named to newly created position of director, national accounts, Chicago.

Howard Lester, from General Electric Co., named task coordinator for personal use radio advisory committee (PURAC), advisory committee established by FCC to advise commission on issues relating to personal uses of radio.

John W. Kluge, president and chairman of Metromedia, New York, and **H. Peter Kriendler**, president 21 Club, named co-recipients of first distinguished public service award presented by Anti-Defamation League of B'nai Brith.

Jack Valentl, president and chief executive officer of Motion Picture Association of America, Washington, has renewed his contact with MPAA for seven years through 1984, at which time he will have completed more than 18 years as association's president.

Deaths

Webley Edwards, 74, originator of *Hawaii Calls* radio series and CBS World War II correspondent, died Oct. 5 at Munalani hospital, Honolulu. He suffered series of strokes in 1972 from which he reportedly never fully recovered. From its inception in 1935 until 1972, with exception of war years, he wrote, produced and served as host of *Hawaii Calls*, which at

different times had been picked up by CBS and Mutual Broadcasting networks. Interspersed throughout his programming and news careers were stints as manager of Honolulu stations KGU(AM) and KGMB(AM). He is survived by his wife, Louise.

Howard D. Williams, 88, who retired in 1968 as board chairman of Erwin Wasey, Ruthrauff & Ryan, New York, after 32 years with agency and its predecessor company, died in Los Angeles on Sept. 28. He is survived by his wife, Katharine; daughter, Anne, and son, David.

Constantine Grigorovich-Barsky, 64, news analyst and political editor, Voice of America, died of cancer Oct. 3 at Doctor's hospital in Prince George's county, Md. At time of his death, he was chief of news and commentary branch in Russian language division. He had joined VOA in 1955. Survivors include his wife, Marina, one son and one daughter.

Dave Taylor, 63, former general manager, KPRO(AM) Riverside, Calif., died after heart attack Sept. 23 while visiting in Indio, Calif. He managed KPRO from 1960 through 1970. He is survived by his wife, Phyllis, one daughter and one son.

James A. McNally, 74, retired Navy rear admiral and chief engineer of Atlantic Reserve Fleet, died at his home in Potomac, Md., Oct. 1. After his retirement in 1956, he became associated with Bludworth Marine division of Kearfoot Co. and was project representative for RCA. He is survived by his wife, Marjorie, and two daughters.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 3 through Oct. 7.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV applications

■ Atlantic City, N.J.—Atlantic City Television Corp. seeks ch. 53 (704-710 mhz); ERP 1832 kw vis., 366 kw aur., HAAT 465 ft.; ant. height above ground 499 ft. P.O. address: 1 New York Avenue, Atlantic City 08401. Estimated construction cost \$1,372,805; first-year operating cost \$665,500; revenue \$575,000. Legal counsel Michael S. Yaroschuk, Washington; consulting engineer Serge Bergen. Principals: 15 stockholders: Donald G. Barnhouse (10%), Robert Maironi, Joseph J. Fabi, Chester H. Oliver and Murray Raphael (9% each) are principals. Mr. Barnhouse is Drexel University professor. Mr. Fabi is part owner of construction firm. Mr. Oliver is owner of insurance adjusting firm; Mr. Raphael is vice president of retail clothing store. Mr. Mairone is attorney. Ann. Oct. 3.

FM licenses

■ Broadcast Bureau granted following licenses cover-

ing new stations: KAMU-FM College Station, Tx. (BLED-1645); KWCB Floresville, Tx. (BLH-7389); KMHT-FM Marshall, Tx. (BLH-7501); SU Dayton, Oh. (BLED-1687); UC Clarion, Pa. (BLED-1680); WZDQ Soddy-Daisy, Tn. (BLH-7486).

Ownership changes

Applications

■ WKLH(FM) Montgomery, Ala. (92.3 mhz, 50 kw)—Seeks transfer of control of Griffin Broadcasting Co. from Gillis C. Griffin and family (100% before; none after) to Colonial Broadcasting Co. (none before; 100% after). Consideration: \$500,000. Principals: Mr. Griffin and his brothers, Lloyd and Sidney (one-third each). They have no other broadcast interests. Buyer is owned equally by brothers, Robert, James and Thomas Lowder, owners of Montgomery insurance agency, mortgage company and construction firm. They have no other broadcast interests. Ann. Oct. 5.

■ WHYI(FM) Fort Lauderdale, Fla. (100.7 mhz, 100 kw)—Seeks assignment of license from WHYI Inc. to Metroplex Communications of Florida for \$4,550,000, plus \$1,480,000 covenant not to compete. Sale includes transfer of KEZK(FM) St. Louis (102.5 mhz, 63 kw). Seller is U.S. Representative Cecil Hefel (D-Hawaii), who has been reducing his broadcast holdings since his election last fall. He still owns KGMB(AM) Honolulu. Buyer is owned by Norman Wain and Robert Weiss, owners of KOAX(FM) Dallas. Ann. Oct. 5.

■ WSGC(AM)-WWRK(FM) Elberton, Ga. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw)—Seeks transfer of control of Elberton Broadcasting Co. from G. T. Christian (80% before; none after) to C. Lewis Shurbutt (20% before; 100% after). Consideration: none. Principals: Mr. Christian is ill and is

transferring control of stations to his son-in-law, Mr. Shurbutt. They have no other broadcast interests. Ann. Oct. 5.

■ KVNI(AM) Coeur d'Alene, Idaho (1240 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of North Idaho Broadcasting Co. from Scripps League Newspapers (68% before; none after) to Duane B. Hagadone (32% before; 100% after). Consideration: stock transfer. Principals: Seller is public corporation, Edward W. Scripps is president and controlling stockholder. Mr. Hagadone, president of license, has no other broadcast interests. He owns varying percentages of 19 papers in West and Midwest. Ann. Oct. 5.

■ WJVA(AM) South Bend, Ind. (1580 khz, 1 kw-D)—Seeks assignment of license from Booth American Co. to Mid-America Broadcasting Co. for \$263,000. Seller, group owner, is principally owned by John L. Booth and his family. It last year sold subsidiary, Booth Newspapers Inc., to Newhouse Newspapers for over \$260 million (BROADCASTING, Nov. 1, 1976). Booth's station group includes: WRBR(FM) South Bend; WIOU(AM)-WKMO(FM) Kokomo, Ind.; WJLB(AM)-WMZK(FM) Detroit; WIBM(AM)-WHFI(AM) Jackson and WSGW(AM)-WIOG(FM) Saginaw, both Michigan; WTOD(AM)-WKLK(FM) Toledo, Ohio, and WABQ(AM)-WXEN(FM) Cleveland. Buyer is owned by Ralph Gregory and Charles Hayes, owners of WCER-AM-FM Charlotte, Mich. Ann. Oct. 5.

■ KILJ(FM) Mount Pleasant, Iowa (105.5 mhz, 3 kw)—Seeks assignment of license from Pleasant Broadcasting Co. to KILJ Inc. for 400,000 plus \$148,000 covenant not to compete. Seller is principally owned by Forrest J. Mitchell, who also owns 55.2% of KGRN(AM) Grinnell, Iowa. Buyer is owned by Paul L. Dennison, general manager of station. He has no other broadcast interests. Ann. Oct. 5.

■ WOLC(FM) Princess Anne, Md. (102.5 mhz, 50 kw)—Seeks transfer of control of Marantha Inc. from

present board to new board. Consideration: none. Transfer represents restructuring of board of nonprofit license. Ann. Oct. 5.

■ **WABY(AM)** Albany, N.Y. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WABY Inc. to Broadcast Management Corp. for \$200,000, plus \$75,000 covenant not to compete. Seller is wholly owned subsidiary of CCA Electronics Corp., Cherry Hill, N.J., publicly held manufacturer of radio station equipment. Jason Fox is president and chief executive officer. CCA has no other broadcast interests. Buyer is principally owned by Joel Thrope and Tom Green, owners of WCNW(AM)-WLTV(FM) Fairfield, Ohio, and WNDW(AM)-WLV(FM) Daytona Beach, Fla. Ann. Oct. 5.

■ **WKRT-AM-FM** Cortland, N.Y. (AM: 920 khz, 1 kw-D, 500 w-N; FM: 99.9 mhz, 14 kw)—Seeks assignment of license from Radio Cortland Inc. to Crown Broadcasting Corp. for \$650,000. Seller is owned by Leighton A. Hope, who has no other broadcast interests. Buyer is owned by Kerby E. Conler and Paul H. Rothfuss; who recently received FCC approval of \$712,000 purchase of WHUM(AM) Reading, Pa. (BROADCASTING, June 20), and also own WLYC(AM)-WILQ(FM) Williamsport, Pa. Ann. Oct. 5.

■ **WOXR(FM)** Oxford, Ohio (97.7 mhz, 3 kw)—Seeks assignment of license from BGS Broadcasting Inc. to Sione Broadcasting Co. for \$119,000. Seller is owned by James L. Gregg, who also owns WWK(FM) Kokomo, Ind. Buyer is owned by Richard D. Stone, radio equipment salesman in Chicago who has no other broadcast interests. Ann. Oct. 5.

■ **KNIT-AM-FM** Abilene, Tex. (AM: 1280 khz, 500 w-D; FM: 105.1 mhz, 49 kw)—Seeks assignment of license from West Texas Media Inc. to Taylor County Broadcasting Inc. for \$400,000. Sellers: Page W. Nelson (49.9%), Joe Glenn Thompson (31.7%), Raymond Reid (11.2%) and Frank J. Gerow (7.2%), owners of 95% of KZFM(FM) Corpus Christi, Tex. Buyer is owned by J. D. Osburn and Kenneth R. Reynolds (50% each). Mr. Osburn owns KAMC(AM) Arlington and 50% KYKX(AM) Longview, both Texas. Mr. Reynolds owns 50% of KYKX and 20% of KMCO(AM) Conroe, Tex. Ann. Oct. 5.

■ **KZIP-AM-FM** Amarillo, Tex. (AM: 1310 khz, FM: 98.7 mhz, 100 kw)—Seeks assignment of license from Panhandle Broadcasting Co. to Denning Broadcasting Group for \$275,000. Seller is David P. Pinkston, 50% owner of applicant for new FM at Lubbock, Tex., and of KDAV(AM) there. He also owns KPIK-AM-FM Colorado Springs. Buyer is principally owned by Danna Lou Denning (70%) and her three children (10%). Ms. Denning has various real estate investments in Kansas and Oklahoma. Ann. Oct. 5.

■ **KOOS(AM)** Coos Bay, Ore. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Kery Radio Inc. from James and Mary Johnson (100% before; none after) to KOOS Radio Inc. (none before; 100% after). Consideration: \$245,596. Principals: Mr. and Mrs. Johnson have no other broadcast interests. Buyers are Cecilia Murphy, Sydney L. Chandler, Robert F. Walberg and Michael O. Whitty (25% each). Miss Murphy is sales manager of KYNG(AM) Coos Bay. Other principals are attorneys there. They have no other broadcast interests (BTC-8416). Action Sept. 22.

■ **KIKZ(AM)** Seminole, Tex. (1250 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from KIKZ Inc. to Triple R Broadcasting Inc. for \$140,000, plus \$12,000 covenant not to compete. Seller is owned by Michael and his wife, Alpha, Horne (51%) and Guy P. Russell (49%). They also own KOYY-AM-FM El Dorado, Kan., and KARV(AM) Russellville, KWCK(AM)-KSER(FM) Searcy, both Arkansas. Buyer is owned by Ralph D. Copland and his family. They also own Sonora, Tex., flight instruction firm. They have no other broadcast interests (BAL-9085). Action Sept. 23.

■ **KOLJ(AM)** Quanah, Tex. (1150 khz, 500 w-D)—Seeks assignment of license from Fay Neel Eggleston to Joy Radio Broadcasting Inc. for \$110,000. Seller has no other broadcast interests. Buyer is owned by Charles E. Maddux, E. F. Abercrombee Jr., Joe E. Willis, Robert Raching and Marlin Maddoux, all of Texas (20% each). Mr. Maddoux is auto dealer. Mr. Abercrombee owns Houston construction firm. Mr. Willis is employe of KEFC(AM) Waco (which was formerly owned by Mr. Maddux). Mr. Raching owns grocery store, and Mr. Maddoux is minister. Ann. Oct. 5.

Actions

■ **WVYX-FM** Highland Park, Ill. (103.1 mhz, 3 kw)—

Broadcast Bureau granted assignment of license from Vanguard Communications Inc. to WVYX Inc. for \$183,750. Seller is owned by James F. Hoffman, who also owns WVYX(AM) Highland Park. Buyer is owned by Howard Warshaw and his wife, Miriam (25% each), and her brother, Marvin B. Kosofsky (50%), who also own KEST(AM) San Francisco; KPPC(AM) Pasadena-KMAX(FM) Arcadia, Calif.; KUXL(AM) Golden Valley, Minn.; WARO(AM) Canonsburg, Pa.; WYLO(AM) Jackson, Wis., and WTHE(AM) Mineola, N.Y. (BALH-2527). Action Sept. 29.

■ **KKAN(AM)** Phillipsburg, Kan. (1490 khz, 1 kw-D; 250 w-D)—Broadcast Bureau granted assignment of license from KKAN Inc. to Look Broadcasting Inc. for \$150,117, plus \$50,000 covenant not to compete. Sellers are Norton E. Warner and his wife, Diana, who also own KIMB(AM) Kimball, KLIN-AM-FM Lincoln, both Nebraska, KABI-AM-FM Abilene, Kan., and KRLN(AM)-KSTX(FM) Canon City, Colo. Buyer is owned by Dwight C. Look and his wife, Edna, who already own 20% of KKAN. Mr. Look is general manager of station and has no other broadcast interests (BAL-9095). Action Sept. 29.

■ **WESO-AM-FM** Southbridge, Mass. (AM: 970 khz, 1 kw-D; FM: 100.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control of WESO Broadcasting Corp. from Peter A. Bordes et al. (100% before; none after) to Eastern Media Inc. (none before; 100% after). Consideration: \$325,000. Principals: Mr. Bordes (19.5%), Joseph L. Rosenmiller Jr. (60.5%) and Winifred Amatore and William Ruane, trustees (20%). Buyer is John R. Neuhoff, president of New York retail millinery company. He is minority owner of Eastern Broadcasting Co., licensee of WCVS(AM) Springfield, Ill., and WHUT(AM)-WLHN(FM) Anderson, Ind., and majority owner of licensees of WBOW(AM)-WBOQ(FM) Terre Haute, Ind., and WRSC(AM)-WQWK(FM) State College, Pa. (BTC-8417). Action Sept. 29.

■ **WGON(AM)**-WQXO(FM) Munising, Mich. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 98.3 mhz, 1.8 kw)—Broadcast Bureau granted assignment of license from Ollie's Idea Inc. to Laidlaw & Associates Inc. for \$180,000. Seller is George A. Freeman, owner of KGR1-AM-FM Henderson, Tex. Buyer is owned equally by Thomas L. Laidlaw, Bert Johnson, his brother, Lyle Johnson, and William Heigaard, all of Langdon, N.D. Mr. Laidlaw and Johnsons own KNDK(AM) there, and Mr. Heigaard is attorney (BAL-9047, BALH-2519). Action Sept. 29.

■ **WFLB(AM)** Fayetteville, N.C. (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of WFLB Radio Inc. from Gardner H. Altman Sr. to William E. Tart. Consideration: \$85,000. Principals: Mr. Altman is minister who wishes to devote more time to WQTI(FM) Dunn, N.C. religious station. Mr. Tart, who will own bulk of stock, owns furniture and television retail store there. Other principals are Richard M. Wiggins (10%), Charles A. Larsen and Billie G. Shearer (4.5% each.) Messrs. Wiggins and Tart are partners in applicant for new AM at Aberdeen, N.C. (BTC-8418). Action Sept. 26.

■ **WURL(AM)** Winston-Salem, N.C. (1500 khz, 10 kw-D)—Broadcast Bureau granted assignment of license from Randolph Properties Inc. to Power Media Communications for \$290,000. Sellers: Warren W. Binion (88%) and his son, Warren S. (12%). They have no other broadcast interests. Buyer is owned by Harrel Powell Jr. (34%), Howard Sisk and Rubin Hicks (33% each). They are general manager, assistant manager and manager, respectively, of WKTE(AM) King, N.C. Mr. Powell is also partner in Winston-Salem law firm and is officer of applicant for new AM at Kernersville, N.C. (BAL-9083). Action Sept. 28.

■ **WENO(AM)** Madison, Tenn. (1430, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Central Broadcasting Corp. to Mack Sanders for \$750,000. Seller: H.C. Young Jr., who also owns 87.5% of WGUS-AM-FM Augusta, Ga., and 75% of WSHO(AM) New Orleans. Buyer (Mack Sanders is professional name of John Bozeman) also owns KFRM(AM) Salina and KICT(FM) Wichita, both Kansas, and KOOO-AM-FM Omaha (BAL-9079). Action Sept. 30.

■ **KEAN(AM)** Brownwood, Tex. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from KEAN Radio Corp to Central Texas Communications Corp. for \$347,500, plus expenses. Seller is owned by Pat Farren Davidson and her son, Michael S. They have no other broadcast interests. Buyer is owned by Ralph Wayne, 72.5% owner of KKYN(AM) Plainview, all of KKYR(AM) Marshall and

KYXX(AM) Odessa, all Texas (BAL-9036). Action Sept. 29.

■ **WAVA-AM-FM** Arlington, Va. (AM: 780 khz, 1 kw-D; FM: 105.1 mhz, 50 kw)—Broadcast Bureau granted assignment of license from U.S. Transdynamics Corp. to WAVA Limited Partnership for \$2,960,000. Seller is owned by Arthur W. Arundel, owner of weekly Loudon Times-Mirror, Leesburg, Reston Times, Reston, and Fauquier Democrat, Warrenton, all Virginia. Mr. Arundel has no other broadcast interests. Buyer is owned by Alex Sheftell, Edward Lenkin and his father, Melvin (see below). (BAL-9076, BALH-2532). Action Sept. 30.

■ **WAVA(AM)** Arlington, Va. (790 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from WAVA Limited Partnership to 780 Inc. for \$665,000, plus \$100,000 covenant not to compete. Transaction is spin-off from acquisition of WAVA-AM-FM by WAVA Partnership from Arthur Arundel for \$2,500,000, plus \$50,000 covenant not to compete and \$760,000 consulting agreement. WAVA Partnership is headed by four general partners: Alex Sheftell (13%), Melvin Lenkin and his son, Edward (11% each), and JU Investments Associates Inc. (9%). Mr. Sheftell is former part-owner of WLMD(AM) Laurel, Md., and was president of Washington-area excursion boat line. Messrs. Lenkins own Washington construction firm. JU Associates is investment firm owned by Robert Understein, Washington accountant. WAVA Partnership has 10 limited partners. Buyer of WAVA(AM), 780 Inc., is owned equally by Edwin Tornberg, Edward Welter and Douglas D. Kahle, who also own WFLA-AM-FM Louisville, Ky., and WBR1(AM) Indianapolis. Mr. Tornberg and Mr. Kahle are also owners of KBND(AM) Bend, Ore. Mr. Tornberg is Washington media broker. (BAL-9077). Action Sept. 30.

Facilities changes

TV action

■ **KCET** Los Angeles—Broadcast Bureau granted CP to change ERP to 93.3 kw; max. ERP 2450 kw; ant. height 3050 ft. (BPET-579). Action Sept. 27.

AM starts

Following stations were authorized program operating authority for changed facilities on dates shown:

■ **KFJZ** Fort Worth, Tx. (BP-20208) Sept. 1, 1977; KIRO Seattle (BP-20284) Sept. 13, 1977; KNFT Bayard, N.M. (BP-20109) Aug. 30, 1977; KOTS Deming, N.M. (BP-20362) Sept. 2, 1977; WMAC Matter, Ga. (BP-20646) Sept. 9, 1977; WRAR Tappanhanock, Va. (BP-20768) Sept. 9, 1977; WVLD Valdosta, Ga. (BP-20827) Sept. 12, 1977; WYMG Manning, S.C. (BP-20605) Sept. 12, 1977.

FM applications

■ **KUNF** La Canada, Ca.—Seeks CP to change TL & SL to: Gamble Gym, 1030 East California Blvd., Pasadena, Ca; trans.; ant.; make changes in ant. system (increase height). Ann. Oct. 6.

■ **KDBS** Alexandria, La.—Seeks CP to change TL to: intersection of Broadway & TPRR, Alexandria; ant.; make changes in ant. system; (increase height); change TPO: ERP: 55.4 kw (H&V) and HAAT: 473 feet (H&V). Ann. Oct. 5.

■ **Plainwell**, Mi. Pinehurst Broadcasting—Seeks CP for new FM: 100.9 mhz; ERP: 3.0 kw (H&V) HAAT: 300' (H&V). (BPH-10728). Ann. Oct. 7.

■ **Trenton**, Mo. Luhrs Broadcasting—seeks CP for new FM: 92.1 mhz; ERP: 1.74 kw (H&V) HAAT: 380.4' (H&V) (BPH-10645) Ann. Oct. 7.

■ **WVOS-FM** Liberty, N.Y.—Seeks CP to change TL to: East Mongaup Rd., 800' E. of intersection with Radcliff Rd., near Liberty, N.Y.; change trans.; ant., make changes in ant. system (increase height); change ERP 3 kw (H&V) and HAAT 300 feet (H&V). Ann. Oct. 6.

■ **KCSC** Edmond, Okla.—Seeks CP to change ERP: 100 kw (H&V); HAAT: 427' (H&V); trans.; ant.; make changes in ant. system (increase height). Ann. Oct. 6.

■ **Corpus Christi**, Tx. A. V. Bamford—seeks CP for

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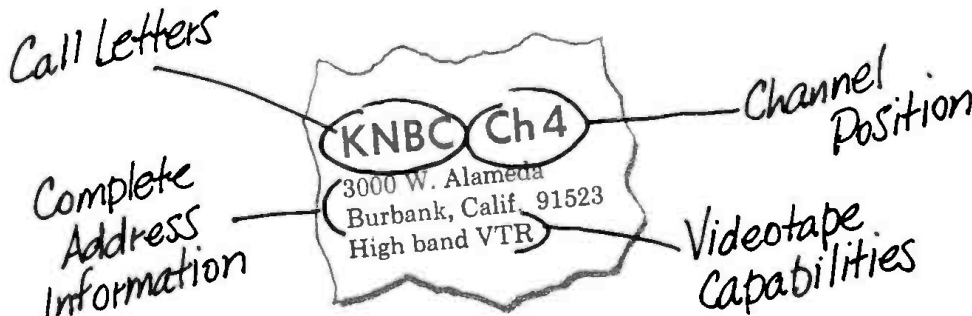
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new FM: 99.1 mhz ERP: 100 kw (H&V) HAAT: 894' (H&V) (BPH-10649). Ann. Oct. 7.

■ Corpus Christi, Tx. Big "C" Broadcasting—seeks CP for new FM: 99.1 mhz; ERP: 100 kw (H&V) HAAT: 932 (H&V) (BPH-10644). Ann. Oct. 7.

■ KCCT Corpus Christi, Tx.—seeks CP for new FM: 99.1 mhz; ERP: 100 kw (H&V) HAAT: 752' (H&V) (BPH-10654). Ann. Oct. 7.

■ KOCV Odessa, Tx.—Broadcast Bureau granted license covering changes; ERP 5 kw (H&V); ant. height 255 ft. (H&V) (BLED-1695). Action Sept. 27.

■ KREM-FM Spokane, Wa.—seeks CP to change TL to: 7 miles SE of Spokane; install new trans.; ant.; make changes in ant. system (increase height); change ERP: 90 kw max. (H&V) and HAAT: 2090' (H&V). Ann. Oct. 3.

■ KLEN-FM Cheyenne, Wyo.—seeks CP to change freq.; TL to: 9.9 miles WSW of Cheyenne on I-80, Cheyenne, Wyo.; change trans.; ant.; make changes in ant. system (increase height); change ERP: 100 kw (H&V) and HAAT: 490 feet (H&V). Ann. Oct. 6.

FM actions

■ WQLT Florence, Al.—Broadcast Bureau granted license covering changes; ERP 100 kw (H&V); ant. height 700 ft. (H&V) (BLH-7508). Action Sept. 27.

■ WQEN Gadsden, Al.—Broadcast Bureau granted license covering permit to install new aux. trans. and aux. ant. at 3010 Park Ave., Gadsden to be operated on 103.7 mhz, ch. 279; ERP 30 kw; ant. height 530 ft. (BLH-7421). Action Sept. 27.

■ KMAG Ft. Smith, Ar.—Broadcast Bureau granted license covering changes; ERP 100 kw (H&V); ant. height 2000 ft. (H&V) (BLH-7481). Action Sept. 27.

■ KLQQ Sulphur, La.—Broadcast Bureau granted mod. of CP to specify studio location as corner of Maplewood Drive and Cities Service Highway, Sulphur, La.; operate trans. by remote control from proposed studio location (BMPH-15258). Action Sept. 26.

■ WBGW Bangor, Me.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from Main Studio Location at 35 Hildreth Street, Bangor (BRCH-1336). Action Sept. 26.

■ AW Spring Arbor, Mi.—Broadcast Bureau granted license covering changes; ERP 3.1 kw (H&V); ant. height 240 feet (H&V) (BLED-1676). Action Sept. 26.

■ WASU-FM Boone, N.C.—Broadcast Bureau granted mod. of license covering change in studio location to New Art and Speech Building, Appalachian State University, Boone; operate trans. by remote control from proposed site (BRCED-171). Action Sept. 26.

■ WKSM-FM Tabor City, N. C.—Broadcast Bureau granted CP to change trans.; type ant.; ant. system (increase height); change ERP to 1.6 kw (H&V); ant.

height 400 ft. (H&V); remote control permitted; condition (BPH-10112). Action Sept. 29.

■ WPST Trenton, N.J.—Broadcast Bureau granted mod of license covering change in remote control location to 221 Witherspoon St., Princeton, N.J. (BRCH-1335). Action Sept. 26.

FM starts

■ Following stations were authorized program operating authority for changed facilities on dates shown: KAIR-FM Tucson (BPH-10554) Aug. 24, 1977; KDES-FM Palm Springs, Ca. (BPH-9929) Aug. 26, 1977; KELA-FM Centralia, Wa. (BPH-10300) Sept. 27, 1977; KFNV-FM Ferriday, La. (DKT-19690) Sept. 16, 1977; KGLL-FM San Fernando, Ca. (BPH-9973) Sept. 6, 1977; KGRI-FM Henderson, Tx. (BPH-9848) Sept. 1, 1977; KNGT Jackson, Ca. (BPH-9933) Sept. 2, 1977; KPOL-FM Los Angeles (BPH-10097) Aug. 30, 1977; WCOL-FM Hyannis, Ma. (BPH-9712) Aug. 24, 1977; WDJC Birmingham, Al. (BPH-10435) Sept. 20, 1977; WFML Washington Ind. (BPH-9707) Sept. 27, 1977; WHKW Guin, Al. (BPH-10580) Sept. 2, 1977; WJMD New York (BPH-10288) Aug. 30, 1977; WLDL Traverse City, Mi. (BPH-10581) Sept. 2, 1977; WLEW-FM Bad Axe, Mi. (BPH-10225) Sept. 27, 1977; WQXA York, Pa. (BPH-9803) Sept. 15, 1977; WRFK-FM Richmond, Va. (BPH-10450) Sept. 1, 1977; WRJC-FM Mauston, Wi. (BPH-9803) Sept. 1, 1977; WTCV Shelbyville, Tn. (BPH-9633) Aug. 30, 1977; WUOA Tuscaloosa, Al. (BPH-10530) Aug. 24, 1977; WYLD-FM New Orleans (BPH-10127) Sept. 16, 1977; KRBD Ketchikan Alaska (BPED-2507) Aug. 31, 1977; KTCU-FM Fort Worth, Tx. (BPED-2288) Sept. 19, 1977; KUOI-FM Moscow, Id. (BPED-2187) Aug. 1977; WCWT-FM Centerville, Oh. (BPED-2253) Aug. 31, 1977; WFPK Louisville, Ky. (BPED-2175) Aug. 26, 1977.

In contest

Designated for hearing

■ Springfield, Ill., **FM proceeding**: Springfield Advertising Co., Group 76 Incorporated, Midwest Broadcasting Co., Lincoln-Douglas Communications (Docs. 21338-41)—Chief, Broadcast Bureau designated for hearing to determine which proposal would best serve public interest and in light of evidence adduced, which application should be granted. Action Sept. 29.

■ Deer Lodge, Mont., Deer Lodge Broadcasting, (KDRG) **renewal proceeding**: (Doc. 21398)—Chief ALJ Chester F. Naumowicz designated ALJ Daniel M. Head to serve as presiding judge; scheduled prehearing conference for Nov. 14 and hearing for Jan. 4, 1978, in Deer Lodge or vicinity. Action Sept. 28.

■ Richmond, Va., **renewal proceeding**: Roy H. Park Broadcasting of Virginia (WTVR-AM-FM-TV)

(Doc. 21409)—commission designated for hearing renewal applications in response to federal appellate court order mandating full hearing on questions of discrimination and licensee's affirmative action efforts. Ann. Oct. 3.

Procedural rulings

■ Fresno, Calif. McClatchy newspapers (KMJ-TV) and San Joaquin Communications. **TV proceeding**: (Docs. 21274-6)—ALJ Thomas B. Fitzpatrick by four separate actions, granted to limited extent one motion by McClatchy and two by SJCC and directed applicants to respond to interrogatories by Oct. 21 (Actions Sept. 28); denied second request by SJCC for admission of facts Re EEOC policies of McClatchy, granted to limited extent motion by McClatchy and directed SJCC to produce specified documents by Oct. 25 (Action Sept. 29).

■ High Springs and Alachua, Fla., Country Broadcasting and Alachua Broadcasting. **FM proceeding**: (Docs. 21235-6)—ALJ Frederick W. Dennison by three separate actions, granted petition by Country for leave to amend ascertainment and financial portions of its application and report change in studio location, granted to limited extent motion by Alachua and enlarged issues to determine what, if any, trans. and ant. broadcast equipment was included in Country's proposal and, if not, effect on its technical and financial qualifications and whether public interest would be served by granting waiver of Section 73.210(a)(2) of the rules, with respect to main studio location requested by Country; granted petition by Alachua to extent it sought to amend Section III of its application, granted to limited extent motion by Country and enlarged issues to determine whether Alachua's proposal complies with Section 73.315(a) of rules, and if not, whether rule should be waived in public interest and whether Alachua failed to report complete information with respect to financial status of one of its principals and if so effect on its basic and/or comparative qualifications (Actions Sept. 30); and granted motion by Alachua and extended to Oct. 6 the time to file oppositions to further motion to enlarge issues filed by Country. Action Oct. 3.

■ Cicero, Ill., Radio Cicero, Et Al. **AM proceeding**: (Docs. 21247-51, 21253)—ALJ Daniel M. Head denied petition by Cicero Radio Corporation to enlarge issues against four of competing applicants. Action Sept. 29.

■ Greenwood, Miss. Leflore Broadcasting Company (WSWG-AM) and Dixie Broadcasting Company (WSWG-FM) **renewal proceeding**: (Docs. 20025-6)—Chief, Office of Opinions and Reviews granted request by the applicants and extended to Sept. 30 time to file reply to Broadcast Bureau's opposition to petition for reconsideration. Action Sept. 29.

■ Albuquerque, N.M. and New York. **AM proceeding**: Hubbard Broadcasting, American Broadcasting Co.—federal appellate court affirmed commission's decision establishing permanent nighttime operating modes for KOB Albuquerque and WABC New York both licensed to operate on clear channel 770 khz. Decision in response to appeal by Hubbard Broadcasting, licensee of KOB. Ann. Oct. 3.

■ Rochester and Cheektowaga, N.Y., Federal Broadcasting System (WSAY) and Niagara Broadcasting System (WNTA). **renewal proceeding**: (Docs. 20791-2)—ALJ David I. Kraushaar rescheduled the hearing from Oct. 11 to Oct. 18. Action Oct. 4.

■ Lansing, Mich. Gross Telecasting, Inc. (WJIM-AM-FM-TV) **renewal proceeding**: (Doc. 20014)—ALJ Byron E. Harrison by two separate actions, granted motions by Broadcast Bureau and American Civil Liberties Union of Michigan and continued from Oct. 3 to Oct. 6 time to file motions to compel answers to interrogatories. Action Oct. 4.

■ Ashland, Ore. Faith Tabernacle, and Killibro Broadcasting **FM proceeding**: (Docs. 21171-2)—ALJ Lenore G. Ehrig postponed indefinitely prehearing conference scheduled for Oct. 7. Action Sept. 28.

■ Jackson, Tenn., Madison County Broadcasting, ET AL. **FM proceeding**: (Docs. 21171-2)—ALJ Joseph Stirmer directed Madison County and Community Service Broadcasting, Inc. to file affidavit required by Section 1.525(c) (1) of rules within seven days. Ann. Sept. 28.

■ Terrell Hills, Tex., Reding Broadcasting, ET AL. **FM proceeding**: (Docs. 21307-9)—ALJ Walter C. Miller granted petition by S.S.S. Broadcasting for leave

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,478	6	22	4,506	46	4,552
Commercial FM	2,885	1	78	2,964	129	3,093
Educational FM	889	0	19	908	87	995
Total Radio	8,252	7	119	8,378	262	8,640
Commercial TV	721	1	3	725	47	772
VHF	513	1	0	514	8	522
UHF	208	0	3	211	39	250
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	54	1,037
FM Translators	191	0	0	191	72	263
TV Translators	3,425	0	0	3,425	391	3,816
UHF	1,048	0	0	1,048	224	1,272
VHF	2,377	0	0	2,377	167	2,544

*Special temporary authorization

**Includes off-air licenses

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to amend its application to correct clerical error and revise its finances. Action Sept. 30.

■ Milton and Hurricane, W. Va., WNST Radio and Putnam Broadcasting, **FM proceeding:** (Docs. 20994-5)—ALJ David I. Kraushaar denied motion by Putnam for enlargement of issues; granted motion by WNST and extended to five business days from release of this order time for WNST to submit corrected engineering exhibit; and granted petition by WNST for leave to amend its application to specify ant. height of some 20 feet lower than was previously specified. Action Oct. 3.

FCC decisions

■ St. Petersburg, Fla., **TV proceeding:** Hubbard Broadcasting (WTOG)—commission granted short-term license renewal, not believing facts raised question of whether license grant would be inconsistent with public interest but concerned with lack of ability to end clipping as agreed in 1972, not being able to bestow degree of confidence resultant in full term renewal of its license. Action Oct. 3.

■ Cleveland, Scripps-Howard Broadcasting (WEWS) and Summit Radio Corp. (WAKR-TV), **TV proceeding:**—commission upheld staff ruling denying Summit access to 1970-77 financial reports of WEWS on grounds that reports would not prove or disprove alleged competitive disadvantage. Action Oct. 3.

■ Portsmouth and Norfolk, Va., Tidewater Radio Show, (WPCE) and Willis Broadcasting Corporation (WOW1-FM) **renewal proceeding:** Chief ALJ Chester F. Naumowicz Jr. granted motion by applicants for protective order; denied motion by the Broadcast Bureau for production of documents; and granted to a limited extent second motion by the applicants for protective order (Docs. 21278-9). Action Sept. 28.

Allocation

Action

■ Stonington, Ct.—Broadcast Bureau proposed assignment of ch. 27.2A as community's first FM. Action was response to petition by Blackmore Broadcasting. Comments due Nov. 18, replies Dec. 8. Action Oct. 6.

Rulemaking

Petition

■ Dennis F. Doelitzsch, Marion, Ill. requests amendment of TV table to assign channel 27 to Marion (RM-2970). Ann. Oct. 3.

Actions

■ Council for UHF Broadcasting, Washington, denied request to amend commission's rules to restore channels 70-83 for additional assignments to television broadcast translators on secondary use basis (RM-2764) Adopted Sept. 15, released Sept. 28, ann. Oct. 3.

■ Electronic Industries Association, Washington, granted amendment of commission's rules concerning maximum effective radiated power above horizontal plane for television broadcast stations. (RM-1701) Adopted Sept. 15, released Sept. 20, ann. Oct. 3.

Translators

Applications

■ Antonito and Alamosa, Colo.—San Luis Valley Television seeks ch. 61 with 100w rebroadcasting KRDO-TV Colorado Springs, Colo. Ann. Oct. 7.

■ Panana Nv.—Lincoln County TV District No. 1 seeks ch 61 with 100w rebroadcasting KVVU-TV Las Vegas. Ann. Oct. 7.

■ Monitor, Casmere&Surrounding Areas, Wash.—Apple Valley TV Association seeks chs. 55,57,59,61

with 20w rebroadcasting KREM-TV, KXLY-TV, KHQ-TV, KREM-TV respectively, all Spokane, Wash. Ann. Oct. 5.

Actions

■ K81AR, Cheyenne & Reydon, Ok.—Broadcast Bureau granted lic. covering changes for UHF TV translator station (BLTT-1920). Action Sept. 23.

■ W76AG, Charlottesville & Rural Albermarle County, Va.—Broadcast Bureau granted CP for UHF TV translator station to redescribe trans. location; make changes in ant. system (BPTT-3233). Action Sept. 26.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Oct. 4 (stations listed are TV signals proposed for carriage):

■ Tower Communications, for Tuscarawas, Oh. (CAC-08006): certificate of compliance for existing operation.

■ Teleprompter Corp. for Douglas, East Wenatchee, both Wa. (CAC-09901-2): WCMH-TV Columbus, WAKR-TV Akron, Both Oh.

■ Clearview Cable TV, for Swainsboro, East Dublin, Dublin, Thomasville, Valdosta, Milledgeville, Remerton, all Ga. (CAC-10595-601): interim authorization for existing operation.

■ Teltron Cable TV, for Rib Mountain, Wi. (CAC-10602): certify operation.

■ Dynamic Cablevision, for West Homestead, Pa. (CAC-10603): interim authorization for existing operation.

■ Quint Cities Cablevision, for Moline, East Moline, Silvis, all Illinois, Davenport, Bettendorf, both Ia. (CAC-10604-8): WYAH-TV Portsmouth, Va.

■ TV Pix, for Elko, Nv. (CAC-10609): WTCC Atlanta, KTVN Reno, WYAH-TV Portsmouth, Va.

■ Teleprompter of Oswego, for Oswego, Minnetonka, Scriba, all NY (CAC-10610-13): interim authorization for existing operation.

■ Welch Antenna, for Welch, Hemphill, Havaco, Gary, Capels, North Welch, Maitland-Superior all West Virginia (CAC-10614-20): WCYB-TV Bristol, Va., WKPI Pikeville, Ky., WJHL-TV Johnson City, Tn.

■ The Meca Corp., for Texas City, Tx. (CAC-10621): KPRC-TV Houston, WTCC Atlanta, KJAC-TV Port Arthur, KFDL-TV Beaumont, both Tx., KUHT, KDOG, KHTV, KHOU-TV all Houston, Tx., KMBT Beaumont, KTRK-TV Houston, KWEX-TV San Antonio, Tx., KTVU Oakland, Ca, WYAH-TV Portsmouth, Va.

■ Raritan Valley Cablevision, for Edison, N.J. (CAC-10622): WCBS-TV New York, WXTV Paterson, NJ WNYE-TV, WNEW-TV both New York, WTUV Newark, N.J. WHYV-TV Wilmington, De. WOR-TV New York, WNJS Camden, NJ, WTAF-TV Philadelphia, WNET Newark, N.J., WNJT Trenton, N.J., WLIW Garden City, N.Y., WNBC-TV New York, WNJU-TV Linden, N.J., WNYC-TV New York, WNJB New Brunswick, N.J., WPHL-TV Philadelphia, WPIX New York, WNJM Montclair, N.J., WLVT-TV Allentown, Pa.

■ Capital Cable, for Austin, Bergstrom AFB, both Tx. (CAC-10623-4): WYAH-TV Portsmouth, Va.

■ Tele-media of Key West, for Key West, Key Colony Beach, Monroe, all Florida (CAC-10625-7): WTCC Atlanta, WAYH-TV Portsmouth, Va.

■ McCook Multi Vue TV System, for McCook, Ne. (CAC-10628): WTCC Atlanta, WYAH-TV Portsmouth, Va., to delete: KWGN-TV Denver.

■ Macon TV Cable, for Bibb, Macon, Payne City, Jones, all Georgia (CAC-10629-32): interim authorization for existing operation.

■ Sheyenne Cable TV, for West Fargo, N.D. (CAC-10633): WYAH-TV Portsmouth, Va., WTCC Atlanta to delete: CBWT Winnipeg, M.B.

■ Telesonics of Ohio, for Struthers, Oh. (CAC-10634): WJAN Canton, Oh.

■ Comteg, for South Hilo District, Hi. (CAC-10635): WTCC Atlanta, WYAH-TV Portsmouth, Va.

■ American Television and Communications Corp. for Canon City, Co. (CAC-10636): KWGN-TV Denver, KOAA-TV Pueblo, KKTU Colorado Springs, KRMA-TV Denver, KTSC Pueblo, KRDO-TV Colorado Springs, all Colorado.

■ Continental Cablevision of Pekin, for Marquette Heights, Il. (CAC-10637): WRAU-TV, WMBD-TV, both Peoria, WILL-TV Urbana, WSNS Chicago, WEEK-TV, WTVP both Peoria, WGN-TV Chicago, all Illinois.

■ North Plate Multi-Vue-TV System, for North Plate, Ne. (CAC-10638): WYAH-TV Portsmouth, Va., WTCC Atlanta.

■ Teleprompter Cable Communications, for Ravalli, Hamilton, both Montana (CAC-10639-40): interim authorization for existing operation.

■ Tele-media of Addicks, for Hickory, Tonesia, both Pennsylvania (CAC-10641-2): interim authorization for existing operation.

■ Teleprompter of Coquille, for Coos, Or. (CAC-10643): interim authorization for existing operation.

■ Teleprompter of Virginia, for Richlands, Cedar Bluff, Seaboard, Tazewell, Doran, Raven, all Virginia (CAC-10644-9): interim authorization for existing operation.

■ Cablecom-General, for Lampasas, Tx. (CAC-10650): certify operation.

■ American Cablevision, for Rollingstone, Minnesota City, Wilson, Winona, Homer, all Minnesota (CAC-10651-5): interim authorization for existing operation.

■ Cablevision Co of Anniston, for Anniston, Hobson City, Oxford, Weaver, Calhoun, all Alabama (CAC-10656-60): interim authorization for existing operation.

■ Liberty TV Cable, for Macomb, Il. (CAC-10661): certify operation.

■ Ruston Seemore TV, for Ruston, La. (CAC-10662): interim authorization for existing operation.

■ Seemore TV, for Bastrop, La. (CAC-10663): interim authorization for existing operation.

■ Continental Cablevision, for Morton, Il. (CAC-10664): WRAU-TV, WMBD-TV both Peoria, WILL-TV Urbana, WSNS Chicago, WEEK-TV, WTVP, both Peoria, WGN-TV, Chicago, all Illinois.

■ Wayne Communications, for Hartwell, Ga. (CAC-10665): WAIM-TV Anderson, WNTV, WGGS-TV both Greenville, WSPA-TV Spartansburg, all South Carolina, WGTV Athens, WANX-TV, WTCC both Atlanta, all Georgia, WFBC-TV Greenville, S.C., WLOS-TV Asheville, N.C.

■ Jim R. Smith and Co., for Tombstone, Az. (CAC-10666): KZAZ Nogales, KPHO-TV, KPAZ-TV both Phoenix, KVOA-TV, KUAT-TV, KOLD-TV all Tucson, all Arizona, KTLA, KHJ-TV, KTTV, KCOP all Los Angeles KGUN-TV Tucson, Az.

■ Sammons Communications, for Johnson City, Elizabethton, Washington, Carter, all Tennessee (CAC-10667-70): WHKY-TV Hickory, N.C.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance:

■ Upstate Community Antenna, for Salina, N.Y. (CAC-07510): Langdon Cable TV, for Langdon, N.D. (CAC-08205): Northwest Cablevision, for King, Wa. (CAC-08611): Teleservice Corp of America, for De Ridder, La. (CAC-08615): Rapid City Cable TV, for Rapid City, SD (CAC-08774): Cable Vision, for Ganado, Edna, both Texas (CAC-08799-800): Miles City Cable TV, for Miles City, Mt. (CAC-08878): Madison Cablevision, for McColl, Bennettsville, both South Carolina (CAC-08908-9); Jim Scott and Associates, for Lebanon, Mo. (CAC-09048); Sammons Communications, for Ephrata, Wa. (CAC-09069): Cable TV of Acadina, for Eunice, La. (CAC-09142); St. Landry Cable TV, for Opelousas, La. (CAC-09143); Garden State CATV, for Sparta, Ogdensburg, Franklin, Hambrgen, Vernon, Sussex, Wantage, Andover, Fredon, Newton, Stillwater, Hardyston, Byram, all New Jersey (CAC-09204-17); Community Tele-Communications, for Miles City, Mt. (CAC-09350-1); Mid South Cablevision, for Long Beach, Ms. (CAC-09556); Cablecom General for Idabel, Ok. (CAC-09626); Liberty TV Cable, for Port Neches, Groves, Nederland, Pear Ridge, Lakeview, Griffing Park, all Texas (CAC-09710-15).

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Adult contemporary personality for top rated 5000 watt leader in Southeast. Group operation, good benefits. Send tape and resume to Bob Young, WGAC Radio, PO. Box 1131, Augusta, GA 30903.

Are You an Announcer with several years in the business? Do you have a strong voice and reading ability? Are you potential Program Director material? If so we'd like to hear from you. Send tape and resume today to KLMR, Box 890 Lamar CO 81052.

Announcer/Personality: No. 1 Rated C & W Personality Radio Station. Strong local news. Send tape and resume to Charlie Tuma, KLIX Radio, PO. Box 1259, Twin Falls, ID 83301. 1—208—733—1310.

Where have all the communicators gone? If you are a communicator instead of a machine, have a First Phone and expect to be paid for what you produce, lets talk! We have one of the finest broadcast facilities in the state with good equipment and pleasant working conditions. I will pay 200-dollars a week to start for the right person, depending upon ability and experience. E.O.E. Call Butch Luth 307—682-4747.

Top rated Illinois C & W station needs personality jock for full air shift. Experience preferred. Excellent opportunity with good co. benefits. Send tape and resume to Program Manager, 820 Myers Bldg., Springfield, IL 62701. EOE.

Wanted: Announcer with first ticket willing to work any shift. WAMD Aberdeen, MD 21001.

Leading West Michigan Adult station looking for strong MOR Personality and also, a News-oriented Announcer. Send tapes and resume to: William Struyk, P.D., WOOD Broadcasting, Inc. PO. Box B, Grand Rapids, MI 49501.

First Phone, Announcer wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. E.O.E. Box D-125.

Experienced, Versatile announcer. Daytime shift. Medium Virginia Market. \$175 weekly. Excellent fringe benefits. Send resume to Box M-157.

Immediate Opening for afternoon drive. South Arkansas' best Top 40 in town of 26,000. Tight board, production and assume News Director Position. Tape and resume to Bob Parks, KELD, 2525 North West Ave., El Dorado, AR 71730. EOE.

Wanted .. Experienced announcer with good voice and good production abilities. Top rated South Eastern 100,000 watt FM stereo. Call Station Manager, collect 615—687-2312, or send resume and air check to: Station Manager, WEZK-FM, PO. Box 1388, Knoxville, TN 37901.

Announcer, experienced, 3rd ticket, with solid commercial background for MOR 5 KW fulltimer. Established operation offering good salary and benefits. Applications encouraged from minorities. WCOJ, Coatesville, PA. 215—384-2100.

Immediate opening for super Production Director and air personality combined. Modern Country in Medium mkt. South. Contact Rick Warren, PD, WBHP, PO. Box 547, Huntsville, AL 35804. 205—534-3521.

HELP WANTED TECHNICAL

Chief, 5,000 watts at 580 AM, need directional experience. Group operation, good benefits, call Bob Manning: 404—863-5800; Augusta, GA.

Rare opening at Wyoming's KRKK-AM/KQSW-FM in Rock Springs. Chief Engineer needed to help maintain 1 kw-D/5 kw DA-N AM and 100kw FM. FM is Shaeffer automated. Combo helpful but not necessarily preferred. Salary open. Call Bill Luzmoor 307—362-3793 between 8-10 a.m. MST or write PO. Box 2128, Rock Springs, WY 82901.

Ass't chief for Midwest group station. Transmitter and studio maintenance. DA and automation experience helpful. Immediate. EOE. Resume to: Joseph Cunat, Mid America Media, 6 Dearborn Square, Kankakee, IL 60901.

Immediate Opening for a Chief Engineer/Air Talent. KOFM Radio (top 40), Oklahoma City, OK. Att: Mike Miller. Area 405—478-0444. E.O.E.

Midwest AM/FM needs full charge Chief Engineer. FCC rules and experience in Transmitters, Automation, Audio Processing and Microwave. 5KW-AM Directional and 50KW-FM Stereo. Aggressive organization. Good pay, religious staff. Call Ed Moore, 219—875-5166. Resume to WCMR-WXAX, Elkhart, IN 46515.

A take charge broadcast engineer for AM/FM, with automation, directional array ... with short board work. Call: 517—224-7911, WRBJ St. Johns, MI ask for Bob Diltner.

Virginia AM-FM needs chief. Must be thoroughly experienced. On air capability a plus. Opportunity for growth. Box M-168.

Great Opportunity for progressive, creative, hard-working chief engineer at relatively new, very successful FM in medium-sized Mid-Western city. Excellent pay and benefits. Transmitter, studio equipment, preventive maintenance, and operational duties required. Position requires a career person. Reply in confidence to Box M-171.

Sales Engineer for radio broadcast equipment wanted for expanding distributor/manufacturer's representative organization. Sales experience calling on radio broadcasters desired. Must be aggressive and willing to travel. Great Lakes area, salary and commission. Send resume to Box M-173.

Wanted—Chief Engineer. Chief Engineer for FM Station. Must be experienced in audio maintenance and FM transmitter. Light board shift (tapes). Huntington West Virginia area. Contact: David S. Johnson, Mortenson Broadcasting Company, 619 Peoples Merchants Trust Building, Canton, OH 44702.

Wanted—Chief Engineer. Chief Engineer for FM Station. First Class license. Experience in transmitter and audio system maintenance. Limited board shift. Contact: Dale McMillen, Radio Station WHKK, 100 Commonwealth Avenue, Erlanger, KY 41018.

Midwest distributor/manufacturer's representative of broadcast equipment needs an engineer who's familiar in servicing Ampex audio recorders and broadcast/recording equipment for expanding service dept. Must have 5 years experience and first ticket. Send resume and salary requirements to Audio Distributors, Inc., 2342 S. Division, Grand Rapids, MI 49507.

HELP WANTED NEWS

Wanted-News Director with administrative ability for three person Midwest local news operation. Box M-55.

People reporter whose talents to interview and investigate will enlighten listeners on the people and events behind the hard news. We're expanding our AP award-winning news department with a unique position. If you have unusual creativity, proven abilities to deal with people from every field, and a track record to demonstrate, write now. The challenge involves some investigative reporting, and on-air anchoring. WDIF, PO. Box 524, Marion, OH 43302.

Natural, conversational newstyle. Want news reader and interpreter—not a preacher. Pleasant voice important. Send tape and resume or call 402—432-6606 to Jim Miller, KFOR, Box 80209, Lincoln, NE 68501. Equal opportunity employer.

News Director major Midwest rocker. Must be experienced in all phases of news including air work. EOE M/F Send resume to Box M-146.

Immediate Opening for News Director. Strong on human interest and actualities. Telephone, talk, MOR. Midwest, 5,000 watts. Good-pay for performer. E.O.E. Resumes to Box M-153.

News Director: Experienced Newswoman who wants to move up or current News Director who wants a new opportunity Good salary, car & other benefits. Minnesota station located near Minneapolis. Box M-150.

HELP WANTED NEWS CONTINUED

Newsperson/Journalist: Southern Idaho's largest Radio News Dept. needs good newperson. Send tape and resume to Charlie Tuma. KLIX Radio, P.O. Box 1259, Twin Falls, ID 83301. 1-208-733-1310.

News Director to head two person department. Excellent salary, benefits and working conditions. Send tape, resume and salary requirements—Program Director, WROX, P.O. Box 139, Evansville, IN 47701. Equal Opportunity Employer.

On-Air Anchorperson/Interviewer in News and Public Affairs for WHA Radio. Extensive on-air work as co-host of news and public affairs magazine program. Extensive interviewing, editing and producing of modules for same. Preparation and delivery of straight newscasts, in keeping with public radio news philosophy and style. Some college, bachelor's degree preferred. Minimum two years' full-time experience in radio public affairs broadcasting, public radio preferred. Demonstrated ability to edit, produce magazine modules. Extensive interview experience essential. Salary based on a minimum annual rate of \$14,000. Application deadline November 15, 1977. Write for application and details to: Jack W. Mitchell, Station Manager WHA Radio, University of Wisconsin-Extension Telecommunications Center, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Operations Director for automated AM/FM. Need promotion minded individual with good voice and production abilities. First phone an asset. Contact Ken Riggle 301-724-5400. EOE.

Contemporary Country, medium market FM, needs Programmer with automation experience, profit sharing and other benefits. Send complete resume, tapes, recommendations, no calls, to Mike Diem, WWJO, St. Cloud, MN, 56301, EOE.

Perfectionist Operations Director. You'll do on-air shift and oversee detailed programming, scheduling, and production for this 24-hour automated, easy-MOR FM station. Pleasant, natural air-style, initiative and follow-through required. 1 year experience. 3rd phone. Tape, resume, salary requirements to Phil Cutting, WLYQ-FM, Box 1350, Norwalk, CT 06852. 203-838-5566. EOE.

SITUATIONS WANTED MANAGEMENT

General Manager—Experienced, all phases. 45. Strong on sales. Steady, sober, reliable. Phone 412-530-6943.

SITUATIONS WANTED SALES

You Profit! Straight commission Salesman for Midwest. Rocky Mountain station. 20 years experience. Box M-160.

SITUATIONS WANTED ANNOUNCERS

Experienced Sportscaster, BA degree, seeks sports position. PBP, color, actualities, sportscasts. Also experienced in straight news writing, editing, production. Northeast preferred, but will consider relocation. Call Joel Coran, 617-484-1779.

Experienced Professional Country Jock, 3rd Phone, 10-years experience. 1-707-839-3336.

Looking for mornings: Top 100 market. 28, ten years small to major experience, consistently good ratings. Call toll free 1-800-824-5136 (California call 1-800-852-7631) and request resume and/or return call from "Jacobs M2166".

Syndicated Talk show production associate seeks small market on air. DJ-news staff position. 3rd endorsed. Box M-144.

Third Phone DJ, good production, news, commercials, will relocate—some experience, hard worker. Box M-124.

4 Years Commercial Experience, some Major, currently Medium; solid production, News; East—any size, format. Box M-111.

Broadcast School Grad wants first job. 3rd endorsed ticket. Money secondary to training opportunity. Box M-113.

Newscaster-DJ light experience—trained performer, small market OK. Phone Preston 914-238-8815. Box M-115.

You undoubtedly are looking for someone good. Consider this—two years as Promoter-Manager of NY Disco. I know what sells and appeals to an audience. DJ (any format) also news and interviews. Call Vic 914-632-2673. 3rd Endorsed.

DJ Looking for first job in Illinois, Wisconsin, Indiana or Iowa. Ready now, 3rd Endorsed, no experience. Thomas Matriciano, 1323 S. Kenilworth, Berwyn, IL 60402. Phone 312-788-5068. Call between 9AM and 10 PM.

Brite Morning Man/PD/Sales ... ready for new challenges. Love outdoors, prefer small-medium, ocean or mountain market. Box M-179.

Experienced PD/Announcer, looking for work outside Continental USA. Box M-180.

Lady DJ, 1st Phone, BA, 1-1/4 years Top 40 experience, good voice, news, production. Prefer SF to Monterey Area. PO Box 535, Daly City, CA 94017

Fresh Talent, 21, Top 40 or Progressive plus News. 3rd, tight board, production, college, KFRC intern. Energetic—will relocate, tape Ken Montz 415-792-9422. 37421 2nd, Fremont, CA 94536.

Beginner seeking full or part time work as DJ in small market. Hold 3rd FCC license with Broadcasting endorsement. Willing to work for low pay anywhere. Tape and resume sent upon request. Contact Chris Ahl, R.D. 1, Warsaw, NY 14569.

DJ, 26, 3rd Endorsed, married, stable, 3 years commercial experience, college degree seeks Adult Contemporary, AOR, T40, etc. Will relocate. Resume, tape, Frank Cavaliere, 40 Benedict Ave, Tarrytown, NY 10591, 914-332-0323.

Persistent, 3rd Endorsed, mature 29. Responsible "live" experience in front of 500-1500, 10 years lyrical writing. Energetic, creative tight board and production. Enthusiastic, like hard work, tape available. George Fortin, 85 Hopkins Hill Rd., Coventry, RI 02816.

Program Director with six years experience. Music Director with three years experience. Both hard working and dependable—looking to relocate. Call 812-448-8725 mornings, 812-448-1409 afternoons.

SITUATIONS WANTED TECHNICAL

First Phone with 600 hours Electronics. Trainee position welcome. For resume Box M-116.

Engineer, Sixteen years broadcast staff through Chief plus five communications. Stereo, automation, tuning of directional AM. Heavy maintenance. Presently Midwest. Desire Northeast but will accept any if price is right. Reply Box M-175.

SITUATIONS WANTED NEWS

Your Sportscaster is waiting for your call. Major college play-by-play experience, reporting, writing. Dan Faber, 2245 East Monterosa, Phoenix, 85016. 602-266-6515.

Sports-Sales combo/West-Midwest/WCAC Basketball experience/have done NASL Soccer/Tape available/Greg Flakus, 2911 25th W Seattle 98109.

Journalist—Successful all news programmer, freelance major market reporter, college educated. Box M-152.

Small Market News Director leading six-person staff seeks major market position. Box M-148.

New Jersey Newsmen desires position with opportunity to do talk as well. Informed, articulate conversationalist, experienced incisive interviewer. Ready for a challenge. Box M-118.

News Director, Midwest major market News Radio, ready for new challenge. Radio or TV. 30 years old, married, stable with great track record. Box M-165.

Sports Director. Seven years PBP, Telephone-Talk, jock, news; all formats. Seeking same 100,000 market. Box M-170.

College Grad in Radio looking for small to medium market or college town for good start. Sports and news are major interests but I enjoy all facets of Radio. Currently working in St. Louis radio with 3rd Phone. Need the opportunity. Box M-178.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Top 25 Market jock seeking to program. Have worked for the best. If you're looking to better your ratings and revenue, let's get together. Box K-95.

Professional man/woman team does it all, C.E., announcing, production, copywriting, great on-the-air team. 20,000 minimum. Box M-167.

Production Pro in Hiding! Very talented commercial producer-performer-writer seeks major market challenge with progressive station. Many voices, special programming ideas. Box M-177.

TELEVISION

HELP WANTED SALES

Our company will need one or two experienced television sales representatives in Central or Northern Maine, approximately December 1. They will be with the leading station in Central Maine and a single station market in Northern Maine. Direct retail sales experience in small/medium TV markets is essential. The positions have developed account lists, pay straight commission, expenses, and full company benefits, with an income currently of \$12,000 to \$15,000 per year. If you're interested in a higher income, it's there for anyone who wants to work full time in a state with many life style benefits. We're a growing, diversified communication company and your future can be rewarding, based upon your results. Equal opportunity employer. Send resume to: George F. Spring, Vice President, Sales & Development, Broadcasting Division, Diversified Communications, Inc., 35 Hildreth Street, Bangor, ME 04401.

HELP WANTED TECHNICAL

Engineer. First phone. Thorough knowledge of electronics. Three years experience. \$300 or more per week. EOE. Write WDCA-TV, 5202 River Road, Washington, DC 20016.

TV Engineer. University public TV station—WBGU-TV, operation and maintenance of equipment for full-color broadcast and CCTV facility. First Class FCC license required. Send application, resume, school or college transcript(s), three letters of recommendation by October 24 to William Leutz, chief engineer, WBGU-TV, Bowling Green, OH 43403. WBGU-TV is an Equal Opportunity Employer.

Immediate Opening, experienced television broadcast technician—write or call Chief Engineer, KPVI-TV, Pocatello, ID 208-232-0654.

Engineer, Maintenance. Studio, Transmitters, ENG, KFMB AM, FM TV. Send Resume to KFMB-PO, Box 80888—San Diego, CA 92138—Attn: John Weigand.

Studio engineers; we are building new studios, install and maintain Vital Switcher, TR600 VTR's, Weather Radar & ENG Equipment. Excellent opportunity. Contact Chief Engineer, P.O. Box 3687, Lafayette, LA 70502.

Assistant Chief Engineer in charge of studio operation. Minimum five years experience. Knowledge of digital technology. Ability to guide, motivate and supervise people. Salary \$25,000. EOE. WDCA-TV, 5202 River Road, Washington, DC 20016.

Television Transmitter Engineer. Must have First class license. Transmitter experience required. Central South Dakota location. Contact, Chief Engineer, KSFY-TV, 6th at Dakota, Sioux Falls, SD 57102. 605-336-1300.

HELP WANTED TECHNICAL CONTINUED

Central Michigan University is seeking a Senior Television Engineer to be responsible for operation, preventative maintenance, and repair of television-related apparatus. Require education equivalent to two years of TV-related repair training at the college or trade school level. Minimum three years of regular TV broadcast experience of a qualifying nature. Must possess a valid first class FCC radio-television operator's license. Excellent fringe benefits. Send resume, references and salary requirements by October 31, 1977 to Tom Endres, WCMU-TV, 155 Anspach Hall, Central Michigan University, Mt. Pleasant, MI 48859. CMU is a non-discriminatory institution and employer.

Chief Engineer. Heavy Maintenance PC-70, VTR-1200, TCR-100, Sony ENG, Grass Valley Switcher—Excellent Shop Facilities. Minimum 5 years studio experience. Location in the Beautiful Black Hills of South Dakota. Excellent fringe benefits with a progressive company. Director of Engineering, P.O. Box 1760, Rapid City, SD 57709 ... EOE.

Opening due to promotion. Operations Engineer, \$7,700. On-air switching. Operate AVR-2 VTR's, film chain. Light maintenance. 1st ticket necessary. EOE/M-F/AA. Send resume to WSKG Public TV, Box 97, Endwell, NY 13760 or call Lin Solyak at 607-754-4777.

Immediate opening—Broadcast Eng. 1st Class FCC License Required. Contact Darrell Hunter, WKEF-TV, 1731 Soldiers Home Rd., Dayton, OH 45418. 513-263-2662. EEO. M/F

HELP WANTED NEWS

News Reporter w/anchor potential. Top 50 market. Equal Opportunity Employer. Send tape and resume to Bob Brunner, WSAZ-TV, P.O. Box 2115, Huntington, WV 25721.

Medium Market VHF network affiliated station seeking weekend sports anchorman. Position also entails regular news reporter during the week. Heavily into ENG with some play-by-play and/or color announcing. Excellent benefits. An Equal Opportunity Employer. Send resume to Box M-136.

Meteorologist for medium market. Should have Television and subtropical weather experience and ability to devise and storyboard graphics to perform weekend and noon weathercast. Must be A.M.S. member or have equivalent qualifications. Resume to Box M-154.

Northeast PTV station needs Host/Reporter for local public affairs programs. Must have strong public affairs interest, journalism background, and television experience. Excellent benefits. Equal opportunity employer. Send resume and salary requirements to Box M-162.

Sports Director—We're still looking ... Don't apply unless sports is what you eat and sleep. Creative, dynamic and strong air work a must. Previous television sports position also a must. We're a top rated Capital Cities Station and we'll pay the right person up to \$18,000. Excellent fringe benefits. Send recent cassette air check of your sports show and a detailed resume to Richard R. Graham, KFSN-TV, 1777 G Street, Fresno, CA 93706. We are an Equal Opportunity Employer.

TV News, Assistant Professor, Broadcasting, University of Fla. and News Director, WUFT-TV beginning 1/3/78. Supervision of daily student-produced newscast. Experience: Asst. news manager level, minimum; ENG equipment shooting, editing; some background preferred university teaching TV NEWS and survey of Broadcasting: M.A. Degree. Salary about \$18,000 12 months. Send application and resume to: Kenneth A. Christiansen, College of Journalism and Communications, University of Fla. Gainesville, FL 32611.

Topnotch, experienced producer-anchor wanted for weekend responsibilities at No. 1 news operation in mid-forties market. S.E. An equal opportunity employer. Send resumes to Box M-163.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Lighting director for busy PTV production center. Extensive experience necessary in large-scale studio and location lighting. film and tape. E.O.E. Box M-110.

Production Director. Creative person needed to produce and direct commercials using video tape cassette equipment and film. Must be capable of maintaining good relations with local accounts and agencies in a highly competitive Sun Belt market. Equal Opportunity Employer. Send resume including salary requirements. Box M-120.

Director. Sun Belt TV Station seeking a director who can be creative and can produce effective 6 & 11 newscasts in a highly competitive market. You'll put your ability to work with the news operation to produce winning news shows no one will want to miss. Equal Opportunity Employer. Send resume including salary requirements. Box M-121.

Teacher for radio-television. Academic credentials and professional experience for permanent position in strong program. Rank and salary depend on background but range is \$15,000-\$23,000. Details from Head, Department of Journalism and Mass Communications, Kansas State University, Manhattan, KS 66506. Equal Opportunity Employer.

Grant Anticipated for producer/writer/on-air talent (8,500) and camera operator (7,500). One year with possible renewal. Research and produce feature segments for News. Ombudsman type operation. Work with community committee and station staff. Investigative work with agencies for underprivileged EOE/M-F/AA. Contact Lin Solyak, WSKG, 607-754-4777. Resume to Box 97, Endwell, NY 13760.

Television Studio Supervisor—Imaginative person with knowledge of and experience in all TV operations. Studio supervisor will be responsible for organizing floor display for commercial production and all studio programing. Box M-164.

Public Broadcast Program/Funding specialist. Performs more difficult work associated with making grants, obtaining funding, developing policy and administration of state commission. Salary \$18,672-\$22,512. California state civil service. Equal Opportunity Employer. Send resume to California Public Broadcasting Commission, 921 11th Street, Sacramento, CA 95814.

Producer/Writer. Miami station seeking a creative Producer/Writer for local cultural programs. Candidates should be able to develop program from inception to final scripting and have experience as a Producer and/or Director in television or picture production with minimum of 5 years as Producer with a Public or Commercial television facility or production company. Salary mid-leens. Apply Personnel P.O. Box 610001, N. Miami, FL 33161. Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

General Manager with outstanding credentials! Television 20 years; Radio 12 years; top-level Management 17 years. Thoroughly experienced all aspects: acquisitions, ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in broadcast industry. Very competitive. Produced sales and profits records, plus prestige, ahead of projections. Achieved revitalization and rapid turnarounds. Built empire. Seeking new, exciting challenge and potential. Box M-176.

Money Maker! There is only one kind of manager you want—someone who knows how to make money. Someone who has a brain and knows how to use it. A Selling Manager who knows how to organize, train, guide, direct, and motivate a team of money makers. Someone who knows how to carve up a market and cover it wall to wall. This complete-charge professional you're looking for is looking for a once-in-a-lifetime opportunity with honest, stable, good people Radio or TV. Box J-85.

SITUATIONS WANTED TECHNICAL

Experienced (NYC) Major Market 1st Phone engineer (studio & remotes) Will relocate immediately. Box M-105.

SITUATIONS WANTED NEWS

Anchor Producer Spot. Seven years experience news and Director-Producer. Energetic, versatile, creative. Currently anchoring and reporting; want to move up. Box M-134.

News Director, Executive Producer. Major market. ENG experience. Skilled in all phases newsroom operations. Box M-135.

Solid young TV reporter seeks entry-level position. December '77 grad with substantial internship experience. Good looking, professional references. Will relocate anywhere. Call now! Rob Nothmann—203-384-1937.

Experienced Reporter, with anchor and producer experience. Available almost immediately anywhere. Steve Kremer 301-797-0126.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Producer-Director/Production Specialist seeking dynamic, creative position in enterprising organization with outstanding facilities. 7 years studio/remote experience. No dazzling superlatives, just consistent quality television. Graham Brinton, 215-664-3346.

WANTED TO BUY EQUIPMENT

Automation Systems.—Top dollar for used systems. Call or write, Eastern Broadcast Supply, 419 Boylston St., Boston 02116. 617-534-8987.

FOR SALE EQUIPMENT

Stainless G4 400' Tower on ground in Alabama. Guys, lighting, erection prints. Paul Coleman, Box 1501, Yuma, AZ 85364, 602-782-3881.

Color Studio Camera: Three G.E. 350 best offer: Telemation Film Multiplexer Model Imm-203 best offer: 35mm slide proj. Selectoslide Model 332c best offer. 704-536-3636.

Broadcast Color Camera. One CEI-280 color camera with Schneider 17:170 zoom lens, pulse advance and sync., image enhancer, studio plumbs, O'Connor 100B head, 300 ft. cable. Priced for quick sale \$24,500. Call Rod Hall 213-577-5575 or 577-5400.

Save 40% on a complete Harris Systems 90 Automation. Unit is mono, 15 months old consisting of six carousels, stack three, logger, recorder-encoder and 250-10 1/2 carts. The new cost \$34,000. The answer to your AM-FM non-duplications problems. 904-356-1366.

2 Carousels \$850 ea. 1 ultimate Console 10 channel mono. 1 yr old. 1 Gates FM 10H 10 KW transmitter W/SG. 7 yrs old. Available 6 weeks. 1 Collins 1 KW Am Transmitter \$2500. Call 404-487-9559.

Norelco PC-70 Color Camera with 10 to 1 Servo Zoom Lens—Excellent Condition, 2, IVC-500A Color Cameras, Norelco LDH-20 Color Camera with 25 to 1 Zoom Lens, Plus Camera Pedestals. Call R. Hippler—General Television Network, 313-548-2500.

(1) Schafer 902; (1) I.G.M. 750. Immediate delivery. Call or write: Eastern Broadcast Supply, 419 Boylston St., Boston 02116, 617-534-8987.

10 or 20 KW FM transmitter, with or without exciter, less than 12 years old, call Robert Reymont 216-526-6700 or write WGAR, Cleveland, OH 44147.

Audio Console, RCA BC7 two channel mono/stereo. Ten faders, 31 inputs. Now being removed from service to make room for larger console. Only \$3,500. Call Jerry Richards, WLTV-TV, 215-867-4677.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

COMEDY CONTINUED

Hundreds Renewed Again! Guaranteed funnier! Current issue \$4.00. Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

FRUITBOWL: world's leading weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. Dept. "C", Box 382, Fair Oaks, CA 95628.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest Philadelphia Music Works. Box 947, Brynmawr, PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Hundreds of Jobs open now! Exclusive listings! The "World's Best Jobsheet" is not the most advertised. Free Sample! "Hot Tips," Box 678, Daytona, FL 32017

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin October 24, January 3. 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., LA 90028, 213-462-3281.

Free booklets on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

1st phone test preparation. Free information. V.A. benefits. Financial Aid. A.A.B. 726 Chestnut, Philadelphia 19106. Phone 215-922-0605.

Minneapolis location 1st Class License. Eight weeks—top instructors. \$475. THE SCHOOL OF COMMUNICATION ARTS, Division Communication, Arts, Inc. 2526 27th Avenue South, Minneapolis, MN 55406, 612-721-5357.

RADIO Help Wanted Sales

DRAKE-CHENAULT

Needs Programming/Sales Consultants. We're expanding the Marketing Department of the Nations No. 1 Programming Team. Regional positions now available to present syndicated formats and Special Features to station owners and management. Need 3 to 5 years programming background and sales knowledge or desire to learn. Travel a must ... expenses paid. E.O.E. Send resume to

Buddy Scott
VP-General Sales Manager
Drake-Chenault
8399 Topanga Canyon Blvd.
Canoga Park, Calif. 91304

Help Wanted Sales Continued

BROADCAST EQUIPMENT DISTRICT SALES MANAGER

Upper Midwest territory open now for complete line of AM/FM equipment. Excellent compensation, fringes, and opportunities. Send resume to Andy McClure at

CETEC BROADCAST GROUP

75 Castilian Drive
Goleta, CA 93017
(805) 968-1561 EOE-M/F

MONEY TRAINING ADVANCEMENT

If you're ready to move up to the 28th market, that's what we have to offer. We have just one opening. Tell us why it's yours. Sales experience required, minorities encouraged to apply. Write to David Gerard, General Sales Manager.

WBNY
2500 Rand Building
Buffalo, New York 14203

Help Wanted Management

NATIONAL PUBLIC RADIO

NPR, a nationwide representational, program production and interconnect system located in Washington, D.C. seeks three outstanding professionals to fill the following Officer level positions:

Senior Vice President, Programming & Distribution

Provides overall leadership and direction to the NPR program effort; oversees Public Information and Engineering Departments in addition to all Programming staff. Requirements: college degree (or equivalent experience) and significant broadcast management experience.

Vice President, Programming

Administers operation of all Programming activities. Requirements: college degree (or equivalent experience) and significant experience in broadcasting, including senior level programming experience.

Vice President, Long Range Planning

Responsible for development and implementation of technical and organizational plans, responsive to the programming, distribution and development goals of the system. Particular cognizance of radio system's needs when satellite interconnection is available. Requirements: college degree (or equivalent experience) and significant experience in broadcasting, including familiarity with engineering, operations and organizational development. Compensations for these positions is negotiable. Send resumes by 10/28 to:

Judith Rowe, Personnel Manager
National Public Radio
2025 M St., N.W.
Washington, D.C. 20036

AA/EOE

RADIO PROMOTION MANAGER

Major New York City group owned radio station seeks experienced advertising and sales promotion professional. Candidate must be take charge type who knows it's time for N.Y.C.

Send resume at once.
Box M-156.
EOE/M-F.

Help Wanted Programming, Production, Others

EXCEPTIONAL OPPORTUNITY

WFTL, Ft. Lauderdale, is looking for a knowledgeable and dynamic Program Director. A rare opening for a creative and hardworking programmer. Staff, working conditions, and locale are excellent. So is the salary. If you're interested ... give it your best shot. Send complete written presentation, including your professional history, philosophies, creative promotions, air check, etc. Short airshift is necessary. Send to: Bill Sherry, General Manager, WFTL, P.O. Box 5333, Ft. Lauderdale, FL 33310. EOE. M/F

Help Wanted Announcers

MAGICSM TALENT FOR MAGIC MUSIC

We're building a file of good on-air talent for placement at our Magic Music stations in several major and medium markets. We need pleasant, natural voices; intelligent approach; basic announcing skills; and experience. Of course, we're EOE M/F if you think you fit what we're after. I'd like to read your resume and listen to your tape.

Julian H. Breen
General Manager/Radio Programming
Greater Media, Inc., 197 Highway 18
East Brunswick, NJ 08816

SM—"Magic" is an exclusive service mark of Greater Media, Inc.





THE CBS SOUND EFFECTS LIBRARY IS THE BEST YOU CAN BUY.

OVER 8 HOURS OF SOUND EFFECTS: fire engines and fire works . . . wind and waves . . . birds and sea lions . . . horses & buggies and racing autos . . . explosions and avalanches . . . airports . . . stadiums . . . courts of law . . . factories . . . orchestras . . . parties . . . sirens . . . fighting . . . kids at play
407 CUTS IN ALL — AND ALL IN A 16-LP RECORD SET FOR ONLY \$150. COMPLETE!

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1735 DeSales St., NW
Washington, DC 20036

Please ship the 16-LP CBS Sound Effects Library to:

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Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

I agree to purchase this set for \$150.

My check (payable to BROADCASTING BOOK DIV.) is enclosed.

Situations Wanted Management

GENERAL MANAGER

Major market experience as Sales Manager and General Manager. I'm a good "people manager" and a seasoned, profit oriented businessman. The people I've worked for will confirm that I can develop your station to its maximum profit potential. Station sale frees me for new position. Write in confidence to Box M-141.

GENERAL MANAGER

with outstanding record in achieving high profits, sales and ratings with successful radio stations in competitive major markets looking for position. Can offer talent and loyalty. Reply in utmost confidence. Box M-155.

MANAGEMENT

13 years experience in radio with last 7 years in Top 10 market. All aspects of Operations and Programming, including license renewal. Current situation necessitates a move. I am interested in discussing any position advancing my career and achieving your goals. Excellent references. Reply Box M-158.

OPERATIONS MANAGER PROGRAM DIRECTOR

Group Operations Manager for major chain seeking more intimate involvement through smaller group or large market single or AM/FM combo. 15 years proven producer of ratings, revenue and solid professional operations in Top 20 markets. Background includes GM, OM, PD, Sales. Thorough knowledge of FCC rules and regulations, renewals, ascertainments, union relations, minority group relations. Add to this top on-air and production ability, including national spot credits, and a first phone and you've got a one-man package who can turn your operation around for you or keep it on top if its already there. Excellent credentials—nationally recognized references. If you're looking for a young, aggressive and thoroughly experienced winner then by all means LET'S TALK! Tel. (301) 977-3047. All inquiries will be kept in strict confidence.

Situations wanted Sales

BEFORE I DECIDE

which job to take, let's hear from you. I can bring up billing and profits and solve problems. I have a strong track record. I'm expensive, but good. Write Box M-166. Let's consider each other.

Situations Wanted Programing, Production, Others

Program/Operations Director

Currently programming medium market group owned Number One rated Adult Contemporary Track record. 7 year pro—all phases including sales. Adult Contemporary, MOR, & AOR oriented. Heavy promotion; community involvement/local news; demonstrated administrative abilities; bottom liner. sharp. no nonsense PD. looking for lucrative deal with progressive company. Box J-136.

TELEVISION

Help Wanted Technical

ISI is a leading manufacturer of radio and TV broadcasting and other electronic equipment. We are recognized for encouraging and supporting creativity and are looking for a person who values this type of independent, innovative atmosphere to work in our Research and Development department. This position requires a minimum of 5 years general design experience or 2 years of switching system associated experience. Must be familiar with analog and digital visual circuitry with experience in micro processors an asset. We are a M/F Equal Opportunity Employer. Reply in complete confidence to P.O. Box 1495, Gainesville, FL 32602.

ONCE

in a great while we have an opening on our engineering staff. This is one of those rare occasions. This opening involves both operating and maintenance duties at the Operating Center of our Network which serves seven stations in Pennsylvania. The person we are looking for must have a minimum of three years television broadcast experience with a strong maintenance background. Rotating schedule; salary is \$15,210 per year plus outstanding benefits. If you believe you are qualified, would like to work in a state of the art operation, and would like to live in beautiful south-central Pennsylvania, please reply only in writing to:

Larry Messenger
Director of Engineering
Pennsylvania Public Television Network
169 West Chocolate Avenue
Hershey, PA 17033
Equal Opportunity M/F Employer

Help Wanted Programing, Production, Others

TV PERSONNEL NEEDED

Religious broadcaster has continuing need for experienced personnel in all areas of programming, production and engineering. Send resumes to Box M-35 Broadcasting.

ART DIRECTOR

Experienced graphic artist with a thorough knowledge of television to handle a variety of design and layout assignments including on-air, print, sets, etc. Send resume to Personnel Department, WBEN-TV, 2077 Elmwood Avenue, Buffalo, New York, 14207. WBEN-TV is an Equal Opportunity Employer.

Help Wanted Sales

Major worldwide television distributor is looking for an experienced, highly motivated person to sell a full range of tape and film, first-run and off-network series and motion pictures to television stations. General manager, program director and sales manager contacts are important. This is an opportunity for financial and personal growth in a rapidly expanding company. Excellent fringe benefits. All correspondence will be handled in complete confidence. Write to Box N-17.

Situations Wanted Management

G.M./G.S.M.

Currently G.S.M. net TV affiliate Top 50 mkt. AM/FM management experience. Min 35K. Box M-172.

Situations Wanted News

YOUNG NET PRODUCER

Seeks Return to Local TV News Business Reporter/Anchor Confidential Box M-161.

Employment Service

TECHNICAL OPPORTUNITIES

(Coast to Coast)

We specialize in the placement of well qualified people in Broadcast Engineering, Equipment Manufacture Engineering, Audio/Video Systems Engineering, Openings at all locations—all levels. Confidential, no cost to applicant. Employer inquiries invited. Send your resume including salary history and requirement to Alan Kornish, Key Personnel, 116 S. Main St., S. Main Towers, Wilkes-Barre, Penna. 18701. (717) 822-2196.

Job Leads

YOUR MONEY BACK...

If the first issue doesn't give you a head start on the jobhunting competition. **EXCLUSIVE RADIO & TV OPENINGS:** DJ's...News...Technical...Sales...Everyone

\$10 for seven weeks

Name _____
Street _____
City _____ State _____ Zip _____

JOB LEADS: Suite 1113-CT, 1680 Vine Street, Hollywood, CA 90028

Radio Programing

The Original Radio Network Series is **Tarzan** **BACK ON THE AIR!**



Now available for local purchase:
CHARLES MICHELSON, inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

Miscellaneous

For Powerful Year-Round Promotions
AMERICAN FLAG KITS
3' x 5' Double-Stitched Flag
W/6 Ft. Jointed Metal Pole & Accessories
Made in U.S.A.
Immediate Delivery
FLAG HEADQUARTERS
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Miscellaneous Continued

T.V. Producers, Writers and Sponsors!

Stop violence on TV, but don't substitute sex for it. Give good, wholesome American entertainment to U.S.A.

Frank E. Zabielski, Jr.
4608 South Spaulding
Chicago, Illinois 60632

Audience Research

Professional Research Services

SURVEYS from \$339.00 · Write or call for brochure

- Increase sales revenue
- Achieve greater respect at the agency level
- Increase station prestige among employees

6806 S. Terrace Rd. Tempe, Az 85283 (602) 839-4003

Wanted To Buy Stations

PUBLIC COMPANY

interested in acquisitions and/or mergers.

T.V.—Radio.

Profitability not a factor.

Reply Box E-69.

SUBSTANTIAL COMPANY

desires acquisitions of CATV, radio or TV stations. Minimum pre-tax earnings of \$200,000 required. Write Lawrence Flinn, Jr., National Cable Communications Corp. 19 West Elm St., Greenwich, Ct. 06830. Reply in confidence.

WANTED . . . RADIO STATION

LOCATED 75 MILES AREA OF NEW YORK CITY
Confidences observed
Box M-174

For Sale Stations

COLORADO RADIO STATION

FOR SALE: High power (Class C) FM radio station in growing market of 100,000 plus population. Write: Box M-182.

For Sale Stations Continued

- Fulltimer. Small town in Northwest. No competition. Profitable. \$180,000. Terms.
- Daytimer. Greater Grand Rapids Metro area. \$250,000.
- AM/FM. Utah. Only station in county. 30,000 pop. trade area. \$230,000. Terms.
- Class "C" Stereo. Central Texas. 30,000 pop. trade area. Good billing. \$260,000.
- Class "C" Stereo covering Jackson, Miss. \$435,000. Liberal terms.
- Fulltimer within 50 miles of Orlando. Only fulltime AM in 30,000 pop. trade area. Real Estate. Billing about \$140,000. \$395,000. \$70,000 d.p.
- Stereo station metro area of Oklahoma City. Collected about \$250,000. \$585,000. Terms.
- Fulltimer in Northcentral Calif. A good buy. Terms.
- Fulltimer. Major metro area of Tenn. Good billing. A bargain at \$600,000. Good terms.
- \$95,000 for FM in small town in Mo. Possibility of powerful AM. 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.
- Daytimer. Within 25 miles of Albany, Ga. Billed \$85,000 with no salesmen. \$265,000. Terms.

All stations listed every week until sold. Let us list your station. Inquires and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact:
William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

MEDIA BROKERS APPRAISERS

RICHARD A. **SHAHEN** INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



STATION MANAGERS . . . PUBLIC INTEREST GROUPS

Accurate step-by-step instruction for non-profit public service groups who want to use advertising media.

MEDIABILITY



- How to use radio and television
 - Preparing slides, videotape spots
 - Talk shows, editorial reply, news coverage
 - Getting free production
 - Newspaper, magazine, outdoor advertising
 - Ad Council and other professional help
 - Legal concerns, recourse to unfair treatment
- AND MUCH MORE**

Authors Len Biegel and Aileen Lubin

Clip this ad and send to: Broadcasting Book Division
1735 DeSales St. N.W.
Washington, D.C. 20036

Enclose \$7.50 for each copy of Mediability, along with your name and address. Payment must accompany order.

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MEN OF EXPERIENCE.
MEN OF THEIR WORD.**

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Kenneth R. Chapin
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13211
(315) 454-4144



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Newark, Delaware
19711
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Keith W. Horton
Elmira Office



Robert L. Kimmel
Box 270
St. Albans, Vermont
05478
(802) 524-5963



Richard L. Kazacko
Elmira Office

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We've Got Your First Radio Station

1. Class "C" Stereo
2. Automated
3. Billed 42,000 in fiscal 75
4. Billed 24,000 in fiscal 76
5. Super small town
6. It needs you

Price 175,000.
Bank financing available
Dan Smith 505-393-9158.

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only
(Billing charge to stations and firms: \$100)

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.

W	Small	FM	\$80k	\$20k
S	Small	Profitable	\$215k	\$terms
W	Medium	Fulltime	\$600k	\$198k
E	Major	Fulltime	\$650k	\$189k
S	Metro	AM	\$1,570k	\$455k

Atlanta, Boston, Chicago,
Dallas, Los Angeles



1835 Savoy Dr., NE Atlanta, Georgia 30341

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

WEST COAST: 1204 HUSE BUILDING, SAN FRANCISCO, CALIFORNIA 94104
415/673-4474

EAST COAST: 210 EAST 53RD ST., NO. 5D, New York 10022
212/288-0737

FM/AM

Very successful full power FM/AM Combo in growing Southwest market for sale to qualified purchaser. Price of \$3,500,000 is less than 9 X cash flow and is just over 2 X gross. Include financial qualifications first letter. Principals only, please. Reply Box M-123.

BOOKS

417. **GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING** Robert C. Siller. A practical, self study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. **\$9.95**
405. **BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages **\$12.95**
419. **HOW TO BECOME A RADIO DISC JOCKEY** by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey)! 256 pages, illustrated **\$9.95**

please send me book(s) numbers _____
my check in the amount of _____ is enclosed.

Broadcasting Book Division
1735 DeSales St., NW
Washington, DC 20036

Name _____

Address _____

City _____ State _____ ZIP _____

Stock Index

Stock symbol	Exch.	Closing Wed. Oct. 12	Closing Wed. Oct. 5	Net change in week	% change in week	1977		PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
Broadcasting											
ABC	N	39 3/4	39 5/8	+ 1/8	+ .31	46 3/4	37	9	18,107	719,753	
CAPITAL CITIES	N	48 1/2	47 5/8	+ 7/8	+ 1.83	57	44 3/4	10	7,481	362,828	
CBS	N	50 7/8	51 1/2	- 5/8	- 1.21	62	50 7/8	8	28,395	1,444,595	
CCX	N	27 7/8	27 3/8	+ 1/2	+ 1.82	33 5/8	25 1/2	8	5,877	163,849	
GRCS TELECASTING	A	15 1/4	15 1/4			15 1/2	13 5/8	7	800	12,200	
KINGSTIP COMMUN.	C	5 1/2	5 1/2			5 1/2	3 7/8	10	461	2,535	
LIA	C	18 1/8	19	- 7/8	- 4.60	20 3/8	16 1/2	7	2,739	49,644	
MCKEY	C	2 5/8	2 5/8			2 5/8	1 7/8	9	425	1,115	
RAHALL	C	19	18 1/2	+ 1/2	+ 2.70	19	8 5/8	23	1,281	24,339	
SCRIPPS-HARD	C	36 1/2	36 1/2			37	31 1/2	8	2,599	94,498	
STARR**	M	6	5 7/8	+ 1/8	+ 2.12	7	3 1/2	8	1,418	8,508	
STCRER	N	21 1/4	21 1/4			26 7/8	19 3/4	5	4,876	103,615	
TAFT	N	26 3/4	27	- 1/4	- .92	33 7/8	24 5/8	7	4,070	108,872	
									TOTAL	78,520	3,096,351

Broadcasting with other major interests

ADAMS-RUSSELL	AAP	N	5 3/4	6	- 1/4	- 4.16	6	3 3/4	7	1,232	7,094
AVCC	AV	N	14 3/4	14 7/8	- 1/8	- .84	17 7/8	13 3/8	3	11,656	171,926
JOHN BLAIR	BJ	N	17 3/4	17 7/8	- 1/8	- .65	19	11 1/8	5	2,419	42,937
CHRIS-CRAFT	CCA	N	7 1/2	9 3/8	+ 1 7/8	+ 20.00	9 3/8	4 1/2	6	5,810	43,575
COMBINED COMM.	CCA	N	24 1/4	24	+ 1/4	+ 1.04	24 1/4	19	9	6,692	162,281
COWLES	CWL	N	15 7/8	15 1/4	+ 5/8	+ 4.09	15 7/8	12 1/2	19	3,969	63,007
DUN & BROADSTREET	DNB	N	28 3/4	29 1/4	- 1/2	- 1.70	30 7/8	26 1/4	15	26,447	760,351
FAIRCHILD INC.	FEN	N	12 1/8	13	- 7/8	- 6.73	15 5/8	9 1/2	10	5,708	69,209
FUGUA	FGA	N	8 5/8	8 7/8	- 1/4	- 2.81	13	8 5/8	5	9,293	80,152
GANNETT CO.	GCI	N	35 7/8	36	- 1/8	- .34	40 3/4	32 3/4	15	22,430	804,676
GENERAL TIRE	CY	N	22 5/8	22 7/8	- 1/4	- 1.09	29 1/4	22 5/8	4	22,239	503,157
GLCBF BROADCASTING**	GLBTA	C	4 1/4	4 1/4			4 3/8	2 1/8		2,783	11,827
GRAY COMMUN.	G	C	11 1/2	11 1/2			12 3/4	9		475	5,462
HARTE-HAAS	HMT	N	32	32 7/8	- 7/8	- 2.66	32 7/8	26	12	4,474	143,168
JEFFERSON-PILDT	JP	N	30	30 1/2	- 1/2	- 1.63	32 3/8	26 5/8	10	24,056	721,680
MARVIN JOSEPHSON	MRVA	C	11 3/4	12	- 1/4	- 2.08	17 1/4	10 1/4	6	1,992	23,406
KANSAS STATE NET.	KSN	C	9 1/2	7 1/4	+ 1 1/4	+ 17.24	8 1/2	4 3/4	10	1,716	14,586
LEE ENTERPRISES	LNT	A	24	23 5/8	+ 3/8	+ 1.58	23 1/8	22 1/4	11	5,010	120,240
LIFEPTY	LC	N	22 3/4	22 3/8	+ 3/8	+ 1.67	23 1/8	18	7	6,762	153,835
MCGRAW-HILL	MHP	N	18 1/2	19	- 1/2	- 2.63	19 5/8	15 5/8	10	24,664	456,284
MEDIA GENERAL	MEG	A	13 5/8	13 3/4	- 1/8	- .90	20	13 5/8	6	7,463	101,683
MEREDITH	MCP	N	22	22 1/8	- 1/8	- .56	22 1/8	17 3/8	5	3,057	67,474
METROMEDIA	MET	N	27 3/4	27 3/4			31 1/8	25 1/4	6	6,700	185,925
MULTIMEDIA	MPEC	C	24 1/2	24 3/4	- 1/4	- 1.01	25 1/2	21 1/2	10	4,392	107,604
NFW YORK TIMES CO.	NYA	A	17 7/8	17 1/8	+ 3/4	+ 4.37	19 1/2	15 3/4	8	11,207	200,325
CUTLET CO.	CTU	N	18	18 3/2	+ 3/8	+ 2.04	24 1/4	16 5/8	7	2,140	38,520
FCST CORP.	FGST	C	22 1/2	21 3/4	+ 3/4	+ 3.44	22 1/2	14 1/4	8	859	19,552
REEVES TELECOM	RLT	A	2 1/2	2 5/8	- 1/8	- 4.76	3	1 1/4	25	2,380	5,950
RELLINS	RCL	N	18 3/8	17 7/8	+ 1/2	+ 2.79	24 1/4	17 1/8	17	33,000	606,375
RLST CRAFT	RUS	A	22 7/8	23	- 1/8	- .54	23 1/2	8 1/2	14	2,291	52,406
SAN JUAN RACING	SJP	N	9 1/8	9 1/4	- 1/8	- 1.35	11 3/4	7 5/8	9	2,509	22,894
SCHERING-PLUGH	SGP	N	29	28 5/8	+ 3/8	+ 1.31	44 3/4	28 5/8	9	54,084	1,568,406
SCARDLING	SEP	A	10 1/4	10 1/8	+ 1/8	+ 1.23	12 7/8	8 3/8	6	1,103	11,305
TECH OPERATIONS**	TC	A	3 7/8	4 1/8	- 1/4	- 6.06	4 3/4	2 3/8		1,344	5,208
TIMES MIRROR CO.	TMC	N	22 7/8	22 7/8			25 3/8	20 3/4	9	33,917	775,897
WASHINGTON POST CO.	WPC	A	29 7/8	29 3/4	+ 1/8	+ .42	30 1/2	21 3/4	9	8,650	258,597
WOMETCO	WCV	N	11 1/8	11 1/3			12 3/4	10 7/8	7	8,563	95,263
									TOTAL	373,517	8,482,347

Cablecasting

ACTON CORP.	ATN	A	7 1/4	7	+ 1/4	+ 3.57	7 3/8	3 1/8	3	2,757	19,988
AMECC**	ACC	C	1 1/4	1 1/4			1 1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	C	32	32			32	19 3/4	19	3,465	110,880
ATHENA COMM.**	A	C	3/8	3/8			3/8	1/8		2,175	795
BURNUP & SIMS	BSIM	C	3 7/8	4 1/4	- 3/8	- 6.82	4 3/4	3 1/8	19	8,309	32,197
CABLE INFC.	C	C	3/4	3/4			7/8	1/2	4	663	497
CCMCAST	C	C	4 3/8	4 3/8			5 1/4	3 3/4	8	1,662	7,271
COMMUN. PROPRIETYS	COMU	C	7 1/4	7 3/4	- 1/2	- 6.45	7 3/4	3 5/8	13	4,761	34,517
ENTRON	ENT	C	1 3/8	1 3/8			2	7/8	1	970	1,346
GENERAL INSTRUMENT	GPI	N	17 3/4	18 7/8	- 1 1/8	- 5.95	23	17 3/4	9	7,332	130,143
GENEVE CORP.	GCV	C	8 1/4	8 1/4			9 1/4	7 1/2	55	1,121	9,248
TELE-COMMUNICATION	TCCM	C	6 1/2	7 3/8	- 7/8	- 11.65	7 3/8	2 7/8	41	5,231	34,326
TELEPROPTER	TP	N	7 1/2	8 3/8	- 7/8	- 10.44	5 3/8	6 3/4	22	16,793	125,947
TEXSCAN	TFXS	C	1 3/4	1 5/8	+ 1/8	+ 7.65	2	1 1/4	10	786	1,375
TIME INC.	TL	N	33 1/8	33	+ 1/8	+ .37	34 1/4	31 3/4	9	20,324	673,232
TCCO	TCCO	C	3 1/2	3 5/8	- 1/8	- 3.44	4 5/8	2 1/4	13	617	2,159
UA-COLUMBIA CABLE	UACC	C	23 1/4	23 1/2	- 1/4	- 1.04	23 1/2	15 1/2	16	1,679	39,036
UNITED CABLE TV	UCTV	C	5 1/8	5 1/4	- 1/8	- 2.38	5 7/8	3 7/8	120	1,879	9,629
VIACOM	VIA	N	15 1/8	16 1/2	- 1 3/8	- 9.33	17 7/8	9 1/2	13	3,750	56,718
									TOTAL	95,483	1,289,455

Stock symbol	Exch.	Closing Wed. Oct. 12	Closing Wed. Oct. 5	Net change in week	% change in week	1977		P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
						High	Low						
Programming													
CCLUMBIA PICTURES	CPS	N	16	17 3/3	+	5/8	+	3.59	18	7 3/8	14	5,748	121,464
DISNEY	DIS	N	36 1/3	38 1/4	-	2 1/8	-	5.55	47 5/8	32 1/2	15	31,895	1,152,206
FILMWAYS	FWY	A	7 3/8	7 3/4	-	3/8	-	4.83	9 7/8	6 7/8	6	2,275	16,778
FCUR STAR			1	1					1 1/8	3/4	10	667	667
GULF + WESTERN	GW	N	11 1/2	11 7/8	-	3/8	-	3.15	18 3/8	11 1/4	3	48,239	554,748
MCA	MCA	N	33 1/5	32 1/2	+	5/8	+	1.92	42 3/4	32 1/2	7	18,024	597,045
MGM	MGM	N	22 1/2	23	-	1/2	-	2.17	24 1/2	16	9	13,102	294,795
TELETRONICS INTL.		C	3 1/2	3 3/4	-	1/4	-	6.66	6 1/2	3 1/2	5	1,018	3,563
TRANSAMERICA	TA	N	14 7/8	14 7/8					16 1/2	13 5/8	7	67,238	1,000,165
20TH CENTURY-FCX	TF	N	23 1/2	23 7/8	-	3/8	-	1.57	25	10	8	7,631	179,328
WARNER	WCI	N	25 7/8	26 1/2	-	5/8	-	2.35	32 1/2	25 3/4	5	14,411	372,884
WRATHER	WCC	A	7 5/8	8	-	3/8	-	4.68	8 3/8	4 1/2	10	2,243	17,102
									TOTAL			213,491	4,310,745
Service													
BBC INC.	BBC	C	27 1/4	27 1/4					29 3/4	22 1/2	8	2,513	68,479
COMSAT	CC	N	31 7/8	31 7/8					36 3/4	29 3/8	9	10,000	318,750
DOYLE DANE PERAZACH	DCYL	C	21 3/8	21 1/2	-	1/8	-	.58	22	16 3/4	7	1,866	39,885
FCCTE CCNE & BELDING	FCP	N	17 1/2	18	-	1/2	-	2.77	18	14 3/4	7	2,304	40,320
GREY ADVERTISING	GREY	C	22 1/2	22 3/4	-	1/4	-	1.09	28	16 1/2	5	821	18,472
INTERPUBLIC GROUP	IPC	N	39	39 1/4	-	1/4	-	.63	39 1/4	28 1/8	8	2,387	93,093
MCI COMMUNICATIONS	MCIC	C	2 3/4	2 7/8	-	1/8	-	4.34	2 7/8	7/8	39	20,137	55,376
MCVIELAP	MCV	A	1 1/4	1 3/8	-	1/8	-	9.09	2	1 1/4	7	1,410	1,762
MPC VIDEOELECTRONICS*	MPC	A	5 1/8	5 1/8					9	4	8	520	2,665
A. C. NIELSEN	NIELB	C	20 7/8	21 1/8	-	1/4	-	1.18	22 1/4	18 7/8	12	10,762	224,656
GGILVY & MATHEP	CGIL	C	35 1/2	38	-	2 1/2	-	6.57	38 1/4	31	7	1,805	64,077
J. WALTER THOMPSON	JWT	N	19	18 1/2	+	1/2	+	2.70	19	15 1/8	7	2,649	50,331
									TOTAL			57,174	977,866
Electronics/Manufacturing													
AEL INDUSTRIES	AFLIA	C	4 1/8	4 1/4	-	1/8	-	2.94	6	2 3/8	7	1,672	6,897
AMPEX	APX	N	9 1/2	10	-	1/2	-	5.00	11	7 3/8	10	10,885	103,407
ARVIN INDUSTRIES	ARV	N	17 3/4	18 3/8	-	5/8	-	3.40	19 1/4	14 1/2	4	5,959	105,772
CCA ELECTRONICS*	CCA	C	5/8	5/8					5/8	1/8	3	897	560
CETEC	CEC	A	3	3					3 1/4	1 3/4	11	1,654	4,962
CHU	CCH	A	3 1/4	3 1/8	+	1/8	+	4.00	3 1/2	2 1/8	12	1,779	5,781
CONRAC	CAX	N	20 1/4	21	-	3/4	-	3.57	27 1/4	20 1/4	7	1,793	36,308
EASTMAN KODAK	EASKD	N	59 3/4	60 1/4	-	1/2	-	.82	86 3/4	57 5/8	16	161,371	9,641,917
FARINON ELECTRIC	FARN	C	8 1/4	8 1/2	-	1/4	-	2.94	12	8	9	4,616	38,082
GENERAL ELECTRIC	GE	N	50	50 3/4	-	3/4	-	1.47	56 5/8	49 1/4	11	184,581	9,229,050
HARRIS CORP.	HRS	N	38 1/2	38	+	1/2	+	1.31	39	28	12	12,275	472,587
HARVEL INDUSTRIES*	HARV	C	5	5					5 1/2	3 1/8	13	480	2,400
INTL. VIDEO CORP.**	IVCP	C	3/4	7/8	-	1/8	-	14.28	2 3/8	1/4		2,701	2,025
MICROWAVE ASSOC. INC	MAI	N	26	25 5/8	+	3/8	+	1.46	26	20 1/4	11	1,320	34,320
3M	MMM	N	49 3/4	50 3/8	-	5/8	-	1.24	57	48 3/8	16	115,265	5,734,433
MOTOROLA	MOT	N	42 7/8	44	-	1 1/8	-	2.55	56 7/8	37 3/4	13	28,544	1,223,824
N. AMERICAN PHILIPS	KPH	N	29	29 1/4	-	1/4	-	.85	36	29	6	12,033	348,957
CAK INDUSTRIES	OAK	N	12 1/4	13	-	3/4	-	5.76	17 7/8	9 5/8	11	1,639	20,077
RCA	RCA	N	27 1/8	27 7/8	-	3/4	-	2.69	31 3/4	25 3/8	10	77,807	2,110,514
ROCKWELL INTL.	RCK	N	30 1/4	30 1/4					36 3/4	30 1/4	7	32,400	980,100
RSC INDUSTRIES	RSC	A	2	2					2 3/8	1 5/8	9	2,690	5,380
SCIENTIFIC-ATLANTA	SFA	A	20 5/8	19 7/8	+	3/4	+	3.77	21 1/8	16 3/4	13	1,668	34,402
SONY CORP.	SNE	N	8	8 1/8	-	1/8	-	1.53	10 3/8	8	14	172,500	1,380,000
TEKTRONIX	TEK	N	37 1/4	37 1/4					68 1/2	28 1/4	15	17,342	645,989
TELEPATRON	TIMT	C	7/8	7/8					7/8	1/2	1	1,050	918
VARIAN ASSOCIATES	VAR	N	16 1/4	16 7/8	-	5/8	-	3.70	21	14 3/4	10	6,838	111,117
WESTINGHOUSE	WX	N	17 1/4	17 1/4					22	16 1/4	6	87,492	1,509,237
ZENITH	ZE	N	13 7/8	14	-	1/8	-	.89	28	13 3/4	7	18,818	261,099
									TOTAL			968,069	34,050,115
									GRAND TOTAL			1,776,254	52,206,879

Standard & Poor's Industrial Average 103.4 105.1 -11.7

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. Earn-
ings figures are exclusive of extraordinary
gains or losses.

David McCall: He feels TV's value outweighs its increased cost

David B. McCall must sound like a renegade to his advertising agency colleagues: He doesn't think network television prices are "at all excessive."

In fact, he is skeptical about the swelling chorus of discontent among agencies and says pointedly that "if prices are too high, why hasn't there been an exodus from television? I don't see any evidence of this. So TV must be providing excellent value."

Mr. McCall, board chairman of McCaffrey & McCall Inc., New York, which is putting about \$45 million of a projected \$75 million in billings this year to television and radio, points out there always has been, and always will be, an adversary relationship between buyer and seller (in this instance, the agencies and the networks). He thinks this is a wholesome practice.

When Mr. McCall is reminded that McCaffrey & McCall is the advertising agency for ABC Inc. and is asked if his attitude reflects this association, he replies:

"Not at all. You know, ABC happens to be our biggest print account. We don't do any of their air work at all. And in the 14 years we have had the account, not once has ABC suggested to us that we should steer some business their way.

"It just so happens that I'm a firm believer in the free enterprise system. Business must be conducted in a free marketplace. If some people believe that television prices are 'unconscionable,' they shouldn't buy—and maybe prices will come down. I think that some agencies just don't buy well."

Mr. McCall, a tall, husky man of 49 who smiles easily and often, is a "free enterpriser" who has known good and bad times. His grandfather was president of the New York Life Insurance Co. at the turn of the century but financial reverses later forced Dave McCall to leave Yale University after his freshman year.

"From my grandfather I got the inspiration that I too could run a business some day," Mr. McCall confided, "and from my father, Sydney, I learned to appreciate ideas and people."

After leaving Yale in 1949, he worked briefly as a management trainee for Connecticut General Life Insurance Co. in Hartford, Conn., but he felt unfulfilled. From his father, who used to work the *New York Times* crossword puzzles with a pen, he acquired a respect for language and words.

"I felt I could write and decide to try the advertising business," he recalls. "I



David Bruce McCall—board chairman and chief executive officer, McCaffrey & McCall Inc., New York; b. March 13, 1928, New York; Army, 1946-47; Yale University, 1948-49; management trainee, Connecticut General Life Insurance Co., Hartford, 1949-50; messenger, mailroom clerk, Young & Rubicam, New York, 1950-51; copywriter, Y & R, 1951; copywriter, Ogilvy, Benson & Mather, New York, 1951-53; VP and copy chief, David J. Mahoney Inc., New York, 1953-1955; senior VP and copy chief, Ogilvy & Mather, New York, 1955-62; vice chairman, C. J. LaRoche Inc., New York, 1962-65; president, McCaffrey & McCall, 1965-73; board chairman, McCaffrey & McCall since 1973; m. Susan Alder of Omaha, 1974; children (by former marriage)—John, 21; Peter, 20; David, 18; William, 17; Robert, 15; Thomas, 8, and stepdaughter, Jamie, 5.

started as a messenger for Young & Rubicam in New York in early 1950 and a few months later I was promoted to the mailroom."

The following year Mr. McCall was advanced to a junior copywriter's post at Y & R on the Statler Hilton hotel account where, he says, "I wrote poems that were sort of print jingles."

He moved to Ogilvy, Benton & Mather, New York, as a copywriter in late 1951 and remained there until 1953. Mr. McCall joined David J. Mahoney Inc., New York, as vice president and copy chief that year but returned to his old agency, now called Ogilvy & Mather, in 1955 as copy chief, senior vice president and a member of the board of directors.

"I was perfectly happy at Ogilvy," Mr. McCall relates. "But in 1962 Chet LaRoche, who was running C.J. LaRoche

& Co., asked Jim McCaffrey, who was a friend and associate of mine at Ogilvy, to come over to LaRoche in preparation for Mr. LaRoche's retirement. Jim asked me to come along.

"At that time LaRoche was a \$10-million agency. I don't think of myself as a manager but I think I am an entrepreneur. And I felt it would be fun to take something small and try to make something big out of it. And I accepted Jim's offer."

Mr. McCall was installed as vice chairman of LaRoche in 1962 and became president of the successor agency, McCaffrey & McCall, in 1965. He was elected board chairman in 1973 when Mr. McCaffrey took early retirement. Mr. McCall speaks fondly and respectfully of his predecessor.

"Jim was an athlete at college when he suffered polio but he never let it deter him from doing what he wanted to do. His specialty at the agency was media and account work, and those are two areas I used to stay out of. Though today I do get involved in account management."

Though a word aficionado, Mr. McCall is still creative director of the agency, but confesses he functions today mainly as "an editor." He describes the duty of a creative director as two-fold: "(1) to make sure the copy strategy is correct and (2) to make sure that it is adhered to—and done brilliantly."

During Mr. McCall's association with the agency, the staff has grown from a handful of employes to more than 230 at its sole location on Lexington Avenue in New York. He noted that the agency has a fairly small list of accounts—14—and said it always has tried to acquire business that held out prospects for growth. Among the broadcast-active accounts are S. A. Bongrain-Gerard, Borg-Warner Corp., European-American Bank, Exxon Corp., North American Philips Corp., JC Penney Corp., Pfizer, Random House and the Hartford Insurance Group.

Mr. McCall predicts that within two years McCaffrey & McCall will be a \$100-million-agency, though there are no plans to expand to offices outside of New York.

Mr. McCall seems blessed with boundless energy. He usually arrives at his office by 8:30 in the morning—after having played squash or tennis for 30 or 40 minutes. He lives on the Upper East Side of Manhattan ("I like city life") and often walks the 40 or so blocks home to office.

Mr. McCall enjoys books on politics and poetry and writes what he calls "private poetry" (for himself). Though a staunch supporter of the private enterprise system, he regards himself as a political liberal. He was active in civil rights activities for many years and once was president of the New York Urban League.

Bum rap

Television broadcasters have not heard the last of the trial of Ronny Zamora. As reported a week ago, a jury convicted the 15-year-old defendant of murdering an 82-year-old woman who caught him in the act of robbery. By implication the same jury acquitted television of the charge—invented by the defense lawyer, Ellis Rubin—that the boy had been driven to murder by watching crime programs that he admired.

But others are unwilling to accept the verdict about television. R. Drummond Ayres Jr., the *New York Times* correspondent on the scene, wrote in what purported to be a news story: "Ronny Zamora has been convicted, but the jury is still out on television . . . The jury's rejection of the boy's unusual defense did not put an end to the debate about television and the visual mayhem that it serves up day after day." Tom Shales, the *Washington Post's* reporter, submitted his conclusion: "As for Rubin's television intoxication defense, it seemed, once all the psychiatric testimony had been heard, not so far-fetched as it may sound in headlines and capsule news roundups on TV. Rubin was not allowed to enter into evidence any studies showing that emotionally disturbed children are more suggestible to television and that children predisposed toward aggressive behavior are likely to become more aggressive after viewing televised violence. Such studies exist, however, and Ronny Zamora emerged as a classic example carried to a fatal extreme."

None of the post-trial accounts paid much attention to the testimony that indicated what really led Ronny Zamora straight to his tragic destiny: illegitimacy, cultural displacement and an utter lack of parental competence. The boy's mother testified that he began an addiction to television at the age of 5 when the family migrated to Florida from Costa Rica. "He was just crazy about *Superman*," Yolanda Zamora said. "He would wrap a towel around his neck and ask my husband to open the window so he could jump out."

What was television to do when Ronny became a problem: cancel *Superman* and all other fantasies and substitute remedial programming to fill the blanks in Ronny's life? How do the critics suggest that television could perform that function without totally disenfranchising everybody else? Indeed is it reasonable to imply that television could ever be a substitute for the genes and conditions that shape young lives?

The jury isn't still out in Miami. It came back in two hours with a verdict that will surely withstand appeal—no matter how energetically Ellis Rubin tries to trade on the false transfer of guilt to television.

Isn't this where we came in?

There was a note of familiarity in the announcement two weeks ago that the radio board of the National Association of Broadcasters had voted to permit stations to exceed "for good cause" the limit of 18 commercial minutes per hour prescribed by the radio code. Sure enough, a brief visit to the files turned up a report of an identical action taken by the NAB radio board in 1967. Maybe the present radio directors are unaware of it, but they have repeated an embarrassing incident in code history.

It was in 1967 that the FCC adopted the commercial time standards in both the NAB radio and television codes as its own standards for license renewal, thus turning self-regulation into government regulation and destroying the fundamental argument for codes as defenses against government control. The commission, however, said stations could exceed the NAB time limits for rea-

sonable purposes, a generosity the NAB codes had previously denied.

The NAB radio board, fearful that subscribers would accuse it of enforcing harsher regulation than the government's, voted to approve commercial-time exceptions "for special circumstances." Any pretense of independence that had previously been maintained was abandoned when the NAB amended its standards to correspond to the government's adaptation. Since then, stations have been permitted by the FCC and the NAB code to exceed the 18-minute limit for such reasonable purposes as making up for advertising lost in an emergency, accommodating special community events and airing political advertising in the heat of campaigns.

The incumbent radio board's reason for approving practices that have been in effect for more than nine years is unapparent, unless the board could find nothing livelier to head its agenda. If that is the case, perhaps it is true that a third annual board meeting, scheduled for the first time this year, is unnecessary. The record here suggests that board meetings twice a year can comfortably handle the real business.

A name big enough to fit

At the New Orleans convention of the National Radio Broadcasters Association last week there was a revival of talk about a broadcaster federation under which disparate interests could unite for common enterprise, without losing their individuality.

For example, the NRBA, which was formed originally as something of a protest against a perceived downgrading of radio in the established National Association of Broadcasters, could continue its independent role, if its members wanted that, but would cooperate in a federated representation, the theory goes. There is something to be said for that kind of evolution, but the structure and function need to be more clearly defined.

Federation is a word that has been used favorably on occasion on this page. Perhaps, it now occurs to us, there is a better name. Why not a National Congress of Broadcasters?

The congress would be just that—an assembly of varying constituencies. It should have a headquarters big enough to be a national presence for all radio and television, but its parts could act independently as they chose. A restructured NAB could easily grow into the National Congress of Broadcasters.



Drawn for BROADCASTING by Bill Davey

"I don't believe it. World team hopscotch?"



An overwhelming community response.

In April, violent tornadoes devastated several communities just east of Kalamazoo, Michigan. Although the storm took no lives, many families were left without shelter and other essentials. From the first storm warning, WKZO Radio and Television devoted their facilities to alerting the community to the danger. Afterward, emphasis shifted toward helping victims by broadcasting appeals for aid.

Within hours, more food and clothing had been donated than could be used. WKZO Radio and Television were asked to suspend the appeals and simply refer callers to special aid centers. Through the generosity of their neighbors, the homeless were helped through a frightening and traumatic experience. Motivating our audiences to help others in need is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

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

4 Nippon-Grass Valley DVEs



or

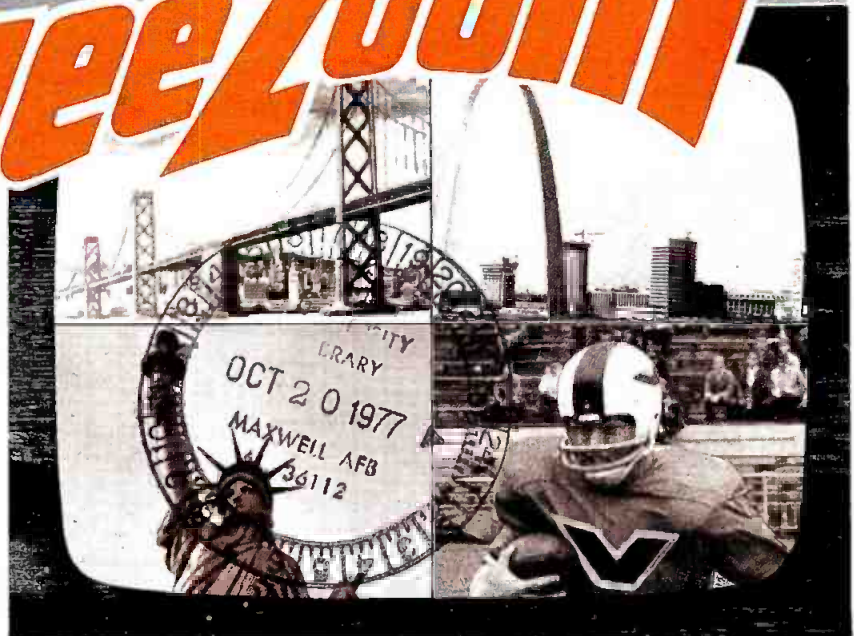
4 UK Micro-Quantels



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4 in 1
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synchronizer



SQUEEZOOM VMU-1

- Synchronizes up to 4 non-synchronous NTSC color video signals simultaneously to studio sync.
- Continuously corrects variations in subcarrier phase from remotes or doppler effects from satellite transmissions.
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- Microprocessor control for wider mode of operation.
- Real time freeze frame. ● Zero delay in switcher.
- Horizontal and vertical compression yield multiple effects.
- Eliminates tedious use of chroma keys in most cases.

American technology prevails at NAB 77. Vital introduces for the first time in TV history the only four input frame synchronizer through digitization of video signals. In 1974 Vital introduced the Digital effects for video switching and is holder of Patent Numbers 3 821 468 and 3 758 712.

The "Squeezoom" opens new vistas in television production both in real time use or post production.

You will not be locked out with one video channel "Squeezoom." Add other channels as you wish. Too many exciting features and applications to describe. Call us toll free 1-800-874-4608.



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